THAT WHICH IS CLAIMED:

1. A pallet comprising:

a top deck having a rectangular shape with spaced apart upper and lower surfaces, with the lower surface having a plurality of upper tower openings therein;

a bottom deck having a rectangular; and

a plurality of spaced apart support blocks coupled between said top and bottom decks and forming a gap therebetween for receiving a lifting member, each support block comprising

an outer wall enclosing a center area,

a core structure having a rectangular shape within the center area, with upper surfaces of the core assembly and the outer wall being coplanar,

an upper tower extending outwards from the core structure and into a corresponding upper tower opening in said top deck so as to provide a shear load transfer during impact with the lifting member,

a first plurality of ribs between said outer wall and said core structure, and

a second plurality of ribs within an interior area of said upper tower.

2. The pallet according to Claim 1 wherein said core structure and said upper tower have a same size rectangular shape.

3. The pallet according to Claim 1 wherein sidewalls of said core structure and said upper tower are aligned.

4. The pallet according to Claim 1 wherein each support block is formed as a monolithic support block.

5. The pallet according to Claim 1 wherein each support block comprises first and second pairs of opposing exposed support block side surfaces, with

each exposed support block side surface having a pocket formed therein for receiving an end of the lifting member so as to allow the pallet to be spun around.

6. The pallet according to Claim 5 wherein for each exposed support block side surface that is aligned with an adjacent outer edge of said top and bottom decks, the corresponding pocket in the exposed support block side surface is recessed from the adjacent outer edge.

7. The pallet according to Claim 5 wherein each exposed support block side surface block having the pocket formed therein includes an outer exposed wall surrounding the pocket; and wherein the pocket includes a bottom surface and adjacent side surfaces, with the adjacent side surfaces being non-orthogonal with respect to the outer exposed wall and the bottom surface.

8. The pallet according to Claim 5 wherein each support block comprises a respective exposed support block corner surface extending between an exposed support block side surface in the first pair of exposed support block side surfaces and an adjacent exposed support block side surface in the second pair of exposed support block side surfaces.

9. The pallet according to Claim 1 wherein said bottom deck has spaced apart upper and lower surfaces, with the upper surface having a plurality of paired projection openings recessed therein, with each paired projection openings aligned with a corresponding upper tower opening in said top deck; and wherein each support block further comprising paired projections extending from a lower surface of said core structure and into corresponding paired projection openings in said bottom deck.

10. The pallet according to Claim 9 wherein portions of the paired projection openings in said bottom deck are tapered, and portions of the paired projections are tapered.

11. The pallet according to Claim 10 wherein the tapered portions of paired projection openings are angled towards said core structure, and wherein the tapered portions of the paired projections are angled towards said core structure.

12. The pallet according to Claim 1 wherein said top deck has a plurality of upper snap-pin openings extending through said plurality of tower assembly openings; wherein said bottom deck has a plurality of lower snap-pin openings extending therethrough and aligned with the plurality of upper snap-pin openings; wherein the upper tower in each support block includes a snap-pin channel extending therethrough and aligned with respective upper and lower snap-pin openings in said top and bottom decks; and further comprising a plurality of snap-pins inserted into the plurality of snap-pin channels.

13. The pallet according to Claim 12 wherein each snap-pin comprises a headend for engaging the upper snap-pin opening, a body coupled to said headend and extending within the snap-pin channel, and a pair of spaced apart tips coupled to said body and extending through the lower snap-pin opening for resiliently engaging said bottom deck.

14. The pallet according to Claim 12 wherein each body includes a notch so as to function as a fusable link by breaking off when an excessive separation force is applied between said top and bottom decks.

15. The pallet according to Claim 1 further comprising a plurality of tubular inserts carried by said top deck along outer edges thereof, each tubular insert butting up against at least one of said upper tower.

16. A plastic pallet comprising:

a top deck with spaced apart upper and lower surfaces, with the lower surface having a plurality of upper tower openings therein;

a bottom deck with spaced apart upper and lower surfaces, with the upper surface having a plurality of paired projection openings recessed therein, with each paired projection openings aligned with a corresponding upper tower opening in said top deck; and

a plurality of spaced apart support blocks coupled between said top and bottom decks and forming a gap therebetween for receiving a lifting member, each support block comprising

an outer wall enclosing a center area,

a core structure having a rectangular shape within the center area, with upper surfaces of the core assembly and the outer wall being coplanar,

an upper tower extending outwards from the core structure and into a corresponding upper tower opening in said top deck so as to provide a shear load transfer during impact with the lifting member,

paired projections extending from a lower surface of said core structure and into corresponding paired projection openings in said bottom deck,

a first plurality of ribs between said outer wall and said core structure, and

a second plurality of ribs within an interior area of said upper tower.

17. The plastic pallet according to Claim 16 wherein each support block comprises first and second pairs of opposing exposed support block side surfaces, with each exposed support block side surface having a pocket formed therein for receiving an end of the lifting member so as to allow the pallet to be spun around.

18. The plastic pallet according to Claim 17 wherein each support block comprises a respective exposed support block corner surface extending between an exposed support block side surface in the first pair of exposed support block side surfaces and an adjacent exposed support block side surface in the second pair of exposed support block side surfaces.

19. The plastic pallet according to Claim 16 wherein said top deck has a plurality of upper snap-pin openings extending through said plurality of tower assembly openings; wherein said bottom deck has a plurality of lower snap-pin openings extending therethrough and aligned with the plurality of upper snap-pin openings; wherein the upper tower in each support block includes a snap-pin channel extending therethrough and aligned with respective upper and lower snap-pin openings in said top and bottom decks; and further comprising a plurality of snap-pins inserted into the plurality of snap-pin channels.

20. A method for making a pallet comprising:

forming a top deck having a rectangular shape with spaced apart upper and lower surfaces, with the lower surface having a plurality of upper tower openings therein;

forming a bottom deck having a rectangular; and

coupling a plurality of spaced apart support blocks coupled between the top and bottom decks and forming a gap therebetween for receiving a lifting member, each support block comprising

an outer wall enclosing a center area,

a core structure having a rectangular shape within the center area, with upper surfaces of the core assembly and the outer wall being coplanar,

an upper tower extending outwards from the core structure and into a corresponding upper tower opening in the top deck so as to provide a shear load transfer during impact with the lifting member,

a first plurality of ribs between the outer wall and the core structure, and

a second plurality of ribs within an interior area of the upper tower.