



Dordan 50
CELEBRATING 50 YEARS OF THERMOFORMED PACKAGING SOLUTIONS



CO - LOCATED



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Dordan Brings Interactive, Educational Displays to International Pack Expo

Pack Expo is produced by PMMI, which is a trade association with more than 560 members representing packaging material manufacturers, converters, machinery suppliers and service providers across the packaging supply chain.

Chicago—November 2, 2014—Dordan Manufacturing returns to International Pack Expo with interactive displays aimed at educating show attendees about custom thermoformed packaging solutions and sustainable packaging.

Touch, smell, see and er, taste? the latest and greatest bio-based/biodegradable/compostable and otherwise ‘green’ plastics with Dordan’s 4th Annual Bio Resin Show N Tell; learn about Dordan’s *Design for Thermoforming Process* with 3D package design modeling videos and photo-realistic package design renderings; and, discover how *Seeing it Sells it* with Klockner’s eyetracking study.

Dordan’s Bio Resin Show N Tell is an environmental comparative of 9+ alternative resins; cost and performance analysis included. By understanding the capabilities and limitations of the available “eco-plastics,” Dordan hopes to provide Pack Expo attendees with the information required to make more informed packaging decisions. To be unveiled in Chicago is fourth-generation algae plastic, demonstrating continuing innovations in synthesizing aquatic biomass for plastic applications.

Dordan is an engineering-based designer and manufacturer of custom thermoformed packaging solutions. All of our package designs are therefore 100% thermoformable and optimize the capabilities inherent in the art of thermoforming. Learn about our *Design for Thermoforming Process* with 3D package design modeling videos and photo-realistic package renderings, streaming live in an interactive package design exhibit.

“Now more than ever, brand owners and their suppliers are held accountable by consumers, retailers and regulatory agencies to reduce the environmental impact of their supply chains,” says Chandler Slavin, sustainability coordinator and marketing manager, Dordan Manufacturing, Inc. “Our philosophy behind the ‘Design for Thermoforming Process’ was to empower them with a holistic approach to design strategy, material selection and machinery usage — minimizing inefficiencies along the way and helping fully understand the sustainability-enhancing measures behind their packaging.”

And lastly, learn how package design dictates product sales with Klockner’s groundbreaking eyetracking study video, streaming in HD in this new exhibit from Dordan. By fashioning retail shoppers with heat mapping eyetracking glasses, it was determined that clamshell packaging facilitates product sales 402% times more than paperboard boxes.

Located in the Lakeside Upper Hall, booth #8403, Dordan looks forward to sharing its educational and interactive exhibits with the international packaging community.

About Dordan Manufacturing Co. Inc.

Dordan Manufacturing is an engineering-based designer and manufacture of custom thermoformed packaging solutions, like plastic clamshells, blisters, trays and components. Based 50 miles Northwest of Chicago in Woodstock IL, Dordan is a 50,000 square foot facility equipped with sophisticated software and machining technologies. Family owned and operated, Dordan has 50-years-experience designing and manufacturing

thermoforms parts that perform. Dordan Manufacturing is ISO 9001:2008 certified for the design, manufacture, and distribution of thermoformed packaging. Learn more at Dordan.com.

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