

California Trays® Merchandising System

Superior merchandising for produce, deli and bakery products

- Make products look great:
maximum full presentation
- Increased air circulation
- Easy to clean: dishwasher-safe
- Durable: lasts 8-10 years
- Made from food grade polyethylene
- Help prevent harmful bacteria
- Approved for direct contact with food by the
Food and Drug Administration (FDA) of the
US Government



RV-718 WKR 40 x 122 x 20 cm

RV-727 WKR 30 x 85 x 20 cm

California Trays® is a registered trademark of Edge Food Equipment Inc.

California Trays® Models & Dimensions

California Trays® are available in more sizes, shapes and colors. Just ask!



BT-244

27 x 27 x 35 cm



RT-201

60 x 50 x 7,5 cm



RT-158

18 x 30 x 14 cm



RT-205

51 x 28 x 5 cm



RT-181

40 x 60 x 7,5 cm



RT-207

30 x 20 x 7,5 cm



RT-182

40 x 30 x 7,5 cm



RT-208

45 x 40 x 7,5 cm



RT-189

50 x 30 x 7,5 cm



RT-209

40 x 30 x 12,5cm



RT-193

30 x 30 x 7,5 cm



RT-303

RT-333

40 x 30 x 7,5cm



RT-199

50 x 40 x 7,5 cm

California Trays®

Models & Dimensions

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RT-436 (with divider)

RT-437 (without divider)

60 x 40 x 12,5 cm



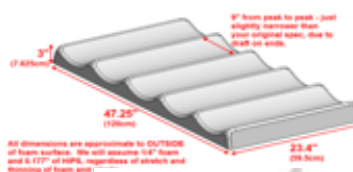
CL-520

0,9 X 18 m



RT-438 stackable

40 x 60 x 16 cm



DB-392

60 X 120 x 7,5 cm



DB398

122 X 96,5 X 7,5 cm



RT-439 stackable

40 x 60 x 30 cm



DT-502

60 x 67,5 x 10 cm



OT-300

30 x 20 x 10 cm



OT-305

30 x 50 x 5 x 3 cm



RV-718

40 x 122 x 20 cm

RV-727

30 x 85 x 20 cm



OT-310

17,5 x 20 cm

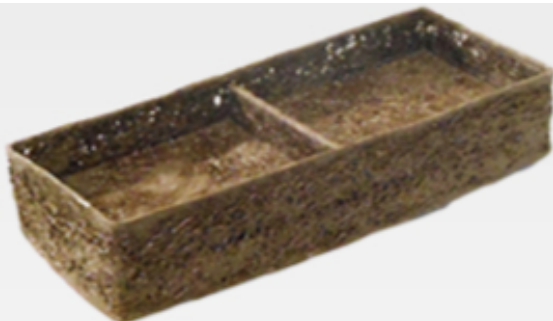
California Trays® Merchandising System



BT-244 WKR
27 x 27 x 35 cm

RT-158 BLK
18 x 30 x 14 cm

California Trays® Merchandising System



Reversible Trays

- Maximum flexibility- 10cm deep on one side, flips over to make 5cm deep
- Display more or less depending on your needs
- Ideal for seasonal/resort stores
- Available in 30cm and 40cm widths



Step Up Racks

- Scalloped sides
- Excellent holding power
- Merchandise almost any size wet or dry case



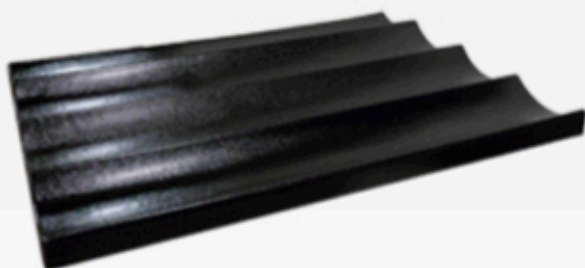
Rectangular Trays

- Sloped sides to easily nest trays for storage
- Ideal for spot merchandising
- Ideal for smaller store formats
- Available in many sizes and depths



Riser Trays

- Perfect choice for maximum turns while reducing "shrink"
- Freshest produce made available for customers
- Big bold full look
- Available in 30cm and 40cm widths



Banana Merchandisers

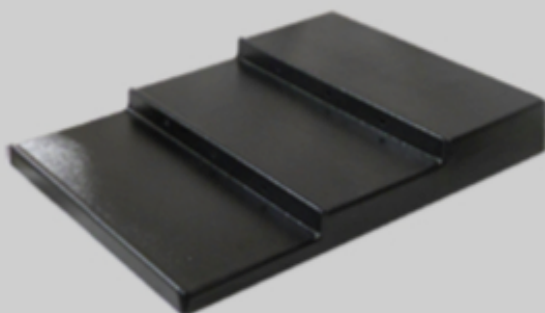
- Powerful merchandising presentation for bananas or any curved/rounded product
- Soft mattress- the cover is a molded soft foam to reduce bruising
- Top foam pad is available as a replacement part

California Trays® Merchandising System



Deli/Cheese Basket

- Creates a real full look
- Ideal use with "dummy" insert to increase turns
- Beautiful presentation for deli coffin cases



Deli Riser

- Ideal for refrigerated cases
- Beautiful presentation for HMR products
- 3-step incline for beautiful presentation of deli product

Stackable *California Trays®*



RT-438 BRN

40 x 60 x 16 cm

RT-438 BRN

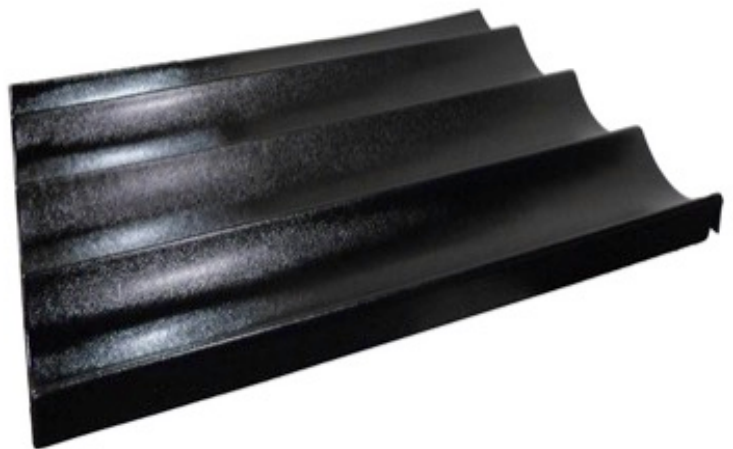
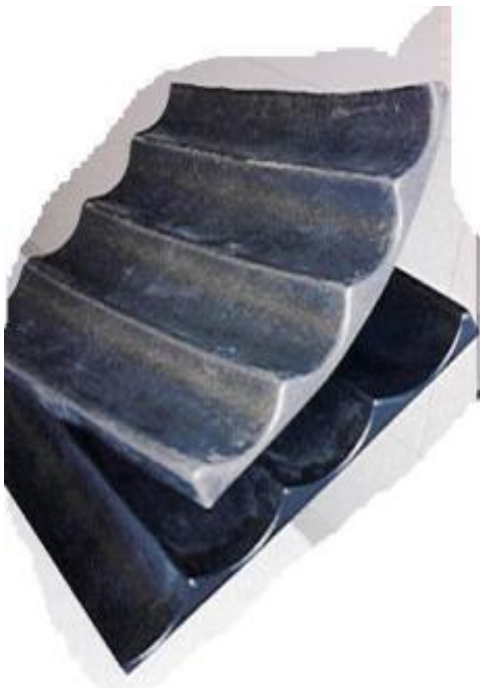
40 x 60 x 30 cm

California Trays® Merchandising System

The Banana Merchandiser

High merchandising impact - provides the perfect cushion to reduce bruising!

- Designed by highly experienced Retail Produce merchandisers.
- Scalloped shape provides a perfect surface to nest bananas and plantains on.
- Constructed in tough long lasting High Impact Styrene
- Foam Top Cover is the perfect mattress to preserve shelf life and reduce shrink.
- Foam Cover can be replaced periodically.
- Convenient sizes: 121,9x96,5x7,5cm (DB-398 BLK) and 60x120x7,5cm (DB-392 BLK)



California Trays® Merchandising System

The Case Liner

Made with FDA approved material that will not fade and has the gripping power to keep trays or boxes in place. It is mildew resistant and washes up with warm water and gentle detergent giving you months of service.



CL-518 GRN
CL-520 BLK
CL-522 WKR
CL-524 RED



California Trays® Merchandising System

Superior merchandising for your products

- Showcase your produce as never before;
- Scientifically engineered with a unique weave design;
- Air circulates freely around your produce;
- Misting water drains quickly;
- Made from durable, flexible **FDA-approved polyethylene**.



Make products look great: Maximum full presentation

- Extensive System of trays, baskets and inserts that work with wet cases, tables islands, cold and frozen displays;
- Create attractive bulk look with much less inventory;
- Wide variety of trays to suit all merchandising needs;
- Clean, crisp cut-lines that make customers want to buy more;
- Available in multiple colours.



Good investment

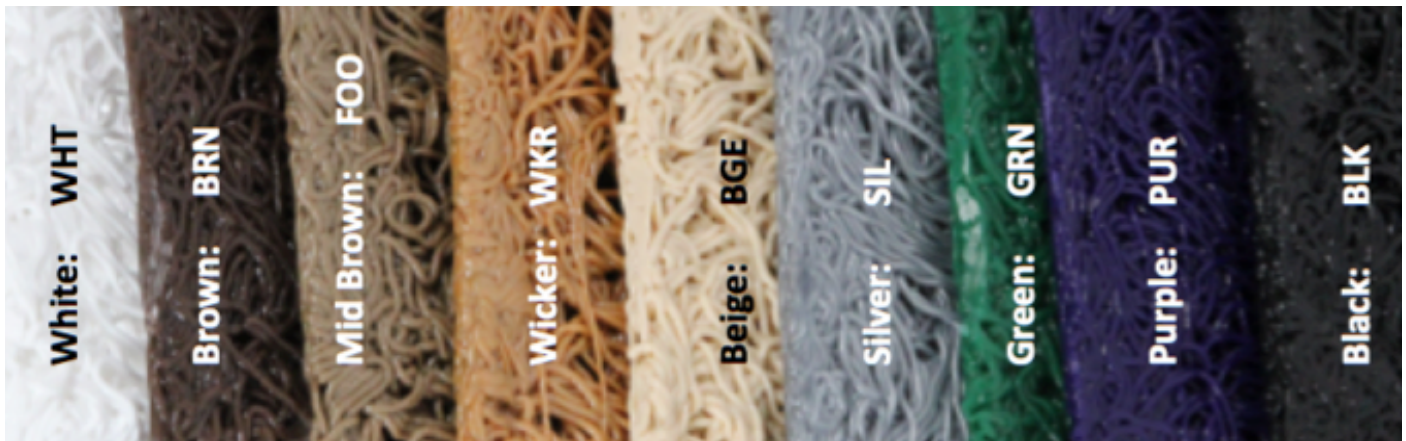
- Best preservation of the produce;
- The produce are kept fresh longer, less waste;
- Durable: lasts 8-10 years!



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California Trays® Materials

Examples of the most popular colours



- Made with LDPE (Low Density Polyethylene) and EVA (Ethyl Vinyl Acetate) as a rubberizing or softening agent to reduce brittleness.
- This virgin food grade plastic carries an FDA (Federal Food and Drug Administration) approval for direct contact with food.
- The coloring agent is also LDPE based and is approved for direct contact with food.

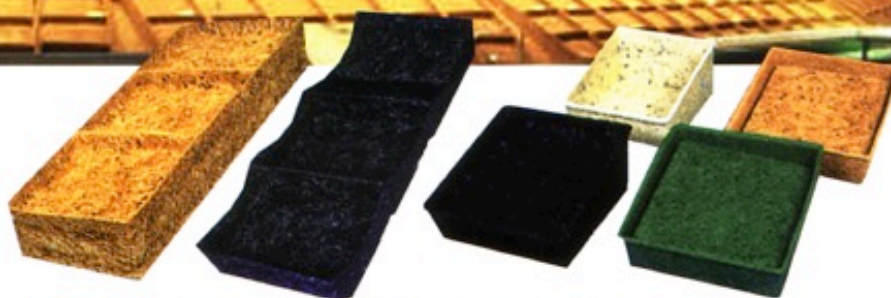
Traitech Industries Inc. only uses FDA approved material and produces manufactures product in a clean production environment to assure you and your customers that produce, deli, and bakery items can be placed directly on the ***California Trays®*** without the need for bags or liners.

ATTENTION

Other products, including wicker, synthetic wicker, and most plastic, metal, and wood trays are not food safe.

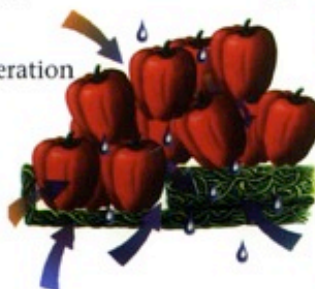
California Trays® Merchandising System

**Reduce Your Shrink
 By 30% - 50%**
 That's a huge saving...Let us prove it!



- ✓ Maximum Full Presentation
- ✓ Decrease your inventory
- ✓ Manage your staff display activity

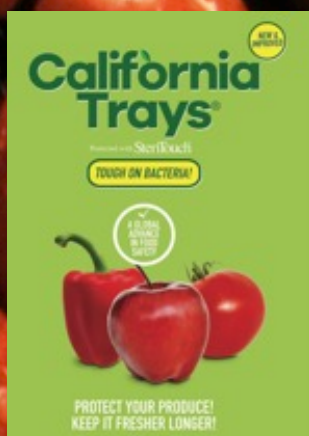
- Air Circulates freely for maximum refrigeration efficiency
- Water from misting drains quickly



- Reduces costly rot and mildew
- Easy to clean and rotate
- Convenient choice of colours

**DURABLE, FLEXIBLE,
 EASY-TO-USE**

**FLIP OVER AND
 INCREASE TURNS**





California Trays® Merchandising System

For more information on our products, and to test the product in your store(s), please contact us as follows:



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