



Easy-Open Shelf-Ready Soft Tray

Polypack's new Patent Pending system

creates a shelf-ready soft tray, made from clear or printed shrink film, with an easy-to-open top. The entire tray/case quantity can be handled as a single unit for easy shelf replenishment at the retail level.

Polypack's soft, shelf-ready trays keep individual retail products together on retail shelving. The film on top is perforated for blade-free opening by store clerks and replenishment teams. The film is designed to hold the products together so that they can be handled and resupplied to shelves as a single unit. Products can slide forward in the tray for presentation. The shrink film used for these tray packs can be clear, random printed or print-registered. Combined with printed film, these shelf-ready packs allow for easy product identification on store shelves.

The material cost savings is significant when compared to both corrugated and chipboard trays, an advantage that allows for rapid ROI on the equipment.

Polypack's new easy-to-open, shelf-ready soft trays are done in bullseye/sleeve wrap format for ease of opening and quick product identification.

[Video: www.polypack.com/videos/easyopentray.mp4](http://www.polypack.com/videos/easyopentray.mp4)



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Polypack, Inc.
www.polypack.com
727.578.5000