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Connecticut Science Center Turns to Perception Wide Format Media to Showcase Exhibits

Quick Peel & Stick Wall Murals with No Adhesive Residue

Press Release from Perception Wide Format Media

Nashua New Hampshire August 4, 2014

The Connecticut Science Center has mastered the art of creating unforgettable experiences through the use of science. Its magnificent attractions and exhibits rival the most unique in the world, and its programs are in line to become national models. So when The Science Center needed a wall graphic manufacturer to provide multiple applications for their facility, they turned to Perception. "Perception came to us through our partnership with Crunch Graphix," said Tracy Shirer, Director of Marketing and Public Relations, the Connecticut Science Center. Crunch Graphix specializes in providing their customers with large and grand-format printing solutions. "Our Crunch Graphix representative, Larry Delesio, introduced us to Perception's wide format media material, which is not only easily removable but eco-friendly. That is a homerun for us at the Science Center because products like this underscore one of our missions - which is to utilize the very best products that are good for our patrons and the environment," said Shirer.

According to Delesio, The Science Center looked at numerous wide format media products, specifically those products that would showcase big, bold graphics coupled with the ability to be easily removable, leaving little or no adhesive residue. "The Science Center does a great job keeping their wall murals and graphics current based upon their ever-changing exhibits," said Delesio. "They were having problems with removing their existing product, which was an adhesive vinyl, from elevator doors and walls. It was leaving adhesive behind and peeling the paint when removed. The adhesive vinyl was also shrinking and curling at the edges. Since both Perception products are polyester-based, they do not shrink like vinyl. The PhotoFAB products solved both issues," he said.

Since the Science Center had been successfully using the product in various applications throughout their facility, on bulkheads, ticket circles and elevators, Perception's PhotoFAB Eco product offered all the qualities that fit the Science Center's specialized application.

Perception's PhotoFab ECO wall graphic fabric provides a crisper, cleaner look. "The product is repositionable and removable, allowing the Science Center to easily peel and reapply. It is ideal for walls, displays, cabinets; glass, metal and plastic surfaces. With excellent opacity and higher print quality, PhotoFAB ECO gives the Science Center's displays excellent imagery and optimum realism as compared to other direct print fabrics," said Jim Tufts, Perception.

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PhotoFAB ECO's proprietary coating technology eliminates edge fray during cutting and is available in standard and custom sizes.

Extreme sunlight is a major factor for the Science Center in different exhibit areas because a large part of the mammoth structure is glass. They needed a wall graphic canvas that wouldn't yellow over time. "When Larry assured us that Perception's PhotoFAB ECO never yellows, that was just one more major selling feature for us. This was particularly important when we were planning our annual gala event, hosting our largest funders. Everything needed to be perfect and we were able to count on Perception's products along with the expertise of our partner Larry Delesio to deliver just that - perfection," said Shirer.

About The Connecticut Science Center

The LEED-Gold certified Connecticut Science Center, located in downtown Hartford, sparks creative imagination and an appreciation for science by immersing visitors in fun and educational hands-on, minds-on interactive experiences while maintaining an environmentally conscious presence. Serving 1.6 million people since opening in 2009, the Science Center features more than 165 exhibits in ten galleries and a range of topics, including space and earth sciences, physical sciences, biology, the Connecticut River watershed, alternative energy sources, Connecticut inventors and innovations, a children's gallery, and much more. Other features include four educational labs, a 200-seat 3D digital theater, function room, gift store, and ongoing events for all ages. The Science Center is a non-profit organization dedicated to enhancing science education throughout the state of Connecticut and New England, providing learning opportunities for students and adults of all ages, and engaging the community in scientific exploration. The Connecticut Science Center is also the home to the Joyce D. and Andrew J. Mandell Academy for Teachers, offering powerful Professional Development for educators. More information:

www.CTScienceCenter.org or 860.SCIENCE.

About Perception

Perception Wide Format Media (WFM) is a brand of Worthen Industries and manufactures high quality coated fabrics and canvases for customers worldwide. The company brings many years of coating and coated substrate development and manufacturing experience to the wide format media marketplace. Focused on creating chemistry-perfect coatings on fabrics woven in American textile mills, Perception creates customizable products that meet strict quality standards and the highest consistency expectations.

About Crunch Graphix

We are experts in wide-format digital printing, applications, materials and graphic output. Crunch Graphix offers output, support and technical services to a variety of customers, manufactures and distributors of Large and Grand-Format printing solutions. Including; product development and management, marketing, channel strategy, application testing, sample production, sales & support tools, competitive analysis, ICC profiling and performance bench-marking.

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