

G&S Packaging Change for 15 lb Carton with One or Two Varieties The “2 Value Tray” Size

Until last season, all G&S packs in the 15lb size were packed into a flat carton with a divider that separated the box into 3 sections. The G&S version has been labeled a “Jumbo Tray”.

The 15 lb size falls in between the One Tray and Two Tray box sizes, and has become an important price point as the prices have increased steadily. However, the cartons used for this size must be hand packed, and are relatively slow to pack because of the lids that must be folded out of the way.

The flat box with dividers is the best choice for Trios because it has the three compartments. It also makes a nice Deluxe box because it presents so well with the Deluxe items. However, there’s no particular advantage to this size box when packing only one or two varieties.

A few years ago, The Orange Shop worked with Hesco to design a tray-based option for the 15 lb box. It has smaller sized trays than either the standard G&S or East Coast Tray, and a shipper carton that holds two trays. So, we can pack the trays with a single variety on the tray pack line instead of the hand pack line, and then mix and match the trays in the 2-tray shipper to create the various variety combinations the same as we do with regular trays.

The packaging is more expensive than the flat boxes, but there are two advantages. First, it allows us to stockpile packed trays that we can feed into the packing line, which will speed up the packing. Second, it’s a much sturdier package that supports weight on a pallet better than the Jumbo Tray.

So, for this season, we changed the description of the 15 lb size for single and two variety packs to “2 Value Trays” instead of “Jumbo Tray”. The trios and deluxes will continue to be Jumbos.



2 “Value” Trays vs. Jumbo Tray Box.
Package Weights are the Same.



Color Scheme of Shipper (1/2 Bushel
Shown). 3-Color Generic Printing.