



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



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**Dordan Brings Packaging-Centric, Interactive Displays to  
International Consumer Electronics Show January 2014 in Las Vegas**

*The International CES (CES) is a major-technology related tradeshow held each January in the Las Vegas Convention Center in Las Vegas, Nevada. Not open to the public, the Consumer Electronics Association-sponsored show hosts previews of products and new product announcements.*

**Las Vegas—January 7, 2014—**Dordan Manufacturing returns to International CES with interactive displays aimed at educating and engaging show attendees about consumer electronic packaging solutions: Touch, smell, see and er, taste? the latest and greatest bio-based/biodegradable/compostable and otherwise ‘green’ plastics with Dordan’s 4<sup>th</sup> 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 Klöckner Pentaplast’s eyetracking study.

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

Dordan is an engineering-based manufacturer of custom thermoform 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 modeling videos and photo-realistic package renderings, streaming live in an interactive package design exhibit.

Learn how package design can drive product sales with eyetracking research conducted by Klöckner Pentaplast through Clemson University’s CUShop™. Backed by statistical evidence, results indicated a strong purchase preference for clear plastic clamshells over printed paperboard boxes, with 402% more purchases being received for clear plastic clamshells. Results of this study will be streaming in HD in the new exhibit from Dordan.

Dordan looks forward to sharing its new interactive packaging exhibits with the consumer electronics community. Marketing Manager Chandler Slavin explains, “At trade shows there is so much stimulation, so much competition for attendees’ attention. Consequently, we developed these interactive exhibits in the hopes that attendees will enjoy a unique experience at our booth, perhaps learning something about the value of packaging that they can take home with them.”

**About Dordan Manufacturing Co. Inc.**

Celebrating 50 years thermoforming with ISO 9001:2008 certification, Dordan is a custom thermoformer of plastic clamshells, blisters, trays and components. Specializing in the design and manufacture of consumer electronic packaging solutions from its Chicago land headquarters, Dordan prides itself on thought leadership status and genuine commitment to package design and manufacturing excellence. Dordan Manufacturing is exhibiting at 2014

International CES in the Venetian Ballroom, booth #70229. For more information, visit [www.Dordan.com](http://www.Dordan.com). Follow us @DordanMfg.

#### **About the Klöckner Pentaplast Group**

The Klöckner Pentaplast Group is a global leader in providing packaging, printing, and specialty solutions serving the pharmaceutical, medical device, food, beverage, and card markets among others. With a broad portfolio of rigid plastic films and services powered by innovation, kp plays an integral role in the customer value chain by marketing and protecting product integrity, safety, consumer health, and, ultimately, brand reputation. The company has sales of over €1,167 million and employs more than 3,000 people committed to serving customers worldwide. For more information, visit [www.kpfilms.com](http://www.kpfilms.com).

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