**New England Good Life**

**Custom Tray Pricing Guide**

The list below outlines many common options for ways to customize a tray. The pricing allows you to make the design choices that not only work best but that also can work within your budget. This can help start a conversation in order to finalize a quote.

Quotes can vary from the chart below. For example, the cost could be higher for a high volume of words or multiple images (such as a mermaid swimming through a compass or multiple starfish and scallop shells).

Don’t see an option below that you want? We can discuss additional ways to make a custom project work best (such as trays large enough to cover stoves for added counter space). If you have questions or a starting design, email [newenglandgoodlife@gmail.com](mailto:newenglandgoodlife@gmail.com) to start a discussion!

|  |  |  |
| --- | --- | --- |
| **Design Choices** | **Cost** | **Yes/No** |
| **Size** | | |
| Small (under 10x19 or 190 sq in) | $50 |  |
| Regular (10x19-14x24 or 190-322 sq in) | $80 |  |
| Oversized (over 14x24 or over 322 in, up to 480) | $100 |  |
| **Background Colors** | | |
| White Background | $0 |  |
| Blue Background | $0 |  |
| White and Blue Background | $0 |  |
| Other Background (ex. different color or no color) | *$To Be Determined* |  |
| **Wood** | | |
| Reclaimed Wood | $0 |  |
| Antique Wood | $20 |  |
| Repurposed Wood (ex. old cranberry, apple, or soda crate) | $15 |  |
| **Imagery (choose one)** | | |
| Anchor | $0 |  |
| Cape Cod (not available on small trays) | $0 |  |
| Compass Rose | $0 |  |
| Lobster | $0 |  |
| Mermaid | $0 |  |
| Nantucket | $0 |  |
| Scallop | $0 |  |
| Starfish | $0 |  |
| Whale | $0 |  |
| Custom design (nonstandard image from the list above, or multiple such as a mermaid swimming through a compass rose; scene from a photo; email to initiate a discussion, as these can often still be done) | $*To Be Determined* |  |
| **Handles** | | |
| None | $0 |  |
| Standard Handles (2) | $4 |  |
| Dock Cleats (2) | $8 |  |
| Reclaimed beach fencing around the edges | $15 |  |
| **Drink Holes (2.75 in, partway into the wood to place a glass)** | | |
| No drink holes | $0 |  |
| 2 drink holes | $7 |  |
| 4 drink holes | $15 |  |
| **Hanger** | | |
| Yes, recessed hanger in the back | $5 |  |
| No hanger | $0 |  |
| **Additional Custom Elements** | | |
| Custom design on the front (small anchor, star, heart, etc.) | $10 |  |
| Custom words on the front (street, last name, year, etc.) | $20 |  |
| Custom words on the back (quote, wedding location/date, etc.) | $20 |  |
| **Additional Standard Elements** | | |
| Tray Pads (*standard, to avoid scratching*) | $0 |  |
| Food-safe Seal (*standard, up to 6 coats*) | $0 |  |
| Outdoor Seal (*standard, up to 3 coats. Note: Not a food-safe seal!*) | $0 |  |
|  |  |  |
| ***Total Price (excluding shipping; subject to a final quote)*** |  |  |