



*Protecting the World's Valuable Devices*

# Press Release

Contact: Darby Davis  
Phone: (510) 576-2220

FOR IMMEDIATE RELEASE  
9 A.M. EDT, March 27, 2007

## **GEL-PAK'S NEW PRODUCT SELECTION WIZARD OPTIMIZES DIE CARRIER SELECTION**

HAYWARD, CA, MARCH 27, 2007: Gel-Pak, a division of Delphon Industries, announced the launch of its new web-based Product Selection Wizard (PSW), an interactive program that uses a series of targeted questions to recommend the ideal Gel-Pak carrier based on each customer's detailed application. The product selection wizard is available through the company's website.

Gel-Pak manufactures custom Gel-Boxes, Gel-Trays, Gel-Films, and Vacuum Release (VR) carriers that offer maximum protection during the shipping, handling and processing of valuable devices. The Product Selection Wizard was created to assist customers in finding the optimum Gel-Pak carrier for their particular device and application. "We pride ourselves on the service and product knowledge we provide to our customers. I am confident that the Product Selection Wizard will be a valuable

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tool for both new and existing users." says Darby Davis, Director of Worldwide Sales and Marketing.

**Background:**

Since 1980, Gel-Pak has provided a line of device carriers and handling materials that offer unique solutions for applications where damage during handling must be avoided. The company's proprietary elastomer technology serves as the basis of its Gel-Box, Gel-Tray, Film, and patented Vacuum Release (VR) products. Gel-Pak is a division of Delphon Industries, LLC. For further information on Gel-Pak's product line, please refer to their website at [www.gelpak.com](http://www.gelpak.com).

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**Gel-Pak Contact:** Darby Davis, (510) 576-2220 or [darby@gelpak.com](mailto:darby@gelpak.com)