



# **Dordan**

— THERMOFORMED PACKAGING SOLUTIONS SINCE 1962 —

## **FOR IMMEDIATE RELEASE**

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### **Dordan Unveils NEW Exhibit: Package Design and Manufacturing Synergy 3D Renderings**

*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, IL—October 28, 2012**—Dordan Manufacturing brings a new interactive exhibit to Pack Expo 2012, booth #8005: 3D package design renderings that are designed for thermoforming. Unlike package design firms that develop concepts that often need modification for manufacture, Dordan integrates the manufacturing process and innovations inherent in the art of thermoforming into the package developmental process itself; this allows Dordan to develop thermoformed packaging solutions that work in harmony with the various manufacturing, fulfillment and distribution demands of its clients' products. Dordan hopes that this visual representation of its experience-dictated package designs will communicate to attendees the thought and logic that goes into a Dordan designed package.

Dordan CEO Daniel Slavin explains, "I always assumed that packages were designed with the conversion process as the forefront, not afterthought, of the packaging developmental process. However, recent experience indicates that package design and manufacture are becoming increasingly removed from one another, resulting in problems for the designer, manufacturer, and ultimately, brand owner. Consequently, Dordan has invested in new 3D package design rendering technologies that communicate to the client the function of the package form, including how it is packed out and appears at retail."

To see some of Dordan's 3D package design and manufacturing synergy renderings, visit booth #8005 at Pack Expo.

### **About Dordan Manufacturing Co. Inc.**

Incorporated in 1962, Dordan is a Midwestern based, National supplier of custom designed thermoformed packaging solutions like clamshells, blisters, trays and components for a variety of

industries. Dordan will be exhibiting at Pack Expo in Chicago October 28-31, booth #8005. For more information, visit [www.Dordan.com](http://www.Dordan.com).

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