



Cleveland Post Office

Rexam Leaps Buildings in a Single Bound Onlookers were astonished; children were amazed, and the Cleveland Post Office was delighted. Was it a plane? Was it a bird? No. It was Superman, hanging high and strong on the Terminal Tower Building in Cleveland, OH. The unveiling of the 40' reproduction of the newly issued Superman stamp was an integral part of a first day of issue ceremony dedicating a new set of U.S. postage stamps commemorating the 1930s.

Planit International, an event planning firm, was contracted to manage the first day of issue event in Cleveland. The event included a staged production in Public Square, featuring celebrities Dana Delany and Tim Daly, who provide the voices of Lois Lane and Superman for the animated series, and exhibits, displays and stamp sales booths inside Tower City Center.

With the help of McDougal Production and Repros, Inc. of Cleveland, OH, eleven small banners were produced and hung from the skylights in the Tower City Center Shopping Complex and one extra large reproduction of the Superman stamp was produced and mounted about ten stories up on the Terminal Tower building on Public Square in downtown Cleveland.

"The Terminal Tower building was directly behind the stage and served as a perfect spot to mount the Superman banner," noted Gayle McDougal of McDougal Productions. A week prior to the big event, the smaller banners were hung inside Tower City Center as part of an advance promotion.

"The Center has extremely high standards and will not allow shoddy work," explained McDougal. "The banners far exceeded their expectations and met the approval of the center's artistic and special events director. All the banners were terrific."

Vern Indermill, owner and operator of Repros Inc, a quick printer and reprographic provider serving customers in northeast Ohio hired to produce the banners, immediately

understood the importance of the role media would play in the production and display of the banners. "We decided we would use a Tyvek material because of its light weight and durability and because it withstands fading pretty well," explained Indermill. "We had used Rexam's Magic™ Tyvek® banner material in the past and enjoyed great results. There was no room for error here. We wanted to stick to something we knew and trusted," added Indermill.

The stamps were first scanned into the computer, then the images were manually enhanced. Eleven of the stamps were printed on Rexam's DMVB15 36-inch Magic™ ink jet scrim vinyl material. The banners, each measuring 6' by 8', were hung double-sided from the skylights of the complex. The production of these banners was standard and required no special steps. "The smaller banners were printed on an Encad Nova Jet 4 using Encad GO inks and hung without lamination," said Indermill. "We didn't anticipate, nor did we encounter, any problems printing or hanging these posters."

Repros' true challenge was printing the 1600 square foot Superman banner to be mounted outside the Terminal Tower building. "There was no media on the market that met the size requirements of this project, so we had to be creative," explained Indermill. The Superman stamp was printed on ten 48-inch wide panels of Rexam's DMTB9 Tyvek material and stitched together to form one 40' banner. "It took us less than two weeks to print and stitch the banners together," said Indermill. "Because of the durability of the Rexam media, we were confident that it wouldn't tear around the stitching."

"The banners were impressive. They were brilliant and grabbed the attention of all those present as well as random onlookers," said Smeraldi. "The unveiling of the huge Superman banner was the highlight of the event and received nationwide media coverage."

"In my eight years working in this industry," noted Indermill, "I've noticed a dramatic shift from monochrome graphics to full color graphics. In the past three years digital color technologies have made full color graphics more accessible by cutting down on production time while still offering high quality imaging."