



**REDEFINED
TROLLEYS**



PRODUCT CATALOGUE

SEPTEMBER 2026

WWW.REDEFINEDTROLLEYS.COM



YOUR PARTNER IN RETAIL INNOVATION.

Redefined Trolleys is a proudly South African innovation-driven company headquartered in Durban, KwaZulu-Natal. Founded by three experienced professionals with expertise in retail operations, plastic injection moulding, and sustainability, the company was established to address a clear market gap: the need for modern, locally manufactured, turnkey trolley solutions that go far beyond traditional supply models.

We deliver not just products but integrated fleet solutions that streamline operations, reduce costs, and generate new sources of revenue for retailers. By combining advanced manufacturing, fleet management services, recycling programmes, and future-ready GPS technology, Redefined Trolleys is redefining how retailers view and manage their trolley fleets.

Our ethos is simple: we transform shopping trolleys from depreciating operational assets into strategic tools for customer experience, profitability, and brand growth



THE DIFFERENCE: REDEFINED.

What sets Redefined Trolleys apart is not just what we make, but how we think about trolleys. Where others see a product, we see a system — one that can simplify operations, strengthen brand trust, and even create new revenue streams.

Every trolley in our range is manufactured locally, ensuring shorter lead times, greater quality control, and reduced environmental impact. Our use of recycled plastics, coupled with trade-in and recycling programmes, means fleets aren't just replaced — they're renewed. Add to that innovative features like ad-space monetisation and in-development GPS technology, and it becomes clear: a Redefined trolley isn't only moving goods, it's moving retail forward.

For our partners, this translates into confidence — confidence that their fleets will be reliable, sustainable, and designed to support the shopper experience at every touchpoint. That's the difference: practical innovation that works for both the retailer and the customer.

A young man stands next to a bicycle heavily laden with large, full bags of plastic waste. He is in a recycling facility, with piles of sorted plastic visible in the background. The image is overlaid with a dark blue gradient and a yellow dotted pattern in the bottom left corner.

SUSTAINABILITY: REDEFINED.

Every Redefined trolley begins life by giving South African plastic waste a second purpose.

Approximately 50% of every trolley is manufactured using post-consumer recycled HDPE collected and processed within South Africa. This recycled content is independently verified through SATAS certification, providing retailers with confidence that environmental claims are supported by recognised third-party evidence.

The remaining material consists of carefully selected virgin HDPE. While recycled material forms the foundation of the product, virgin resin continues to play an important role in delivering the structural integrity, moulding consistency, durability and long-term performance required in demanding retail environments. This balanced material formulation ensures retailers do not have to choose between sustainability and reliability.

By creating ongoing demand for locally recovered plastic, Redefined also strengthens South Africa's recycling industry and supports the transition towards a more circular manufacturing economy.

FROM
R1750.00
PER UNIT



Everyday 90 Trolley

Small Size, Big Impact

Perfect for convenience and smaller-format stores, easier manoeuvrability, quicker trips, lightweight but durable.

Capacity	90L
Dimensions	L: 978mm W: 532mm H: 940mm
Weight	11.9 kg
Material	50% Recycled Plastic
Function	Small Chain Stores & Supermarkets
Wheels	Front and Back – 125mm
Seat	None
Advertising	Optional on Handle
Branding: Sides	Pad Print
Trolleys Nesting Size:	3169 mm per 10 Trolleys

Production time is 8-10 days, plus 1-2 weeks for transit.

FROM
R2000.00
PER UNIT



**MEGA 200
TROLLEY**



Mega 200 Trolley

Built for the Big Shop

Large-Shop Solution designed for higher-volume purchases. With the same durable construction and ergonomic handle, the 200L offers extended capacity for family shopping and bulk buying.

Capacity	200L
Dimensions	L: 1169mm W: 618mm H: 1059mm
Weight	19.9 kg
Material	50% Recycled Plastic
Function	Supermarkets, Hypermarkets, Cash & Carry
Wheels	Front and Back – 125mm
Seat	Full
Advertising	Optional on Handle
Branding: Sides	Pad Print
Trolleys Nesting Size:	3957 mm per 10 Trolleys

FROM
R400.00
PER UNIT



**GRAB 'N GO
HAND BASKET**



Grab 'n Go Hand Basket

Everyday Convenience: Redefined

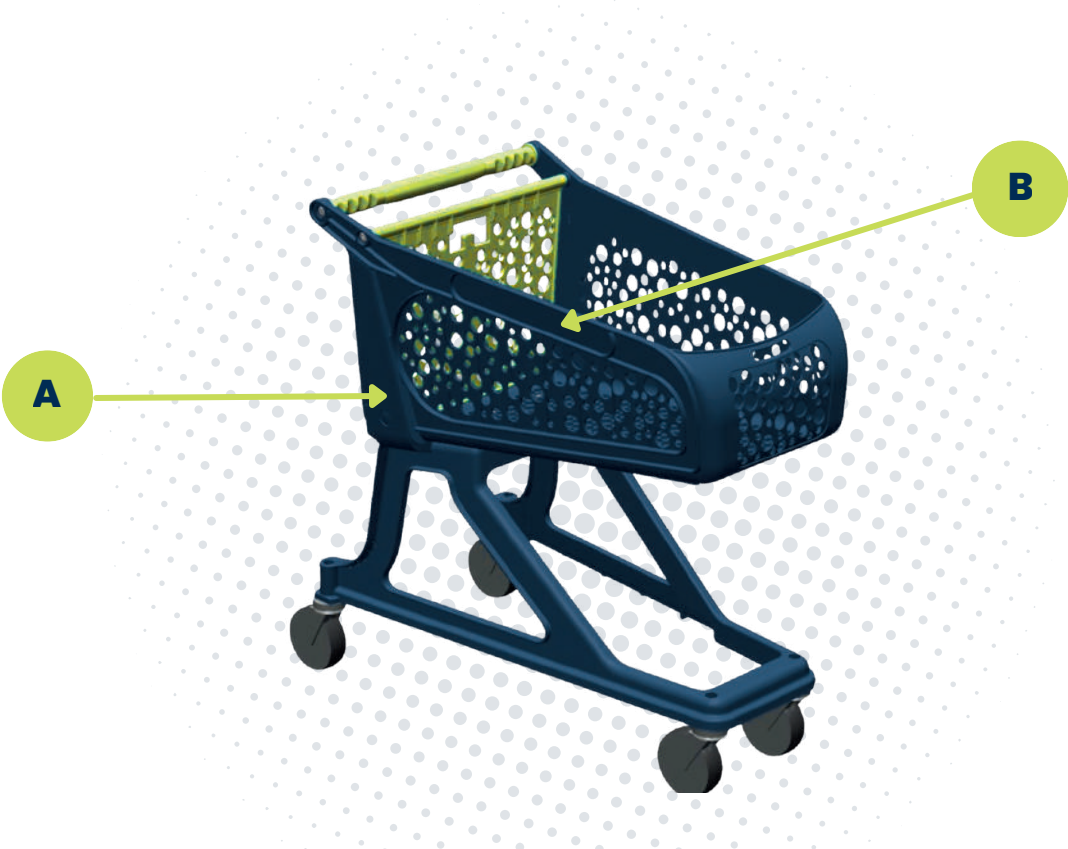
The Redefined hand basket is designed for speed, simplicity, and everyday convenience. Ideal for top-up shops, express purchases, and smaller-format stores, it offers the same balance of durability and design found across our trolley range.

Capacity	37L
Dimensions	L: 450mm W: 330mm H: 250mm
Weight	1.9 kg
Material	50% Recycled Plastic
Function	Chain Stores, Supermarkets & Hypermarkets
Maximum Load:	15 kg
Branding: Sides	Pad Print

Branding & Customisation

Your Brand in Motion

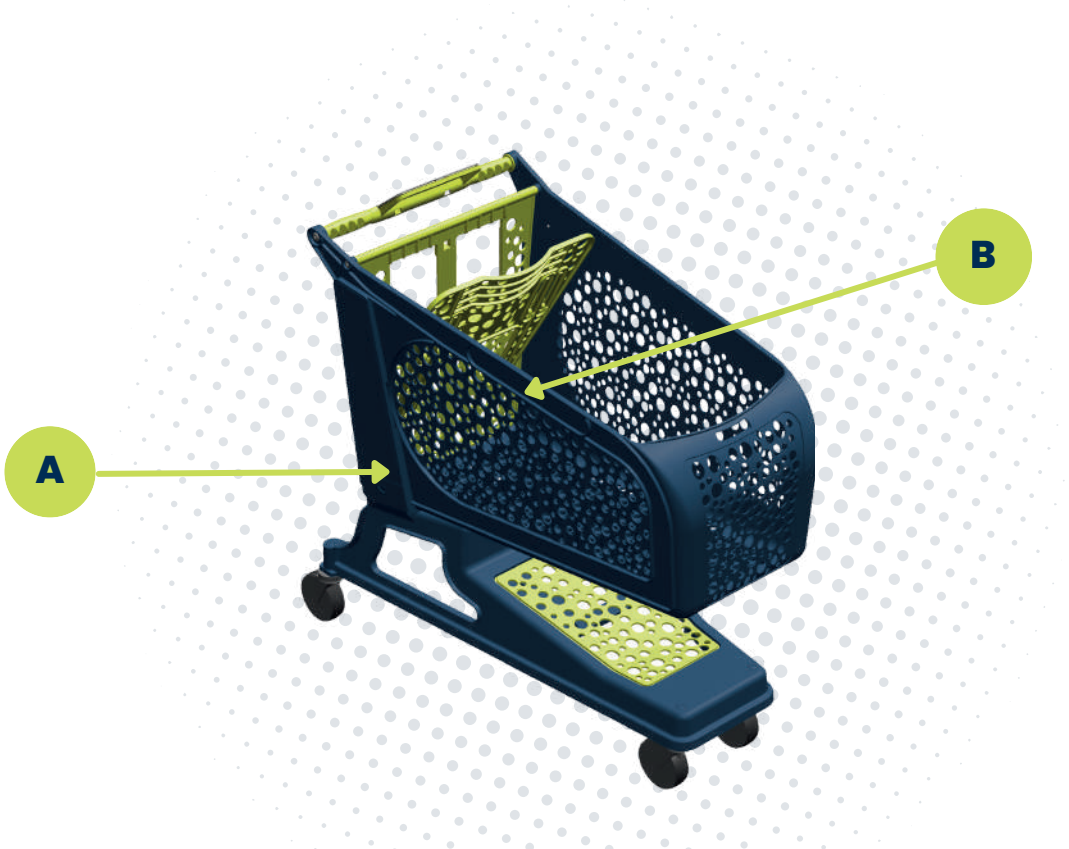
Make your fleet unmistakably yours — customise trolleys and baskets with your store colours, logo placement, and branded handle ads for a consistent customer experience.



Everyday 90 Trolley

Branding Type	Pad Print
Print Area A	L:200mm H:40mm

Branding Type	Embossing
Print Area B	L:300 H:45mm



Mega 200 Trolley

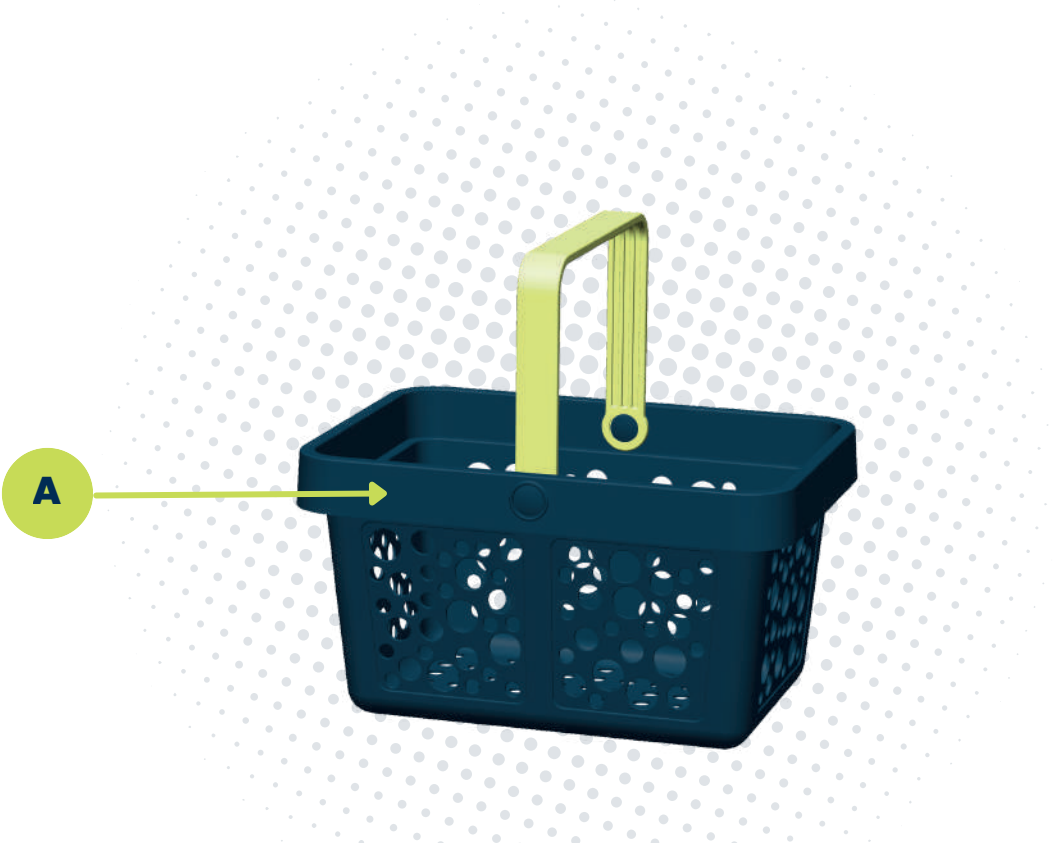
Branding Type	Pad Print
Print Area A	L:400mm H:80mm

Branding Type	Embossing
Print Area B	L:300 H:45mm

Branding & Customisation

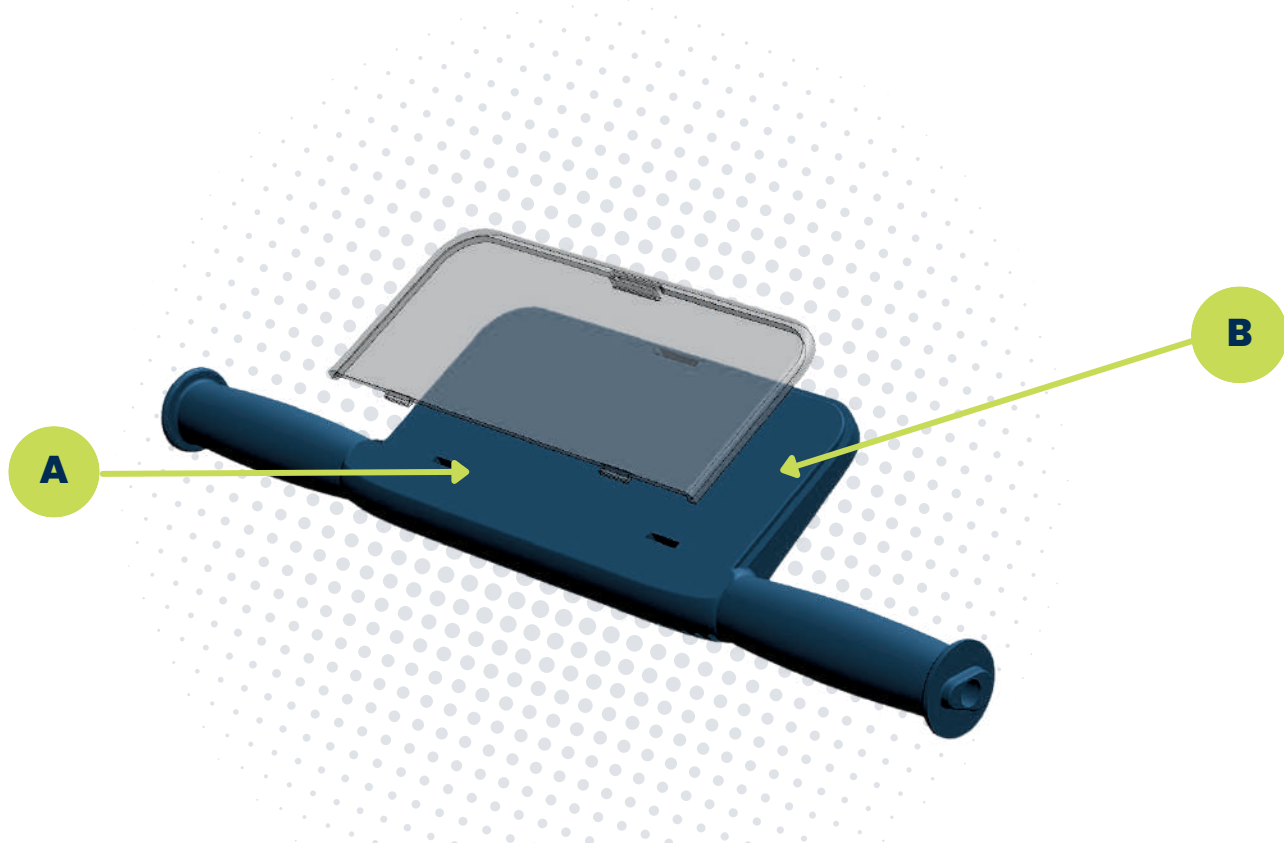
Your Brand in Motion

Make your fleet unmistakably yours — customise trolleys and baskets with your store colours, logo placement, and branded handle ads for a consistent customer experience.



Grab 'n Go Hand Basket

Branding Type	Pad Print
Print Area A	L:200mm H:40mm



Optional Trolley Ad Handle

Branding Type	Embossing
Print Area A	L:150mm H:18mm

Branding Type	Removable Vinyl Sticker
Print Area B	L:230mm H:92MM

CONTACT US FOR YOUR CUSTOM QUOTE TODAY.



069 430 9344



HELLO@REDEFINEDTROLLEYS.COM



HILLCREST, DURBAN



WWW.REDEFINEDTROLLEYS.COM