
Important Trade Show Graphic Care Tips

How to maximize the useful life of your trade show graphics.

Clients often ask, "How long will my graphic panels last?" It is important to remember that your graphics are durable, but not indestructible. The useful life of your trade show graphics is directly related to proper handling and storage. **IMPORTANT:** Mishandling a graphic panel even one time can cause irreparable damage to the panel. Keeping your graphics looking great is best achieved with careful handling and use of a proper storage and shipping container.

Observe the following guidelines to maximize graphic life:

1. Always roll graphics with image side facing outward unless otherwise marked.
2. Store or ship graphics rolled to a diameter of 12" or larger only.
3. When applicable, protect graphics during storage and shipping with the plastic bags in which they were originally shipped.
4. Pack graphics for shipping or storage in the dedicated hardshell case or original heavy-duty shipping box you received with your order.
5. Avoid exposure to extreme heat, cold, humidity and other harsh environmental conditions.
6. To minimize the possibility of kinking or creasing your graphic, handle and move large graphics while rolled up. Unroll graphic only when ready to install on your display.
7. Take extra care to avoid damage to edges when handling your graphics.
8. Lay graphics on a clean, flat surface to re-roll for shipping or storage.

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