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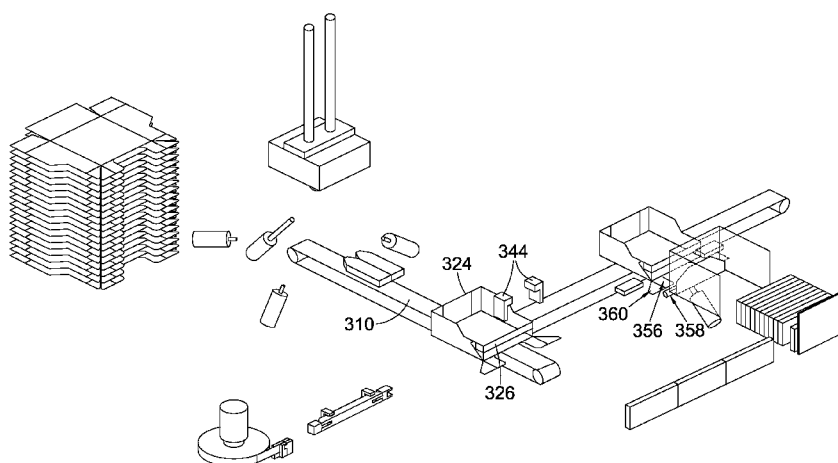


Fig. 71

(57) Abstract: A product tray (20) comprising a product pusher (10), wherein the product pusher (10) is formed from a length of elastically stretchable fabric or material arranged to wrap behind and to the sides of products (22) contained within the tray (20) to apply a resilient bias force to the rear surface of those products (22) contained within the tray (20).