

## **THE MATERIAL THAT FACILITATE TRANSPORTATION AND PREVENT CORRUGATION OF POSTERS: VINYL CANVAS**

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### **ABSTRACT**

It is a commonly accepted method to use posters throughout the presentation of scientific studies. The use of this technique is becoming increasingly popular in scientific congresses. Yet it continues to be a difficulty to transport, to exhibit, to transport back without any physical damage and to protect because of the posters being printed on glossy paper. To overcome these difficulties, the posters have been prepared using the method of digital printing on vinyl material for to protect the poster from physical damage that might be caused during transport and exhibition without compromising visual quality. It is thought to be more advantageous to use this material, which is more appropriate regarding cost issues.

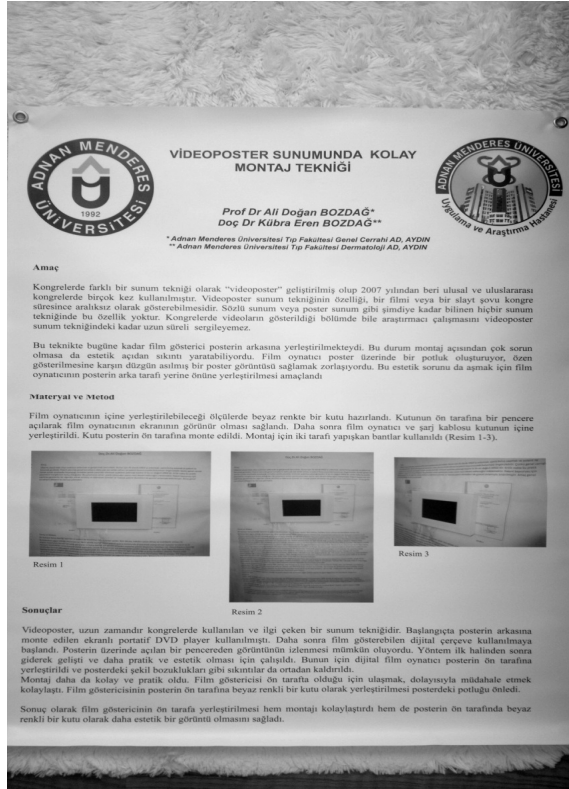
**Keywords:** Vinyl poster, poster, congress, scientific presentation, poster box.

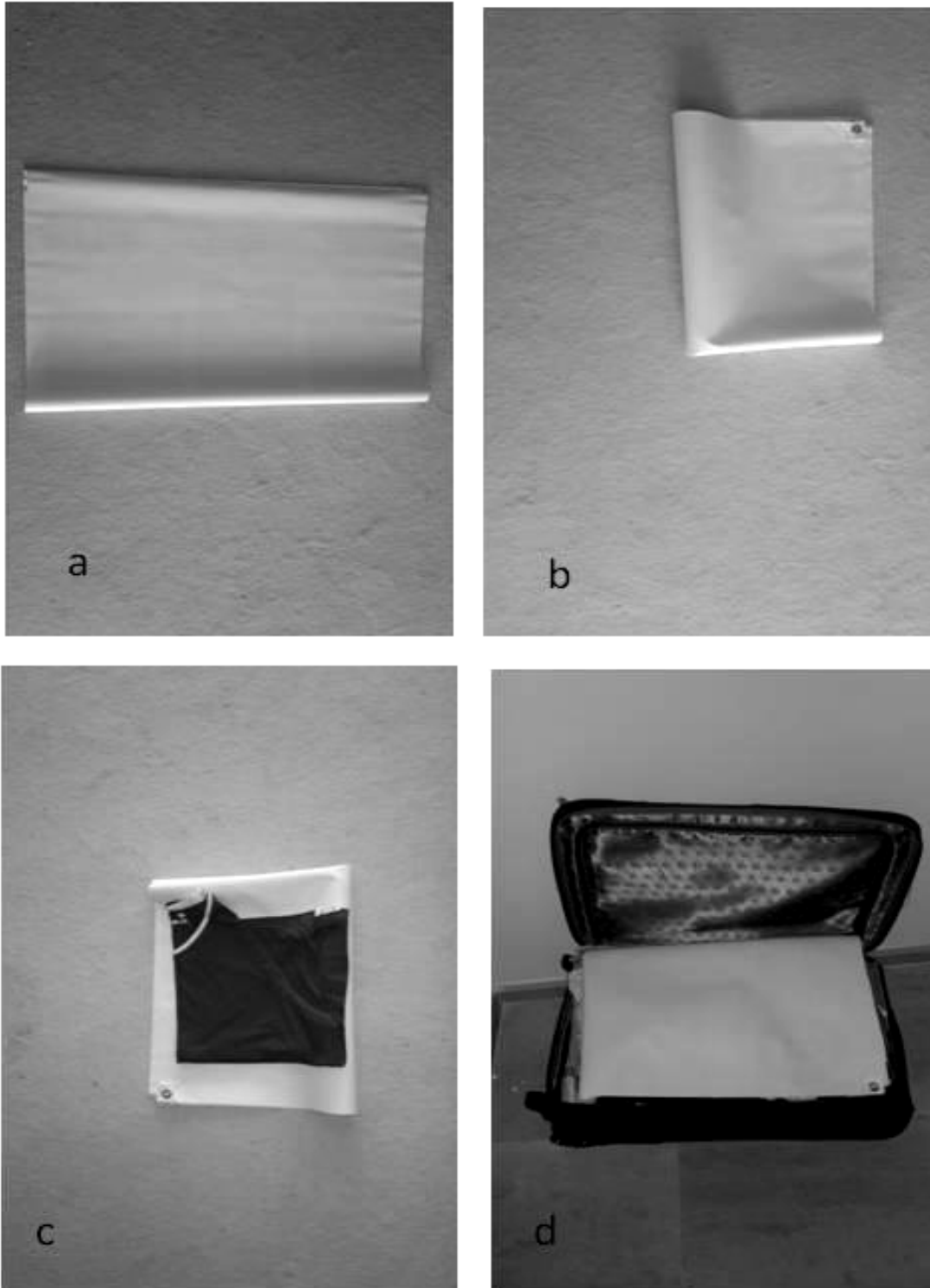
### **INTRODUCTION**

It is very common to give place to poster presentation technique which can transfer knowledge in a practical and rapid visual way (Deidre D. Wipke-Tevis, Donna A. Williams 2002). It is an ideal way for the researcher to share own knowledge, experience, research results or rare cases with colleagues. Because they are probable published articles, scientific committees of the congresses give much more importance to poster presentations (Shing W. Wong, Philip J. Crowe 2006). Especially young researchers can find opportunity to prepare themselves for their future oral presentations (Van Way CV 2007; Murray R, editors 2006; Üstdal KM, Vaillanme R, Gülbahar K 2004). As they are exhibited during the whole time of the congress, the participants can examine posters for a longer time. They are rich both in content and in visual aspects (Moore LW, Augspurger P, King MO, EProffitt C 2001). If the images are flu, being thorn or wrinkled during transportation, these kinds of problems lessen the worth of the posters even their contents are rich. Because of this, posters printed on papers are sources of extra load and stress. Printing the posters on a long lasting, low cost and qualified material is aimed for to overcome these difficulties. Vinyl-canvas is used for this aim, and digitally printed vinyl canvas posters were taken to different congresses and results were assessed.

### **METHOD AND PROCEDURE**

The poster below was prepared on vinyl canvas with 600dpi digital printing technique (Image 1). Printing quality is as good as glossy paper, besides, cost cheaper. Before trip, it was folded first into two, then four. So, its size diminished to a folded t-shirt size and could be fit into a suitcase (Image 2 a-d). After trip, its physical appearance was assessed. The day after, it was hung in the poster hall in the same way as the paper posters and its physical appearance was reassessed. As the vinyl poster was heavier, a little bit much more glue was used for to hang.

**Image 1:** The poster printed on vinyl canvas



**Image 2:** Preparation for to transport

**(a)** Two folded poster **(b)** Four folded poster **(c)** The appearance of poster with the same sized folded t-shirt **(d)** Arrangement of the poster in the suitcase

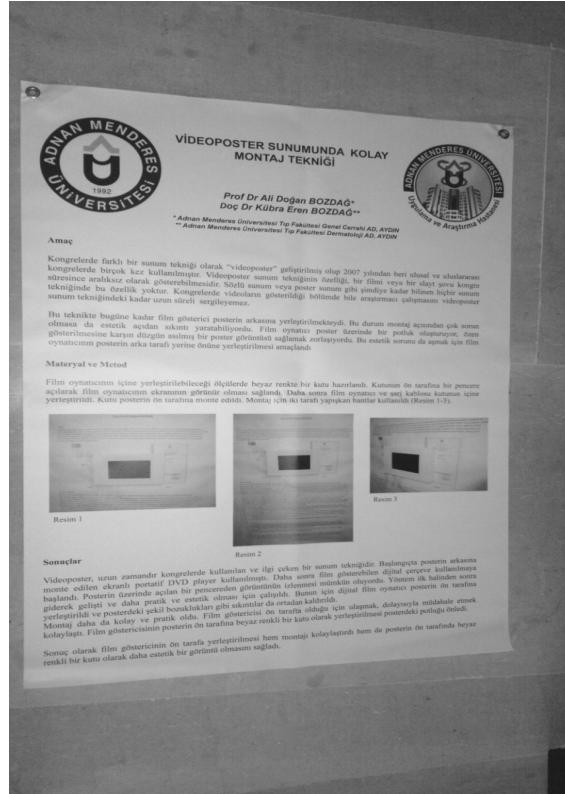


Image 3: Appearance of the poster just after the trip

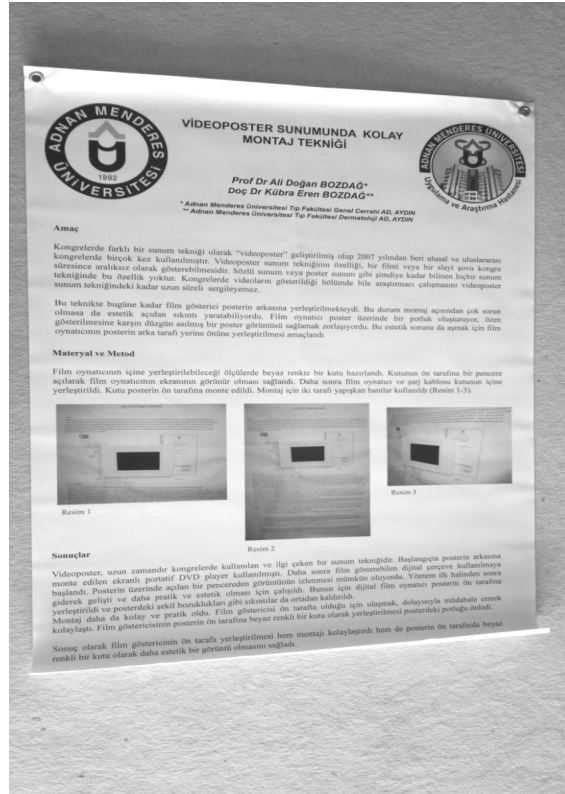
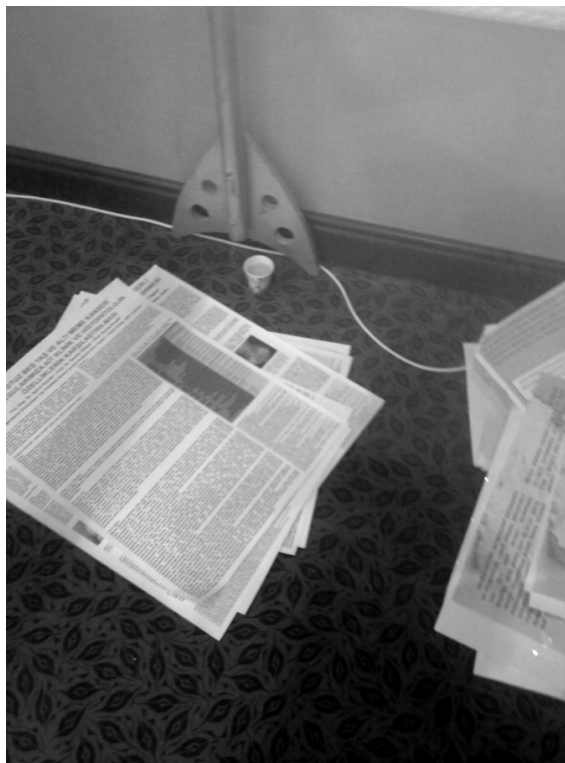


Image 4: Appearance of the poster after hanging in the poster hall (the day after)



**Image 5:** Untidy pile of posters after collecting



**Image 6:** Undamaged appearances of vinyl canvas posters separated from this pile

## **RESULTS and DISCUSSION**

Printing on vinyl canvas is more advantageous because of being more economic, crease-free and more rigid without a compromise of printing quality. It has been noticed that there were no wrinkles or

creases present, but merely a linear fold line after the poster being unboxed after transport (Image 3). The subsequent day, while the poster was being hung in the convention hall, the fold lines were all but unnoticeable (Figure 4). The fact that the poster's being printed on vinyl canvas removed the risks of creases, wrinkles and made easy transport by luggage possible. This removed the need for the poster being transported in a purpose-built box. The poster box's not being transported means there will be one less item to transport. The poster box needs to be transported separately as it does not fit into any other luggage because of its size. To another congress, again were transported posters printed on vinyl canvas, and because of untidy collection of posters exhibited in the convention, it was noticed that all posters but the one on vinyl canvas were damaged (Images 5-6). This situation thus showed that vinyl canvas posters, even on unanticipated mishaps, were not damaged and instead protected their properties. Because of vinyl posters' being heavier than normal posters, extra glue might be necessary, yet this situation does not cause much difficulty. Scientist may effortlessly dismantle and transport it back.

### CONCLUSION

It is a classic method to exhibit poster presentations during congresses and it will continue to be for a long time. For these posters that have been prepared with much labor and time spent to be of interest as expected, they have to be presented not only visually, but also content-wise. Thus, we contend that posters that have been made using digital print on vinyl canvas, which is visually uncompromising, effortlessly transported, crease-free, not torn, and more economic, will be a technical solution that researchers will find indispensable in the near future.

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