



Remembering the Holocaust

BY JENNY IVY BYRNE

Boutique New York print shop helps commemorate survivor stories



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FOR HERSH and Eli Weingarten, owners of Presentation Graphics in Brooklyn, N.Y., the chance to honor and commemorate the Holocaust is a professional and personal achievement.

Presentation Graphics came on board to help install an exhibit at UN headquarters in New York that depicted the stories of Holocaust survivors through photos and memorabilia from the past and present day.

The Weingartens were contacted by the graphic designer hired by March of the Living, an organization that brings students from all over the world to Poland in order to study the history of the Holocaust. Titled “When You Listen to a Witness, You Become a Witness,” the

exhibit was so popular it was extended through the end of March, a month past its original end date.

“This whole exhibit meant much more to us than just another job,” says Eli Weingarten. “This exhibit has special meaning for us because my father Hersch’s father and mother and my mother’s parents are all Holocaust survivors. My father’s father was on Schindler’s list, and my mother’s father was in Auschwitz.”

For the exhibit, the UN made one thing clear about its installation: there should be no damage to the walls. That’s when the Weingartens turned to LexJet. Their LexJet rep recommended one of their specialty fabrics, which would be extremely easy to install and maneuver without leaving a residue or damaging UN property.

“There are several options as far as products they could use to do this,” says Jaimie Mask, LexJet product manager. “The one that really fit best was the Print-N-Stick Fabric. It wouldn’t

destroy the wall or be permanent in any capacity. It fit exactly what they were asking to do. They could print it with the type of printer they have—they have all aqueous, water-based printers—so they didn't need to laminate it or do anything as far as finishing goes other than cutting it down."

Presentation Graphics also used LexJet 8 Mil Production Satin Photo Paper laminated with LexJet Performance Matte Vinyl Laminate (3 Mil) to seal images mounted on half-inch black boards. But it was the Print-N-Stick Fabric, which was the backing for silicone-edge graphics that were printed on a silk poplin material and used for the larger pieces, that helped to shave off a great deal of installation cost and labor. These properties are why products such as Print-N-Stick and Photo Tex are very popular in the graphics market.



Presentation Graphics used LexJet 8 Mil Production Satin Photo Paper laminated with LexJet Performance Matte Vinyl Laminate (3 Mil) to seal images mounted on half-inch black boards for a large portion of the Holocaust exhibit at UN headquarters in New York.



"When You Listen to a Witness, You Become a Witness," a Holocaust exhibit at UN headquarters in New York City ran from February to March.



In order to easily install and take down graphics and images, Presentation Graphics used Print-N-Stick Fabric from LexJet.



“It comes off easily with no residue whatsoever,” Weingarten says. “[It is] easy to put up and easy to take down. There are other options, like a low-tack adhesive backed vinyl, but this has a nicer look, more like a fabric look.”

LexJet’s Mask says you can easily install it, move it around, and take it down—and you don’t need a professional installation crew to do it.

It’s like having a canvas on the wall, but there is virtually no texture to it, so it also has the look of vinyl. One of the best aspects about it, Mask says, is that even if you have to put it up and take it down possibly multiple times, the image quality is not affected.

“You can actually curl it up into a ball and pull it apart without any effect to the adhesive or to the image, so the ink isn’t affected. The fabric molds to itself so you don’t have creasing. You could put it up for a day, or you could it up for 20 years and it’s not going to contract and expand because it’s a fabric and not a vinyl, like



you would see in a typical application,” Mask says.

The printing quality is “elegant,” as Weingarten puts it. “It has an extremely high white point, so you have a better Dmax and a better color gamut. When you have something that’s going to be a high-resolution image, you really can’t put that kind of detail on the wall if it’s not a vinyl. But this gives you the ability to do that.”

For Presentation Graphics, a small boutique print shop, quality and client experience are vital to its success. With the help of LexJet, the Weingartens were able to produce a beautiful and memorable exhibit without the cost and headache of complicated installation.

“We put our heart into our work,” Weingarten says. “And that’s why the quality is always there and the service is second to none.” **SDG**



LexJet's Print-N-Stick Fabric provides the quality of a canvas and the ease of use of a vinyl.

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