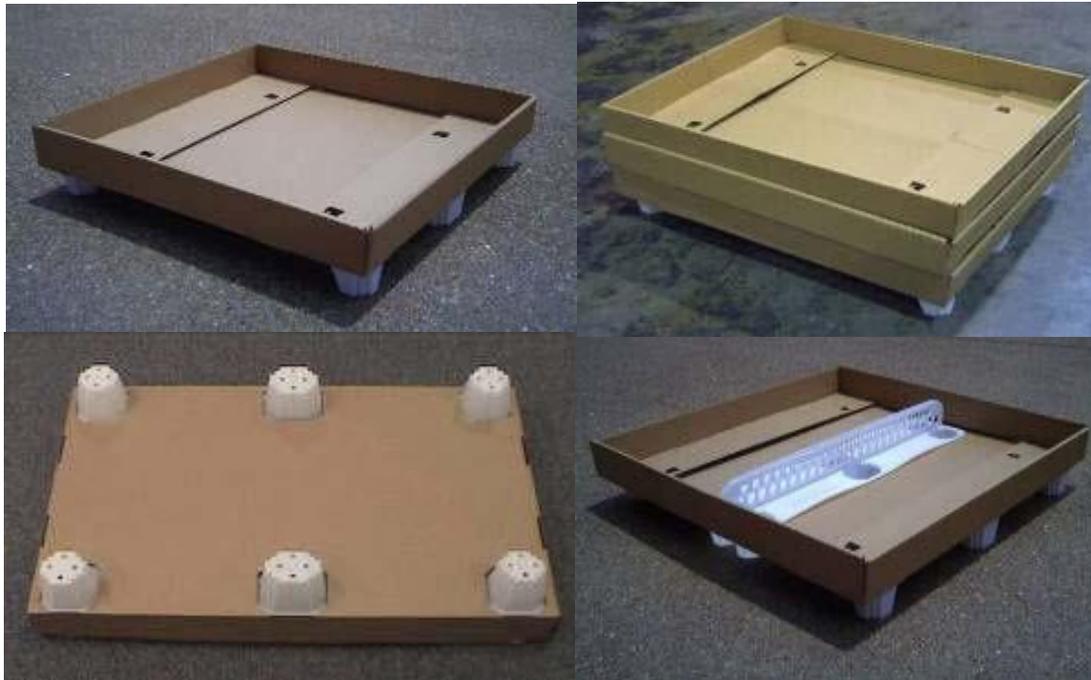


## Introducing the OptiTray®

The OptiTray corrugated tray provides an excellent means of attaching the innovative OptiLedge to your cargo, widening the scope of potential applications

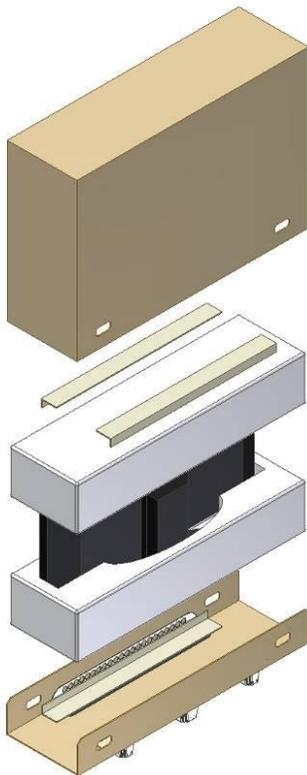
The OptiTray is...

- A single-wall, simple fold-up, die-cut corrugated tray with print capability
- A customizable shipping platform
- Extremely lightweight, efficient, recyclable and sustainable
- A quick and secure way to attach the OptiLedge to your product



## OptiTray Solutions:

The OptiTray design locks the OptiLedge in place by wrapping up and over the vertical flange of the OptiLedge. In this way, the OptiLedge is captured in place and held secure during transit. It allows for a wide variety of designs. The tray can be quickly assembled and provides for all of the advantages of other more traditional platforms such as wood, but is much lighter, takes up much less room when not in use and is ISPM 15 exempt for international transport. Furthermore, it is more cost effective than other platforms and is 100% recyclable. **The possible applications are limited only by the imagination of the designer!**



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| Hong Kong | Atlanta | Shenzhen | Shanghai

*OptiLedge® is a registered trademark of Inter-IKEA Systems B.V. and is manufactured and sold by Unit Load Systems and its authorized representatives.*

## Point of Purchase (POP) Displays

The POP market is very well suited to the OptiTray. Most POP displays are placed directly on retailers sales floors. However, using traditional wood platforms (wood pallets and half pallets) expose the retailers to various risks. Exposed nails can damage floors, injure workers, or even shoppers. To avoid these issues, the OptiTray can be incorporated directly into the design of POP displays. In this way, the OptiLedge foot is the only thing in contact with the sales floor avoiding many potential risks. In addition, the OptiTray is lighter and more sustainable than other solutions.



## Handling Advantages of OptiLedge

The OptiLedge tray design is retail ready. Many POP displays must be manually placed on a stack base or other platform at the store. This results in possible damage to the display, is difficult for the co-workers to handle and adds labor. Instead, the OptiLedge can be put directly on the floor.

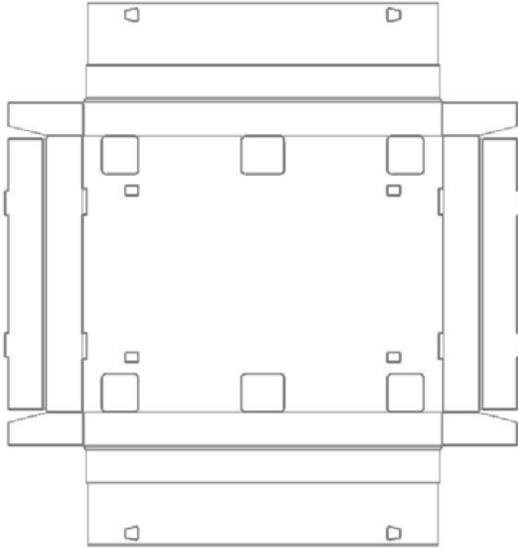
Shipping Platform → Display Ready Platform



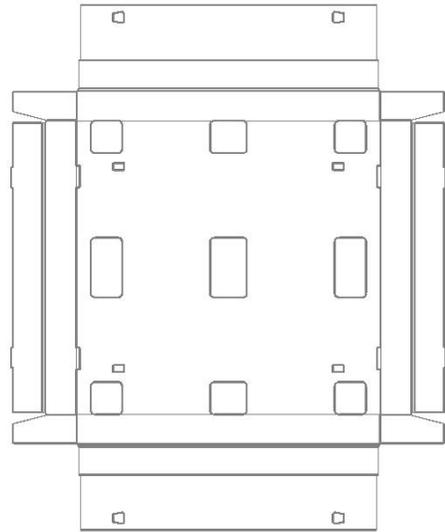
Display Ready Shipping Platform –  
no extra handling required



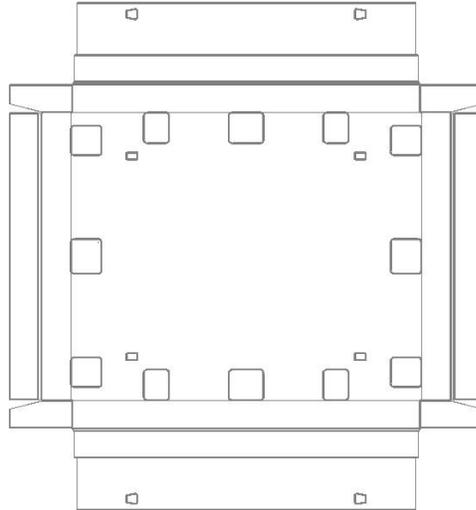
OptiTray- Technical Details:



Single Pair Solution



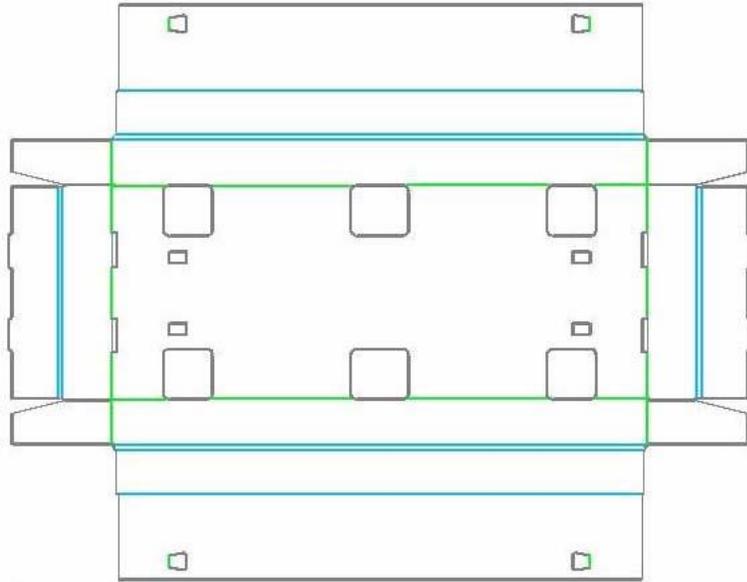
Tandem Pair Solution



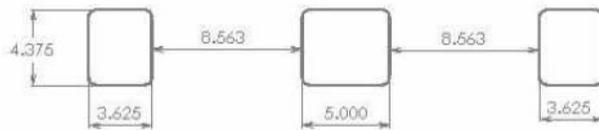
Perimeter Solution

Line-Type Legend for  
Standard Tray Design

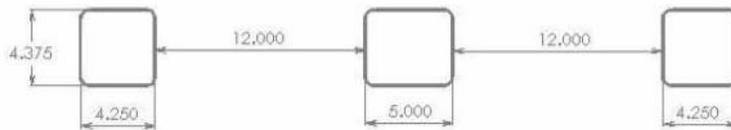
- Black – Cut
- Green – Score
- Blue – Perf-Score



OptiLedge Feet

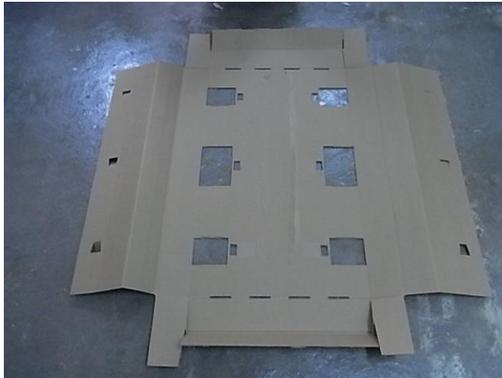


Cutouts for 760 Series Devices



Cutouts for 991 Series Devices

### Step 1



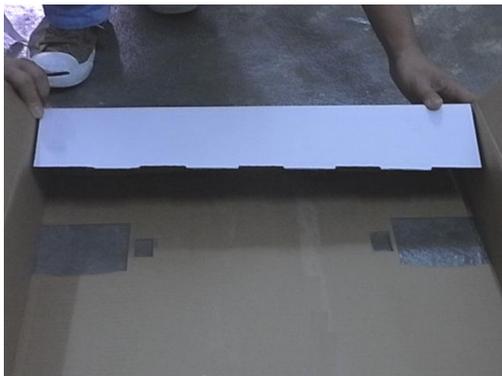
Fold all crease lines of OptiTray

### Step2



Fold up the two side panels and fold the flab on side as above

### Step 3



Cover the two side flaps by the front flap

### Step 4



Lock the front flap into holes on bottom, repeat 2 to 4 for other side

### Step 5



Then put the two OptiLedge into the hole on bottom as above.

### Step 6



Cover the OptiLedge by the side panel flaps.

### Step 7



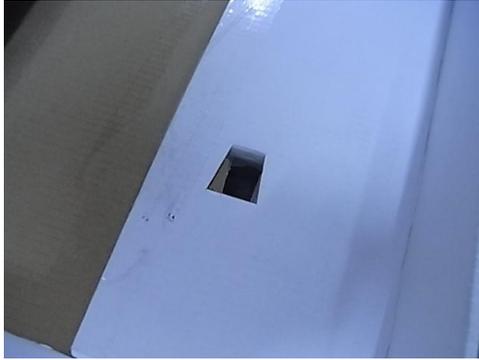
Be sure the OptiLedge leg going through the tray.

### Step 8



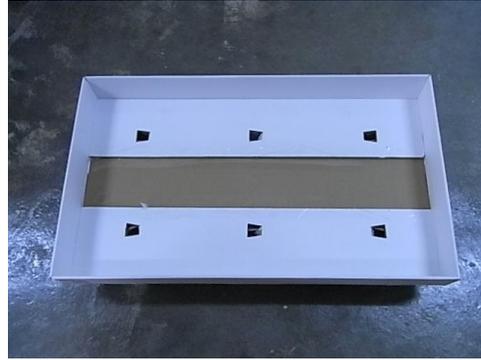
Lock the tab on the side panel flap into the bottom hole.

### Step 9



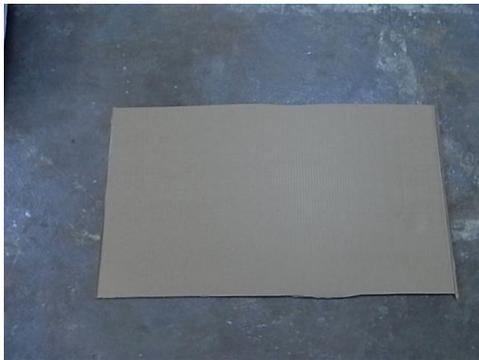
Lock the tab through the hole.

### Step 10



Repeat step 8 to 9 for the other five tabs.

### Step 11



Bottom pad or substrate

### Step 12



Place pad or substrate in tray.



## **For Further Information:**

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