# CLAIMS

1. A blank for a tray, or a tray formed from a blank, the blank comprising a base section, two side sections, a front section and a rear section, each side section comprising at least a portion having a width exceeding 60% of the width of the base and a length of the base exceeding 300% of the width of the base and an length of elastic material attached to the blank at or towards its ends, the attachment not being present between the elastic and the sides in the region of the sides extending from the hinge line between the respective side and the base to a position spaced perpendicularly from the hinge line lying a distance of 25% of the width of the base from the hinge line.

2. The blank of claim 1, wherein the elastic is located on the blank perpendicular to the length of the base.

3. The blank of claim 1, further comprising forward facing flaps for the sides, each with a hinge line arranged parallel to the elastic, the forward facing flap being foldable over the elastic to sandwich the elastic between the flap and the side wall.

4. The blank of claim 3, wherein the flap has an angled edge thereon that is angled relative to the fold line at an angle of between 30° and 60°.

5. The blank of claim 1, wherein the base section is a base, the two side sections are two side walls, the front section is a front wall and the rear section is a back wall, the side walls both comprising a foldable flap defined by a fold line and at least one cut, wherein the foldable flap, when folded inside the tray, provides a rear-facing ledge.

6. The blank of claim 5 wherein the ledge, or at least a part thereof, is perpendicular to the hinge line between the base and the side wall.

7. A partially or fully assembled tray according to claim 1, comprising a base, two side walls and a length of elastic, the length of elastic being stretched down the side walls back towards a rear of the tray, the elastic being associated with and restrained in its stretched condition by a back plate, the back plate having leading edges pointing generally towards a front of the tray, which leading edges are engaged against ledges formed on or in the side walls.

8. The tray of claim 7, wherein the ledges are formed by folded flaps of the side walls.

9. A part folded tray according to claim 1, the part folded tray comprising a base, two side walls, a front wall and an elastic member for providing a biasing force for products within the tray in the fully assembled and filled product, wherein the side walls have a front facing edge with a forwardly extending finger extending away therefrom towards the front of the tray, the finger being positioned such that it is in alignment with the elastic member when the elastic member extends between the side walls in a generally untensioned condition to provide support for the elastic member prior to tensioning the elastic member within the tray.

10. The tray of claim 9, wherein the front wall has two attachment tabs for attaching it to the side walls.

11. The blank of claim 1, wherein the base section is a base, the two side sections are two side walls, the front section is a front wall and the rear section is a back wall, the length of elastic is attached to the blank on attachment tabs extending to the sides of the panel of the blank that will form the front wall, wherein the length of elastic is attached to the tabs towards the free ends of the tabs, but not within the first length of the tabs extending from the hinge line between the tabs and the front wall, that first length having a length of at least 25% of the width of the base.

12. The tray of claim 1 wherein the base section is a base, the two side sections are two side walls, the front section is a front wall and the rear section is a back wall, two end portions of the elastic length which are entrapped within a respective slot that is cut into a part of the tray that sits to a side thereof, wherein the hardness or stiffness of the material of blank either side of the slot provides grip for securing the entrapped portions of the length of elastic relative to the side walls of the tray.

13. The tray of claim 1 wherein the base section is a base, the two side sections are two side walls, the front section is a front wall and the rear section is a back wall, wherein in the two side walls a slot is provided for accommodating the elastic length, the elastic member being a loop of elastic extending across the inside of the tray,

between the two slots, and then rearwardly around the outsides of the two sides backward from those slots and around the outside of the back of the tray.

14. The tray of claim 1 wherein the two sides comprise slots for accommodating a length of elastic, wherein the slots are sized to grip the length of elastic such that two end portions thereof are entrapped within the slots, wherein the hardness or stiffness of the material of blank either side of the slot provides grip for securing the entrapped portions of the length of elastic relative to the side walls of the tray in the assembled tray.

15. A product pusher insert for a tray according to claim 1, the product pusher insert comprising two separate or separable members, each attached to end portions of a length of elastic, the members having a foldable end for folding an end portion of the elastic and the member relative to the other ends thereof.