

MORE CONTENT • MORE SALES

INTRODUCING
THE REVOLUTIONARY...

Search for: **SEARCH**

ALL-PURPOSE SOLUTIONS

Janitorial Supply | Food Service | Office Supply | Furniture

Product Detail > RCP617388BK

Rubbermaid
Commercial Products

Quantity: 1 **Add to Cart**

Multi-Shelf Cleaning Cart, 3-Shelf, 20w x 45d x 38-1/4h, Gray

SKU: RCP617388BK

List Price*: **\$270.69/EA**

- 25-gallon vinyl bag attaches to handle.
- Three shelves for supplies; hooks for mops and brooms.
- Platform holds standard size bucket (supplies not incl.).

View Larger Image | Alternate Views

Frequently Bought Together:

6151 Locking Janitor Cart Cabinet for 6173 Cart | 6183 Vinyl Replacement Bag with Zipper for 6173 Cart

Assembly Instructions | Guide to Selecting Cleaning Carts

Description	Product Details	Warranty
Global Product Type:	Carts & Stands-Shelf Cart	Color(s): Gray
Width [Nom]:	20 in	Depth [Nom]: 45 in
Height [Nom]:	38 1/4 in	Caster/Glide/Wheel Type: Four Casters
		Pre-Consumer Recycled Content [Nom]: 0 %



UPGRADE YOUR WAY TO **HIGHER PROFITS!**

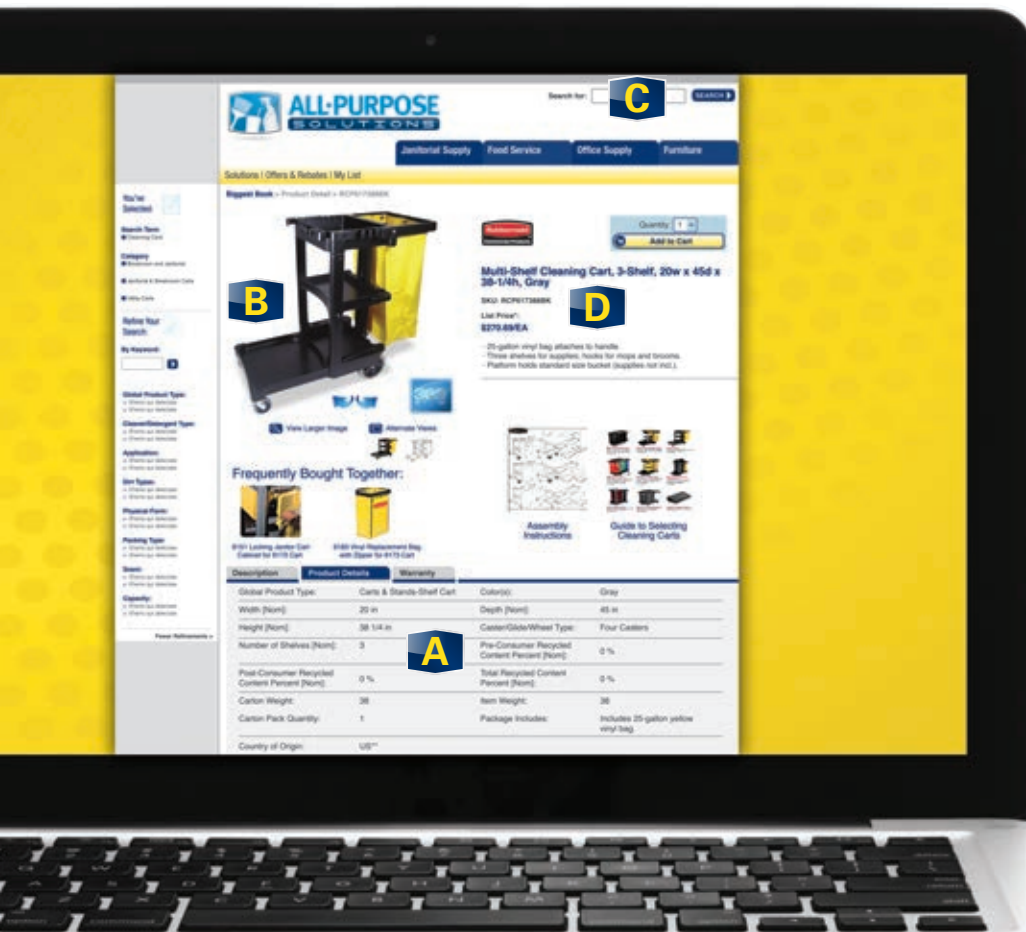
LagasseSweet's ECDB 2.0 helps guide your customers online to simpler and improved buying decisions, capturing more sales for you.

DEFINING "CONTENT"

In its simplest terms, "digital content" is a range of data that describes the products you sell and provides:

- Rich product text to fuel your customer's buying decisions
- Media to visually identify the product and its features

Having the best content on your site not only makes it the preferred destination for your customers, but also gives you a permanent and tireless salesperson online for the products you offer.



THE LAGASSESWEET ECDB 2.0 INCLUDES THE FOLLOWING KEY ENHANCEMENTS:

A PRODUCT ATTRIBUTES

Product attributes detail the features and specifications about an item. A consistent and well defined set of attributes makes filtering easy, allowing your customers to locate and compare products quickly and efficiently.

Description	Product Details	Warranty	
Global Product Type:	Carts & Stands-Shelf Cart	Color(s):	Gray
Width [Nom]:	20 in	Depth [Nom]:	45 in
Height [Nom]:	38 1/4 in	Caster/Glide/Wheel Type:	Four Casters
Number of Shelves [Nom]:	3	Pre-Consumer Recycled Content Percent [Nom]:	0 %
Post-Consumer Recycled Content Percent [Nom]:	0 %	Total Recycled Content Percent [Nom]:	0 %
Carton Weight:	38	Item Weight:	38
Carton Pack Quantity:	1	Package Includes:	Includes 25-gallon yellow vinyl bag.
Country of Origin:	US**		

B PHOTOGRAPHY

The ECDB 2.0 offers individual product photos and alternate views to facilitate a more educated buying decision – taking you beyond traditional printed catalogs.

C SEARCH ENGINE FRIENDLY TEXT

Today's search engines are fueled by keyword rich content. This allows you to return the most relevant items to the customer as quickly as possible. LagasseSweet's ECDB 2.0 includes non-abbreviated product descriptions and keywords, enabling better search results.

"SELL" COPY

The ECDB 2.0 offers a range of "Sell" copy that can be used in a myriad of situations, helping you sell your products...even when you're not there.

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ECDB 1.0 VS ECDB 2.0

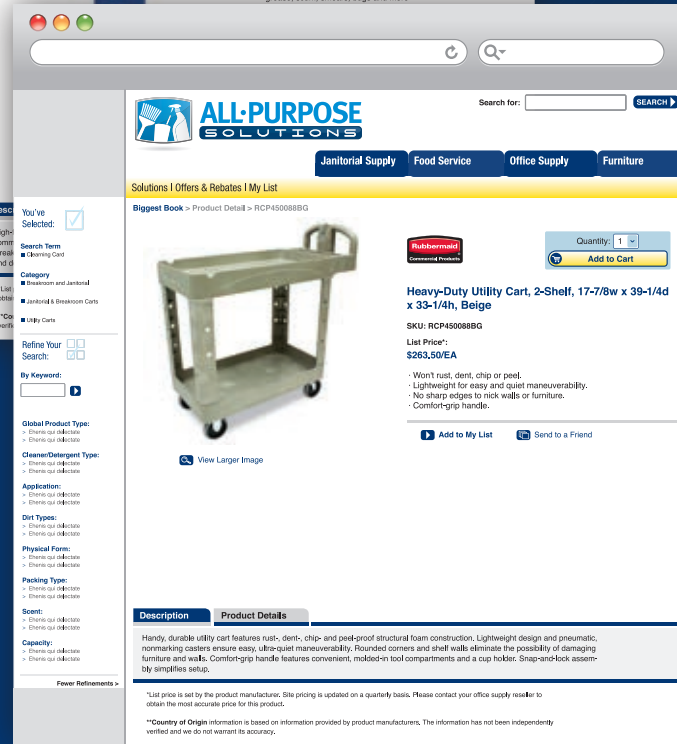
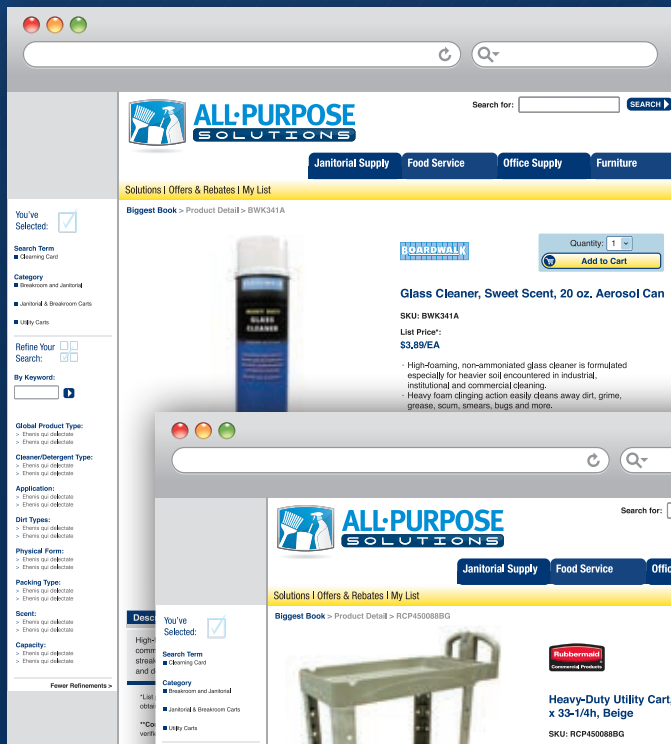
New and enhanced features make Version 2.0 a "must-have" for growing your online business.

DIFFERENTIATE YOUR ONLINE IDENTITY WITH OUR NEW ECDB 2.0

Loaded with the information your online customers demand, the ECDB 2.0 builds and greatly improves upon our ECDB 1.0 product – leading to longer page views, more frequent site visits and higher sales rates.



Features	1.0	2.0
Coverage of items found in <i>The Works</i> catalog	✓	✓
Primary product image	✓	✓
MSDS sheets	✓	✓
Item selling points		✓
Product attributes for search filtering		✓
Multiple product images		✓
Product keywords for search engines		✓
Search engine friendly product descriptions		✓
Coverage of top sellers refreshed quarterly		✓
Thousands of additional skus worth of content		✓
New hierarchy for optimized ecommerce experience		✓



HOW DOES THE IMPROVED ECDB 2.0 CONTENT BENEFIT YOU?

Quality product content is pivotal to the online customer decision making process. The ECDB 2.0:

- Yields higher conversion rates, resulting in higher sales
- Provides better consumer understanding of product features and benefits
- Enables more consistent identification of the RIGHT product, reducing returns
- Facilitates easier product comparisons
- Drives customers to the right product more quickly
- Keeps your customers on your site instead of going to a competitors due to lack of information
- Reduces customer questions, freeing your team to do what they do best...SELL!

FOR MORE INFORMATION CONTACT YOUR LAGASSESWEET SALES REPRESENTATIVE OR EMAIL: ECDBSUPPORT@LAGASSEINC.COM



Lagasse, Inc.
One Parkway North Boulevard
Deerfield, IL 60015
800.898.7487
LagasseSweet.com



<http://www.lagassesweet.com/static/ECDB2/>