**Medical Device Package Testing Firm DDL Kicks Off MD&M East With Presentation Designed To Renew Focus on Compliance**

*Today’s presentation, “The Compliance Sweet Spot,” to share powerful methodologies for medical device packagers to achieve the perfect balance between compliance and time to market*

Minneapolis, MN – April x, 2008 – <http://www.testedandproven.com/> - DDL, the leading package testing services firm specializing in medical device package testing, will be represented today in New York City at MD&M East, and will help kick off the conference, with a powerful presentation by DDL West Technical Director Karen Greene.

Greene’s presentation, “The Compliance Sweet Spot”, outlines key activities designed to ensure those in the [medical device package testing](http://www.testedandproven.com/medical_device_testing.html) industry discover **the perfect balance between packaging compliance and competitive time to market.**

“A goal of ours at DDL Inc. is to educate our customers on the requisite compliance standards and regulations, through effective, industry proven methodologies, and to quickly move them through the compliance stage on the way to market,” states Greene.

**The most vital packaging standard requiring compliance,** [ISO 11607](http://www.testedandproven.com/webinars_ondemand.html)**, is heavily referenced in Greene’s presentation, as is its “how to” guide the TIR 22. Greene’s presentation, in fact, is most geared towards attendees who not only must comply with ISO 11607, but are relatively unfamiliar with its details.**

**Key takeaways attendees can hope to learn from Greene today are:**

* An understanding of why the TIR 22 was developed, and how to effectively follow it
* A deeper awareness of package design and development activities and the resultant benefits of facilitating speed to market
* A strategy for quickly developing, qualifying and launching a safe, effective and world class medical device packaging system

“I am very pleased to have been selected to speak at MD&M East,” continues Greene. “I look forward to ensuring today’s attendees leverage what I have learned from my experience in package design, testing and consulting to efficiently launch their medical device packaging system.”

Greene’s presentation, The Compliance Sweet Spot, will be presented at 9am EST today at MD&M East being held in the Jacob K. Javits Convention Center in New York City.

**About DDL** ([www.testedandproven.com](http://www.testedandproven.com/))  
DDL offers expert package testing, product testing and material testing services including shock testing, vibration testing, tensile testing, leak testing and validation services. Additionally, DDL provides expert package design, development and prototyping services for those clients who desire to outsource their package development function. DDL package testing clients find value through its growing suite of PackServices: PackAdvice, a zero-cost package testing consulting service, and PackReview, a DDL approved certification to demonstrate compliance with ISO 11607 (clause 6). DDL Testing Services maintains full service testing labs in Minnesota and southern California. DDL’s package design, development and prototyping services are offered to support national clients through staff and operations based in southern California.