



**Dordan**—50  
CELEBRATING 50 YEARS OF THERMOFORMED PACKAGING SOLUTIONS

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### **Dordan Sustainability Coordinator to Present at SPE's 21<sup>st</sup> Annual Thermoforming Division Conference in Grand Rapids, Michigan**

*The Thermoforming Division is an industry-working group assembled under the organization of the Society of Plastics Engineers, which is home to nearly 20,000 plastics professionals in more than 70 countries around the world; it is the “go to” resource for plastics technical information.*

**Grand Rapids, MI—September 24, 2012**—Dordan Manufacturing Company Inc.'s Sustainability Coordinator Chandler Slavin is scheduled to speak at the SPE's 21<sup>st</sup> Annual Thermoforming Division Conference at 10:00 AM CST in Exhibit Hall B/C. Titled, “How the Thermoforming Industry can thrive in this ‘New Packaging World Order:’ When Sustainability and Multi-media Marketing Collide” Slavin provides the following presentation abstract:

*A new packaging world order is upon us; it requires us to utilize the paradigms of sustainability and social media in order to position thermoforming as an innovative and environmentally robust technology, ideal for retail application. Through discussions of sustainability research and insights into the Shopper's Experience, coupled with a fresh perspective on B2B marketing, Slavin will present an integrated case for the prolonged sustainability of the thermoforming industry.*

Slavin explains, “I think it is important to leverage the communication channels that exist in the thermoforming industry's media outlets, including social media, to position thermoform packaging as an ideal choice for consumer product packaging; reasons include environmental performance and contemporary consumer market research. I look forward to sharing my research with stakeholders to facilitate the execution of a positive PR story around thermoform packaging.”

#### **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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