CLAIMS

The invention is claimed as follows:

1. A package blank (10) comprising.

first and second outer sections (12, 14);

first and second inner sections (20, 22) joined by one of a perforation and a score (34); and

first and second middle sections (16, 18), the first middle section (16) located between the first outer section (12) and the first inner section (20), and the second middle section (18) located between the second outer section (14) and the second inner section (22);

wherein the blank (10) is substantially flat;

wherein the first and second outer sections (12, 14) and the first and second middle sections (16, 18), respectively, are joined by one of a score and a perforation (34);

wherein the first and second middle sections (16, 18) and the first and second inner sections (20, 22), respectively, are joined by one of a score and a perforation;

wherein the outer sections (12, 14), inner sections (20, 22) and middle sections (16, 18) each comprise first and second end sections (24, 26), the first and second end sections (24, 26) each comprise an end panel (28);

wherein the package blank (10) is foldable into a tray capable of displaying a consumable product by tearing the tray along the one of a perforation and a score (34) to separate the tray into two individual sections and at least one of the two individual sections is capable of being placed on a retail shelf.

2. The package blank (10) according to Claim 1, wherein the first and second inner sections (20, 22) are joined by a perforation (34) that is a 1/8 inch by 1/8 inch perforation.

3. The package blank (10) according to Claim 1,

wherein the outer sections (12, 14), inner sections (20, 22) and middle sections (16, 18) are joined to their respective end panels (28) by one of a score and a perforation;

~~wherein the end panels (28) of the first and second middle sections (16, 18) are substantially as wide as the first and second middle sections (16, 18);~~

~~wherein the end panels (28) of the first and second outer sections (12, 14) are located substantially adjacent to the end panels (28) of the first and second middle sections (16, 18); and~~

~~wherein the end panels (28) of the first and second inner sections (20, 22) are located substantially adjacent to each other.~~

~~4. The package blank (10) according to Claim 1, wherein the blank is made of a material is selected from the group consisting of plastic, cardboard, fiberboard, paperboard, jute, styrofoam, metals, and combinations thereof.~~

~~5. A tray (40) comprising:~~

~~first and second opposing side walls;~~

~~a front wall comprising a plurality of panels;~~

~~a back wall comprising a plurality of panels; and~~

~~a bottom wall comprising a first and a second inner sections joined by one of a perforation and a score (34) that is configured to separate the tray into two individual sections by tearing along the one of a perforation and a score (34), wherein at least one of the two individual sections is capable of being placed on a retail shelf for displaying a consumable product;~~

~~a chamber defined by first and second opposing side walls, the front wall, the back wall, and the bottom wall, wherein the first and the second inner sections of the bottom wall are folded along the one of a perforation and a score into the chamber to form at least two compartments (52, 54) of the tray (40).~~

~~6. The tray (40) according to claim 5, wherein the tray (40) is formed from one piece of material.~~

~~7. The tray (40) according to Claim 6, wherein the material is selected from the group consisting of plastic, cardboard, fiberboard, paperboard, jute, styrofoam, metals, and combinations thereof.~~

~~8. The tray (40) according to Claim 5, wherein the material is corrugated cardboard.~~

~~9. The tray (40) according to Claim 5, wherein the one of a perforation and a score is a perforation that is configured to allow a first and second compartments (52, 54) to be separated.~~

~~10. The tray (40) according to Claim 5, wherein the front walls of a first and second compartments (52, 54) and the back walls of the first and second compartments each comprise a single panel.~~

~~11~~1. A tray (40) comprising:

a chamber defined by first and second opposing side walls (12, 14) being first and second outer sections, a front wall, a back wall, and a bottom wall , wherein the bottom wall comprises first and second inner sections (20, 22) joined by a perforation and first and second middle sections (16, 18), the first middle section (16) located between the first outer section (12) and the first inner section (20), and the second middle section (18) located between the second outer section (14) and the second inner section (22), wherein the first and second outer sections (12, 14) and the first and second middle sections (16, 18), respectively, are joined by one of a score and a perforation; and

wherein the first and second middle sections (16, 18) and the first and second inner sections (20, 22), respectively, are joined by one of a score and a perforation, wherein ~~comprising a first and a second inner sections joined by one of a perforation and a score,~~ the ~~one of a~~ perforation ~~and a score (34)~~ delimiting the first and second inner sections (20, 22) from each other and the perforations and/or scores delimiting the inner sections (20, 22) from the first and second middle sections (16, 18), respectively are configured to

(i) allow the bottom wall to lay flat in a first embodiment, and

(ii) allow the inner sections (20, 22) to form a separating wall within the chamber thereby forming ~~the first and the second inner sections of the bottom wall to be folded into the chamber to form~~ at least two compartments in a second embodiment, ~~wherein the two compartments are configured for separating into two separate compartments by tearing along the one of a perforation and a score (34) wherein at least one of the two compartments is capable of being placed on a retail shelf for displaying a consumable product.~~

wherein the front wall further comprises a panel extending from at least one of first and second opposing side walls, the panel attached to ~~the~~ a panel extending from the bottom wall~~.~~;

wherein the separating wall is configured to be tearable along the perforation separating the inner sections (20, 22) to separate the tray into two discrete sections.

~~12~~2. The tray (40) according to Claim ~~11~~1, wherein the front wall comprises at least two panels in both the first and second embodiments, wherein the panels extend from the bottom wall.

~~13~~3. The tray (40) according to Claim ~~11~~1, wherein the panels extend from the bottom wall.

~~14~~4. The tray (40) according to Claim ~~11~~1, wherein the tray is formed from one piece of material.

~~15~~5. The tray (40) according to Claim ~~11,,~~1 wherein the material is selected from the group consisting of plastic, cardboard, fiberboard, paperboard, jute, styrofoam, metals, and combinations thereof.

~~16~~6. The tray (40) according to Claim ~~11~~1, wherein the material is corrugated cardboard.

~~17~~7. The tray (40) according to Claim ~~11~~1, wherein the at least two components are mirror images of each other along the one of a perforation and a score.

~~18~~8. A method for making a tray (40), the method comprising the steps of:

providing a blank (10) comprising

first and second outer sections (12, 14),

first and second inner sections (20, 22) joined by one of a perforation and a score (34), and

first and second middle sections (16, 18), the first middle section (16) located between the first outer section (12) and the first inner section (20), and the second middle section (18) located between the second outer section (14) and the second inner section (22), wherein the outer sections (12, 14), inner sections (20, 22) and middle sections (16, 18) each comprise first and second end sections (24, 26);

wherein the first and second end sections (24, 26) each comprise a panel;

wherein the outer sections (12, 14), inner sections (20, 22) and middle sections (16, 18) are joined to their respective end panels by one of a score and a perforation,

wherein the end panels of the first and second middle sections (16, 18) are substantially as wide as the first and second middle sections (16, 18);
wherein the end panels of the first and second outer sections (12, 14) are located substantially adjacent to the end panels of the first and second middle sections (16, 18) and wherein the end panels of the first and second inner sections (20, 22) are located substantially adjacent to each other;

folding the blank (10) along the one of a perforation and score;

folding the blank (10) along lines dividing the first and second middle sections (12, 14) from the first and second inner sections (20, 22), respectively; and

folding the blank (10) along lines dividing the first and second middle sections (16, 18) from the first and second outer sections (12, 14), respectively, to form a tray (40)~~, wherein the outer sections (12, 14), inner sections (20, 22) and middle sections (16, 18) each comprise first and second end sections (24, 26), the first and second end sections (24, 26) each comprise an end panel (28)~~; ~~.~~

further comprising displaying a consumable product by tearing the tray (40) along the one of a perforation and a score (34) to separate the tray into the two individual sections; ~~and~~

placing at least one of the two individual sections on a retail shelf, further comprising folding the panels of the first end sections (24) to form a front wall and folding the panels of the second end sections (26) to form a back wall.

~~19. The method according to Claim 18 further comprising folding the plurality of end panels (28)of the first end section (24) to form a front wall, folding the plurality of end panels (28) of the second end section (26) to form a back wall.~~

~~20~~9. The method according to Claim ~~18~~8, wherein the plurality of end panels (28) of the second end section (26) are adhered to each other to form the back wall.

~~21~~10. The method according to Claim ~~18~~8 further comprising placing secondary packages onto the blank (10) after folding the blank along lines dividing the first and second middle sections (16, 18) from the first and second inner sections (20, 22), respectively.

~~22~~11. The method according to Claim ~~18~~8 further comprising placing consumable products into the tray (40) after folding the blank (10) along lines

dividing the first and second middle sections (16, 18) from the first and second outer sections (12, 14), respectively.

~~23~~12. The method according to Claim ~~18~~8 further comprising placing a shroud over the tray (40).

~~24. The method according to Claim 18, further comprising displaying a consumable product by placing the tray on a retail shelf.~~