



*news release*

**For Immediate Release**  
July 24, 2015

**Contact:**  
Don Shook  
(702) 260-7600  
[ds@MMRpr.com](mailto:ds@MMRpr.com)



**Photo:**  
[Click Here.](#)

## **Performance Packaging Appoints Vice President of R&D**

*Joseph Dunn, Ph.D., Brings Over 30 Years' Experience in Food & Packaging for Company's Forthcoming New Capabilities & Services*

**LAS VEGAS** - - Performance Packaging of Nevada announces that Joseph Dunn, Ph.D., has joined the company, bringing his considerable achievements to the newly created position of vice president of research and development and regulatory affairs.

Dr. Dunn's responsibilities include researching, supporting, evaluating and managing the innovation development process as well as overseeing plant operations for *Blue Kangaroo*, *the original pouch filler*, a new liquid food contract packaging facility that will open by the end of 2015. He will also provide support to the sales teams with new market entries, technologies, customer projects and product formulations/analysis.

Dr. Dunn is currently engaged in additional high-level projects that the company will announce in the future.

"We're extremely excited to have Dr. Dunn join the Performance Packaging team," explained Blair Vance, vice president of sales and marketing. "His academic achievements, combined with a wealth of knowledge and expertise in extremely technical aspects of packaging, will add incredible value to our customers' products as well as to our expanding services and capabilities."

Dr. Dunn, a native of Nebraska, was awarded a Bachelor of Science degree in biochemistry and microbiology from the University of Nebraska in Lincoln, where he was a four-year regents scholar. While pursuing his Master of Science degree in microbiology and biochemistry, also at the Lincoln campus, he received a National Science Foundation Research Award. He then was awarded a Ph.D. in microbiology from Oregon State University in Corvallis, and followed that with a two-year postdoctoral fellowship at the Department of Medical Microbiology & Immunology at the Scripps Clinic and Research Foundation in La Jolla, Calif. He also served four years on the Medical Microbiology and Immunology faculty at the University of Arizona Medical Center in Tucson.

Dr. Dunn is the author of more than 25 patents, and invented the use of pulsed light for packaging sterilization. He was a primary developer of pulsed electric field processing in the United States, and authored numerous refereed publications, eight book chapters, and has been a speaker at over 100 international conferences on technological and regulatory issues of sterilization science.

His executive experience includes president and CEO of NanoMed Technologies, Geneva, Ill., and laboratory director and chief safety officer of Pilot Aseptic Technologies also in Geneva. Dr. Dunn was also the director of technology assessment for The National Center for Food Safety & Technology at the Illinois Institute of Technology in Chicago, in addition to serving as the chief scientist for research and development for Automatic Liquid Packaging in Woodstock, Ill.

Throughout his career, Dr. Dunn has worked closely with the Food Safety and Nutrition Division of the U.S. Food and Drug Administration on new food processing technologies.

Specifically relating to food and packaging, his formulation experience includes a two-year program that led to the production of food products for United States armed forces personnel. Additional military work included participation in the development of an energy drink used by the U.S. Army in Iraq and Afghanistan. Other beverage formulations included flavored waters, fruit smoothies, hot-filled beverages, cold-filled carbonated beverages and nutraceutical beverages for nutritionally/genetically deficient children.

Dr. Dunn is based in Daytona Beach, Fla., and reports to Rob Reinders, president of Performance Packaging of Nevada.

#### **About Performance Packaging of Nevada**

Founded in 1995, Performance Packaging offers a “single source solution” supplying a wide range of flexible packaging including: roll stock films (laminates, cold seal, de-metalized, IMS certified films for dairy products, retort and ‘freezable’ films, microwaveable and 100% recyclable), pre-made pouches, stand-up pouches and bags with zippers or spouts and caps.

To complement the packaging, the company offers standard and customized filling and packaging equipment lines as well as contract packing services for both dry and liquid foods. Capabilities include processing high and low-acid liquids as well as alcohol-based products, in non-spouted and spouted pouches using cold-fill, hot-fill or retort processing.

Performance Packaging’s innovations can be found on products from such diverse companies as Russell Stover Candies Inc., RW Garcia, Tom Clark Confections Inc. and Baby Gourmet Foods Inc. as well as with Performance’s own PouchPop ([www.pouchpop.com](http://www.pouchpop.com))

The company’s motto is “*Your single source for ALL of your packaging needs.*” For more information, please visit <http://www.pplv.co>

# # #

**Company Contact:**

Blair Vance  
Vice President – Sales & Marketing  
Performance Packaging of Nevada  
6430 Medical Center Street, # 102  
Las Vegas, Nevada 89148  
(774) 766-2274  
[blair.vance@pplv.co](mailto:blair.vance@pplv.co)  
[www.pplv.co](http://www.pplv.co)

**Media Contact:**

Don Shook  
MERIT Media Relations  
3375 E. Tompkins Avenue, #153  
Las Vegas, Nevada 89121  
(702) 260-7600  
[ds@MMRpr.com](mailto:ds@MMRpr.com)  
[www.MMRpr.com](http://www.MMRpr.com)