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**Comprehensive Data Analysis and Evaluation of Theory as Research Tool in Rheology**

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Inspired by so much newness in rheology theory, we invited experts and asked them to write dedicated modules that give access to their theory. Rheologists gain insight by flexibly plotting experimental data in many different ways and by combining their data with predictions from the most advanced theories. Access to rheological information is nearly instantaneous. This allows rapid decisions. A universal data standard communicates results worldwide so that, potentially, they get universally recognized. We create plots that have affinity to polymer processing applications. An example is the growing stress in uniaxial extensional flow (start-up from rest, stretching at constant rate) that resembles fiber spinning. Another example is the stress in equibiaxial extension that resembles film blowing. The proposed methods are fundamentally different from what we have gotten used to. Conventionally, rheological information has been local (guarded by the owner of a rheometer) and of limited use. While ownership of a rheometer might be a first step, the importance of a rheological experiment must grow much beyond the rheometry laboratory. This requires that we change the conditions that we got used to in rheology. The proposed IRIS platform is a possible approach. Modules for the IRIS platform were written by M. Wagner and coworkers (MSF theory) and by R. Blackwell (tube dilation theory of McLeish and coworkers). The IRIS platform has been put to use worldwide in over 40 laboratories.