

Tarpaulins

Tarpaulins are seen and used in a lot of businesses and organizations, from construction sites to conference events. The tarpaulin is popular not just because of its versatility but because the material from which it is made is also durable and cost-effective.



Tarpaulin Definition & Meaning

A tarpaulin is a large sheet of durable and flexible material that is used in various industries including business, marketing, shipping, and logistics.

The material used in making a tarpaulin ranges from polyethylene, and canvas, to vinyl.

What Is a Tarpaulin?

A tarpaulin is essentially a protective covering that is used in various industries for different reasons. It is widely used in construction and housing because of its durable and water-resistant makeup. In business and marketing, tarpaulins are also commonly used as advertising tools to promote a product or service.

10 Types of Tarpaulin

Salon Tarpaulin

If you own or operate a salon business, you might need several different types of marketing material in order to promote your service. Generate some buzz by designing and displaying a creative and attractive [salon tarpaulin](#). You can include your company logo and make sure to use fonts that are large and legible enough to read from afar.



Retirement Tarpaulin

Are you or your officemates planning a retirement party for a colleague? Design a customized [retirement tarpaulin](#) then have it printed out to mark the special occasion. You can hang it on the wall, at the door, or wherever people can see it; the tarp can even serve as a backdrop for a photo booth area as well!



Business Tarpaulin

Promote your business the traditional way by using a printed tarpaulin! Design and decorate your tarp with eye-catching colors and bold graphics. The ice cream [business tarpaulin](#) template below packs a sweet punch with its candy colors and appetizing artwork.



Advertising Tarpaulin

Tarpaulins are ideal advertising and marketing material. They are versatile, accessible, relatively cost-effective, and can be printed quickly. The travel business example below uses an [advertising tarp](#) to promote travel discounts and trip package deals to travelers and customers.



Sale Tarpaulin

Are you planning a clearance sale, mid-year sale, or payday sale? Whatever it is, you can spread the word effectively by printing and displaying a sale tarpaulin in key locations and prime areas. Make sure to include the details of the sale in bold and clear text. As a bonus tip, the use of the color red in marketing is tried and tested too! The [sale tarpaulin](#)'s bold and enticing red color may even invoke feelings of want and urgency in consumers.



Menu Tarpaulin

If you are a food and restaurant business, a basic requirement is a menu or a list of dishes and drinks to offer to customers. Food menus can come in all shapes and sizes, with menu boards and clipboards some of the more popular ones. But if you want to go big and bold, why not print a [menu tarpaulin](#)? To really make your menu stand out, incorporate visually stimulating imagery and bold text with the price clearly indicated.



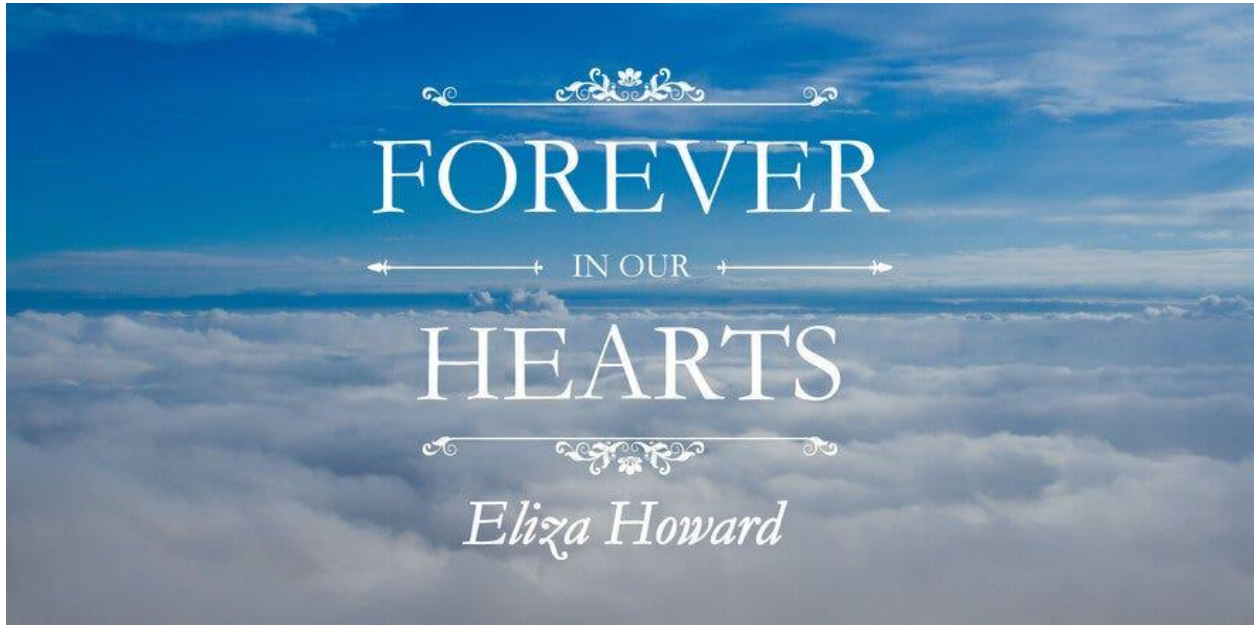
Food Tarpaulin

Nothing works up an appetite like an appetizing photo of delicious food. If you are looking for a way to attract customers and promote your food business, putting up a [food tarpaulin](#) in strategic and prime locations can do the trick. Just make sure to use high-quality images of food to make it the focal point of your tarp.



Condolence Tarpaulin

Grief and losing a loved one are never easy to bear. If you wish to send sympathies or simply honor the memory and life of a deceased individual, a [condolence tarpaulin](#) is an excellent way to convey thoughts and support. Use a classic font in printing the tarpaulin and you can even add a bible verse or an uplifting and inspirational quote in the design as well.



Debut Tarpaulin

Turning eighteen is definitely a milestone in a young person's life. Different people celebrate their 18th birthday in various ways. If you are having a grand party or celebration, a [debut tarpaulin](#) can make the perfect photo backdrop. You can incorporate a theme into your tarp design but it is best to keep it simple and elegant, like the template below.



Anniversary Tarpaulin

Whether it is a founding anniversary, wedding anniversary, or birth anniversary, a special event calls for a creative and professional tarpaulin. Tarps make great stage backgrounds or backdrops, and they can also be hung or placed in the registration area. The [anniversary tarpaulin](#) template below keeps it basic but sophisticated with the official school logo and a background image of the academic building.



Tarpaulin Uses, Purpose, and Importance

As touched on earlier, a tarpaulin can serve many different uses and purposes. If you are looking to purchase or design your own tarp, it's best to understand the reasons that make the tarpaulin so important and practical.

Protection from the Elements

Because a tarpaulin is generally made of durable and flexible material, it makes the perfect protective covering for outdoor activities. The heavy-duty ones are ideal for camping because they protect one from the harsh effects of the elements including rain, heat, and wind. It can be used as a tent or shade for outdoor activities such as camping, hiking, fishing, or even sailing.

Cost-Effective Advertising

Tarpaulins are also popular marketing collateral or materials. They are not only practical, but they are also relatively cost-effective and affordable compared to a lot of other advertising tools. Tarpaulins make effective billboards and they also come in various sizes and dimensions to accommodate individual customer needs and preferences.

Temporary Shelter or Housing

Because of the durability and strength of a tarp, they are also commonly used as temporary shelters. For instance, government agencies tasked to respond to calamities, such as floods and fires, normally use tarpaulins to house evacuees or victims of calamities. So it is quite common for disaster response management teams or agencies to use tarps as temporary housing for emergency circumstances.

Event Banners

Tarps also make excellent event banners or streamers for whatever occasion. Whether it is a congratulatory message, graduation ceremony, or birthday party, it is easy and convenient to have a tarp printed. Printing time is not necessarily long and you can have your tarpaulin custom designed as well.

What's In A Tarpaulin? Parts?

Title

Your tarpaulin should have a central message or focal point. It can be a short congratulatory message or a simple product advertisement; whatever the objective of your tarp, the title or main subject should be easily comprehensible and printed in larger size font.

Description or Subtitle

A subtitle or subheading is optional but it is recommended to give people a better idea of the overall point or message of your tarpaulin. It can be a brief description, a few lines, or just a sentence or two.

Graphics

A tarpaulin should be large enough to instantly deliver a visual message. In other words, make sure your tarp design has visually appealing imagery or graphics that can attract attention.

Garrets

Almost all tarpaulins have garrets that enable people to hang or put them up for display. Garrets are the stainless steel rings that are placed or punched in to keep the tarpaulin intact.

TARPAULIN ANATOMY

GARRETS



GRAPHICS

TITLE

DESCRIPTION OR
SUBTITLE

How to Design a Tarpaulin

1. Choose a [Tarpaulin Size](#)
2. Establish the purpose or objective of the tarpaulin
3. Select a [Tarpaulin Template](#)
4. Edit the title, text, or message of the tarp
5. Customize the background image or colors
6. Add other elements and objects (border, pictures, etc.)

How to Design a Tarpaulin

DATA
01

Choose a Tarpaulin Size

Establish the purpose or objective of the tarpaulin

STEP
02

DATA
03

Select a Tarpaulin Template

Edit the title, text, or message of the tarp

STEP
04

DATA
05

Incorporate more graphics to the template.

Finalize and save your personalized design.

STEP
06

Tarpaulin vs. Cover

A tarpaulin is a heavy-duty sheet, made usually of polyethylene or canvas, that can act as a protective covering for objects against the elements.

A cover is used to shield or protect against external elements, but it can come in any form or material.

What Is the Difference Between a Tarpaulin, Poster, and Banner?

A tarpaulin is a large and water-resistant material that can be used as both a protective covering and a marketing promotional tool.

A poster is an advertising material that usually comes in a standard size and can either be printed or digital.

A banner is an object made of cloth or similar material and much like a streamer, it is typically hung to display a public message or relevant information.

Tarpaulin Sizes

A tarpaulin can come in a number of different sizes. The tarpaulin size would also largely depend on the objective of the tarp and individual customer preferences. But there are some standard and universally recognized [tarpaulin sizes](#) available.

- 72 Inches × 36 inches
- 48 Inches × 24 inches
- 96 Inches × 48 inches

Tarpaulin Sizes

SIZES

72 INCHES x 36 INCHES

48 INCHES x 24 INCHES

96 INCHES x 48 INCHES

Tarpaulin Ideas & Examples

If you are in need of inspiration and ideas, look no further because the list below is a compilation of creative [tarpaulin ideas](#) and examples. You do not need to start from scratch ever again when you have a ready-made template to work with.

- [Birthday Tarpaulin Ideas and Examples](#)
- [Graduation Tarpaulin Ideas and Examples](#)
- [Election Tarpaulin Ideas and Examples](#)
- [Baptism Tarpaulin Ideas and Examples](#)
- [Wedding Tarpaulin Ideas and Examples](#)
- [Reunion Tarpaulin Ideas and Examples](#)
- [Unicorn Tarpaulin Ideas and Examples](#)
- [Funeral Tarpaulin Ideas and Examples](#)
- [Christening Tarpaulin Ideas and Examples](#)

FAQs

What makes an effective tarpaulin?

An effective tarpaulin is durable, informative, legible or readable, visually stimulating, and eye-catching.

Are tarpaulins waterproof?

Yes, most tarpaulins are made of waterproof material.

What kind of tarp is the most durable?

The vinyl laminated poly tarp is one of the most durable kinds of tarp and generally lasts longer than most standard tarps.

Why are tarps important in camping?

Tarps designed for outdoors can help protect campers against the elements such as heat and rain.

What is the strongest type of tarpaulin?

Heavy-duty tarpaulins that are made of mostly polyethylene are typically stronger, more durable, and more water-resistant compared to other materials such as canvas.

What material are tarpaulins made of?

Most conventional tarps are made out of polyester, canvas, nylon, polyethylene, and polypropylene.

How long will a tarp last outside?

It would largely depend on the type of tarp material used, but normally tarps made of polymeric material are more robust and durable and may last from 90 days up to two years.

What are the rings on a tarpaulin?

The rings on a tarpaulin are known as grommets; these are usually made of stainless steel and are inserted into the punched holes of a tarp.

Why do we need a tarpaulin?

Tarpaulins are tough materials that not only help protect against elements, falling debris, and others but they also make practical and effective advertising materials as well.

What are the ways to secure a tarpaulin?

You can easily store and secure a tarpaulin in a number of ways by using ropes, bolts, pegs, or weights.