



PopTray™ - 'form and function - delivered in style'

Delivering performance and style, the new PopTray™ is a better way to pack and display. With clean, super smooth lines and easy-tear lid, this self seal Shelf Ready Pack is easy to fill, simple to show and ready to go.



A new brand concept in SRP. PopTray™ combines an easy erect base with a clever top section. The unique closure system secures the pack with two loud 'pops' so you know it's shut! At Point Of Purchase removing the lid reveals the front and rear cut out sections, smooth and tear free. On shelf and ready to shop in less than 3 seconds. Smart! No glue, no tape, no mess no fuss, less waste. Large or small, PopTray™ delivers in style and it won't cost the earth either!

Ideal in-store for:

- Chilled produce, cheese and dairy goods
- Bottles and tubs, large and small format
- Cans and tins, single and double stack
- Ready meals, cartons and trays
- Crisps and snacks, bags and boxes
- Bread and cakes, single and multi pack
- Cooked meats, film packs and packets

THE NEXT STEP

Fix a date to visit our Test Drive Centre to see how the PopTray™ solution can work for you.

Email info@encase.co.uk for an immediate response.