

New trolleys add up as you shop

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Australian-first: Ivana Bacak uses one of the new trolleys on trial in Delahey

SHOPPING at a supermarket can be a daunting task, involving repeat journeys up and down the aisles looking for that ever-elusive item on your list.

But for the past nine days, shoppers at Morgan's Supa IGA in Delahey have not had to face such a dilemma.

As part of an Australian-first trial, they've been shopping with a high-tech trolley which locates all store items and tells them how much the trolley load will cost before they go to the registers.

The trolley, known simply as VIP, has a computerised screen on its nose and a scanner on the handle.

Shoppers can use a search tool to find an item, and all items which are on special appear on the screen as the shopper walks down the aisle. The trolleys can also add up items scanned and even provide recipe ideas.

Users can pre-load a shopping list to display while they shop.

VIP Trolleys operations manager David de Greenlaw says feedback has been positive since the trolleys were introduced in the store last Monday.

"We chose it [the store] because IGA is an independent retailer and this is one of its largest stores," Mr de Greenlaw said.

"We hope to have them in more stores in the area by the end of the year."

Store owner Neal Morgan is delighted his store was the first to test the new technology. "The feedback has been excellent and we'll keep the trolleys here on a permanent basis."

Keilor Downs resident Ivana Bacak says the trolleys have made her shopping experience far less stressful.

"The trolleys are really easy to use and I found they helped me save money."