

Bespoke street cart

Bespoke doesn't have to mean expensive.

Business case studies tend to be about large projects or signed deals with blue chip companies yet most UK businesses are in fact small companies or sole traders that keep the business world thriving, so when we were approached by a talented artist in Brighton who had decided to take the leap and leave behind a secure job and go it alone we were more than happy to discuss the details of his requirements to help fulfil his dreams.

Fed up with the same images being printed and sold on the streets of his beloved home City of Brighton that he felt no longer reflected the place he lived in. Our client felt it was time to give the industry a bit of a shake up and add his artistic twist that encompassed the flavour and vibe of Brighton. He wanted to bring the essence of the city that only a local resident would know and feel about Brighton of being one of the UK's most charismatic cities and the artwork and landscape portraits that he would produce and be offered for sale were to be a mere reflection of what any person visits Brighton will experience.

Inspired by a coffee shop pop-up stall we got talking about his vision and plans and to look at the best solution we could manufacture for him. The main criteria was the trolley had to be mobile easy to manoeuvre from his home to the street corner where he would set-up business for the day and trade. Overcoming the kerbs and tight corner and ensuring that the trolley had storage space underneath for the stock of calendars, posters, books, t-shirts, cards and canvases as well as being able to convert trolley into a colourful and eye-catching point of sale display that would undoubtedly be a talking point and entice customers over from the busy streets to look and purchase the merchandise on offer and to have a parking brake as many of the areas for trade would be on a slight slope.

Taking the measurements of the stock and understanding the needs of storage and display we set about producing the bespoke mobile street cart that would be the workhorse of this talented artists work to enable his fine craft to be displayed. Three weeks from visit and discussion we were ready to unveil the latest master piece of our own, a splendid total one off unique mobile cart fitting for the gifted individual that was about to embark on his own new exciting adventure.



Small annotation from our customer “Thanks Action Handling, the cart you bespoke built for me has had its first run out in Brighton and worked a treat. Sturdy and manoeuvrable as I requested and also thank you for your after sales support”.

Connect:

