

## FastLaner® & HybridLoc - A fresh take on digital processes

**With the smart FastLaner® shopping trolley and the HybridLoc digital lock, Wanzl is combining physical solutions with digital intelligence, transforming the shopping trolley from a piece of transport equipment into a module in the digital process. The focus here is not on radically changing up shopping habits, but on integrating smart solutions into existing processes.**

The [FastLaner®](#) blends seamlessly into everyday store routines and addresses key retail challenges: increasing cost pressures, human resource shortages and the desire for more transparency during the customer journey. Customers scan their items directly at the trolley and can then choose between paying at the checkout, at the self-checkout or directly via app or credit card. The system-open architecture allows for cooperation with a wide range of common cash register software providers and simplifies the integration of existing IT landscapes. Customers no longer have to deal with annoying repacking or queues, while retailers enjoy streamlined processes and less strain on employees.

The FastLaner®'s intuitive charge management also helps to relieve stress. The charging process starts as soon as the trolley is placed in the station with the contacts attached at the side of the trolley handle. As customers collect and return their shopping trolleys as usual, there is no additional effort in day-to-day operations. Thanks to [HybridLoc](#), the customer journey starts at this point, too. The shopping trolley can be unlocked traditionally with a coin or digitally via a smartphone using the operator app. Retailers can thus offer customers a low-threshold entry into their digital services, increase download rates for their app and tap into new opportunities for interaction and data generation.

While customers are shopping, retailers can also address them with an effective, situational approach via the integrated display, making the FastLaner® an efficient touchpoint for retail media. New security and analytics features mark a significant step forward here. Integrated, AI-powered product recognition records the number of scanned items in the shopping basket. It supports retailers and customers with goods security and process control. All processes are controlled centrally via the cloud-based platform [wanzl connect®](#). As a backend enabler, it consolidates real-time data, facilitates the combination of individual modules such as trolley tracking, gate monitoring and RFID analysis, and creates transparency regarding usage, capacity and processes. This turns a single touchpoint into a scalable system.

Wanzl's digital solutions connect processes, deliver real-time data and reduce the effort required of personnel. This creates inspiring new shopopportunities and store management solutions that are more efficient, smarter and future-proof.