

UPCART™ CASE STUDY

Learn how BESPOKE MARKETING made a quality US product into an INTERNATIONAL SUCCESS!

THE EVOLUTION OF MOBILITY

Engineered To Last



Improved Stability And Balance

With four wheels in contact with the ground at all times, the weight of the load is distributed more evenly and makes it easier for you to handle.



Adjustable Handle

Height adjustable handle allows you to select the optimum height for both stairs and level surfaces to minimize strain and help reduce the risk of fatigue and injury.



It's Up For Anything!

The three-wheel design employed by the UpCart will decrease pressure applied on supporting surfaces, which improves stability and allows the UpCart to "walk" over curbs, stairs and obstacles.



Built To Last

Bearings that will hold up to the rigors of modern life. Developed on a modular folding chassis that will shape itself to the unique challenges of objects in different environments and on different surfaces.



Brief Timeline

2014 - US mobility innovator **TriFold LLC** designs and launches the **all-terrain trolley UpCart™**.

•UpCart™ is part of a new line of stair climbing, folding hand carts which aim to revolutionize and ease mobility for all.

2015 - After winning the Retailer's Choice Award at the National Hardware Show in Las Vegas, the UpCart™ was discovered by the QVC Sprout Program and becomes an over-night hit on QVC USA.

2016 - 2017 – BESPOKE LAUNCHES UPCART™ GLOBALLY

- With its success in the USA, the UpCart™ was ready for its International Debut.
- Recognizing the product's ground-breaking potential, Bespoke Marketing and UpCart™ developer TriFold partnered to create a fast-paced, hit infomercial.
- The product is now available through infomercial, live shopping and retail to customers in the UK, Canada, Germany, Austria, Japan, Taiwan, Italy, Belgium, Ecuador, Mexico, Poland and Scandinavia– with new territories in 2018!



2016
Retailers' Choice
Awards Winner!



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