

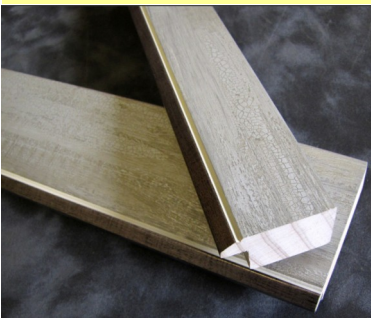
Nelson's Moulding and Frame

April 2024 Chop Talk

Nelson's Moulding is currently working on three new Wood Moulding Collections! Two are available now, The Rainer Collection and The Executive Collection and one more releases this Fall. The Executive Collection shown below has many exciting mouldings to choose from for your framing projects. The Rainier Collection that we released in October 2023 has been very popular! Check it out on the next page! [If you haven't yet received the Rainier Collection, please call Olivia at 1-800-289-2467 and we can ship it out with the new Executive Collection.](#)

Our third collection will be released this Fall, (not yet named) it will have 28 new items of many various styles from tall colors to unique textures.

The Executive Collection



L-3558 Fall Frost H 3/4 x W 1 3/8 x R 1/2

L-3557 Fall Frost H 3/4 x W 2 1/8 x R 1/2

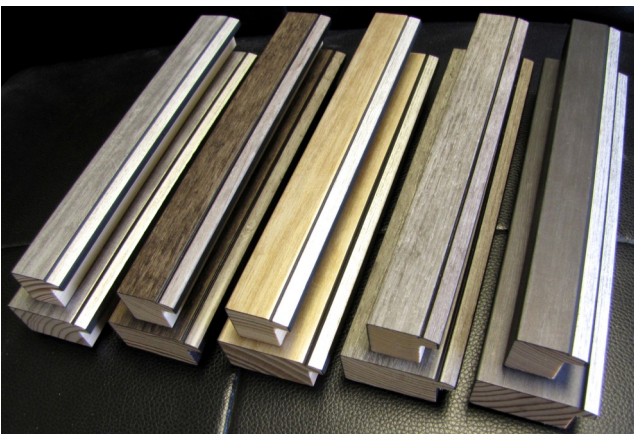
A unique champagne color with a rustic flair. A trendy vintage look of a weathered surface in a combination of a smooth and crackled surface. A sloping darker inner lip brings this moulding to a fabulous show of elegance.

L-3545 Silver H 1 1/4 x W 1 1/8 x R 1/2

L-3546 Slate H 1 1/4 x W 1 1/8 x R 1/2

L-3544 Gold H 1 1/4 x W 1 1/8 x R 1/2

A solid wood moulding with a good rabbet depth. A unique surface design with raised wave-like pattern and distressed nail holes. Available in three popular colors Silver, Slate and Gold.



Nelson's has added ten timeless, versatile wood mouldings with an availability in two sizes with five colors to choose from. A stunning polished sleek look with an inner sloped bevel. We added a pronounced etched groove to make this a best seller.

L-3550 Corporate Silver H 7/8 x W 1 3/4 x R 5/8

L-3555 Corporate Silver H 3/4 x W 1 x R 5/8

L-3552 Warm Earthen Tone H 3/4 x W 1 x R 5/8

L-3547 Warm Earthen Tone H 7/8 x W 1 3/4 x R 5/8

L-3556 Coppertone H 3/4 x W 1 x R 5/8

L-3551 Coppertone H 7/8 x W 1 3/4 x R 5/8

L-3548 Warm Shade Grey H 7/8 x W 1 3/4 x R 5/8

L-3553 Warm Shade Grey H 3/4 x W 1 x R 5/8

L-3554 Smooth Muted Black w/Silver Lip H 3/4 x W 1 x R 5/8

L-3549 Smooth Muted Black w/Silver Lip H 7/8 x W 1 3/4 x R 5/8

The Rainer Collection!

This collection was released October 2023! A top selling collection with so many options for framing projects! [Call 1-800-289-2467](tel:1-800-289-2467) if you have not received this spectacular collection!



Eight mouldings in two profiles capturing subtle earth tones. This is a must have on your framing wall.



Unique texture, resembling tree bark.



Two new black mouldings. An etched surface and a natural grain surface to choose from.

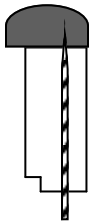


A new addition to our Medium Gothic line

Frame Extenders!

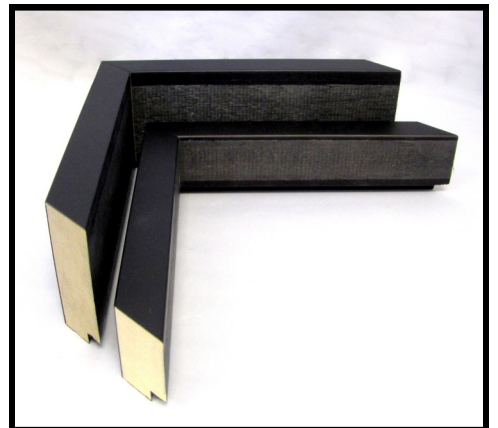
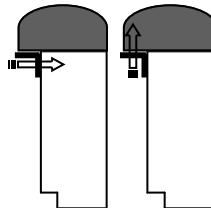
Make any frame into a unique shadowbox by attaching them to Frame Extenders. Available in matte black. The small Frame Extender is 1 1/2" H x 3/4" W with a 1/4" back rabbet, the large Frame Extender is 2 1/2" H x 3/4" W with a 1/4" back rabbet.

To attach the Frame Extenders to the top frame:



Pre-drill a hole through center of Frame Extender. Place beads of glue between the Extender and the Top Frame. Screw the Extender directly to the Top Frame. Be careful that your screw is not too long or it will pop through the Top Frame. Use the appropriate size screw to support the frame.

Place beads of glue between the Extender and the Top Frame. Using an "L" bracket, attach the Extender to the Top Frame. Use the appropriate size screw to support the Frame.



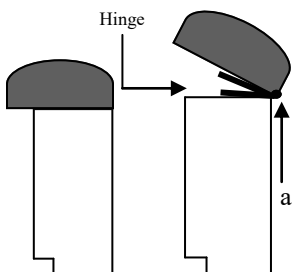
Give us a call if you would like samples of the two Extenders.



L-3312 H 2 1/2 x W 3/4



L-3285 H 1 1/2 x W 3/4



To have a Shadowbox that has the capability of "opening up", use hinges on the long side of the Extender and attach to the Top Frame. Use a clasp that locks on the opposing side of the hinged side. Use the appropriate size hardware to support the frame; a long strip hinge is best. The "plates" of the hinge will be attached to the top of the Extender and the underside of the Top Frame. The two plates meet in the hinge joint, the hinge joint will be visible on the outside of the frame (see "a"). Inlay magnets about every 12" to ensure the Top Frame shuts tight and stays closed.

Framing for Sports! Use our colored moulding and Crescent Mats

Professional sports in the United States are one of the biggest entertainment industry segments in the country. With over 120 professional teams between the NFL, MLB, NBA, and NHL these organizations generate roughly **\$17 billion in annual revenue**. Major sporting events like the Olympics or the World Cup can drive tourism, boost local economies, and create job opportunities. The sports industry encompasses various sectors, including broadcasting, sponsorship, merchandise, and hospitality, generating substantial revenue and contributing to economic growth.

What does all this mean to you as a picture framer? Profit. Framing sports memorabilia is an excellent source of

profit for your Frame Shop. Having your local and state sports team colors available on display will spark your customers imagination to frame up their favorite sports teams pictures, jerseys, etc. Crescent offers an amazing array of matboards to match your favorite team colors. Crescent offers a selection of colors for College Teams, Professional Baseball, Football, Basketball, Hockey, and U.S. Military. Nelson's also has a wide variety of colored wood moulding to complement your sports team colors. [Order the samples to the right for a great selection of sports colors.](#)



Crescent Select

Crescent is recommending their Crescent Select line of matboard. The Crescent Select line is a conservation quality matboard that is acid-free and lignin-free throughout the surface, white core and backing.

Crescent Select matboards are 100% recyclable and all of the raw components used in their construction are bio-degradable.

The colorants used on the surface papers are also environmentally friendly. Adhering to all EPA requirements.

Nelson's Moulding carries the full line of

346 Crescent Select matboards. Additionally, adding ten more to choose from:

C91545	Light Umbria
C91604	Wheat
C91650	Warm White
C91672	Barely Pink
C91688	Whisper White
C12058	Mosaic Blue
C12069	Mallard
C12087	Brightest White
C12091	Chartreuse
C12094	Ultra Violet

Crescent Select is one of the largest conservation lines available. A great alternative to Rag Matboards. If you find that one of your Rag Mats has been discontinued, simply find an exact match or close color in the Crescent Select line.

We carry the full line of Crescent Matboards including 76 Rag Mat Museum Solids, 149 Decorative, 86 International White Core Decorative, 185 Moormans and 59 Brite Cores.

Passing down the family business

The Framery and Gallery is nestled in the heart of downtown Trenton, Michigan. Nearly half a century ago, Larry Pettinga embarked on a journey fueled by passion and precision, crafting frames from his basement in Trenton, Michigan. This dedication laid the foundation for what The Framery and Gallery is today-a beacon of creativity, quality, and unmatched customer service in the greater Detroit area.

Larry has now passed his business down to his Granddaughter, Shelby Margitan. Shelby is honoring his legacy by continuing to elevate the art of framing with an unwavering commitment to excellence.

The Framery and Gallery had a recent exciting framing project! They framed the late Jacqueline Kennedy Onassis's swimsuit. Jacqueline, grew up in New York, attended Vassar University and became a photographer for the Washington Times Herald. In 1952, she met John F. Kennedy and married him in 1953. Kennedy was elected President in 1961.

A popular first lady, she endeared the American public with her devotion to her family, dedication to the historic preservation of the White House, the campaigns she led to preserve and restore historic landmarks and architecture along with her interest in American history, culture and arts. During her lifetime, she was regarded as an international icon for her unique fashion

choices, and her work as a cultural ambassador of the United States made her very popular globally.



2024 PRICE LIST

Please note that the 2024 Price Lists have been mailed out and went into effect on March 21, 2024. They were mailed in a large, white envelope with blue lettering. We can email you a copy if needed.

WE NEED YOUR EMAIL ADDRESS!

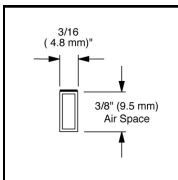
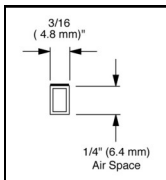
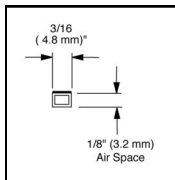
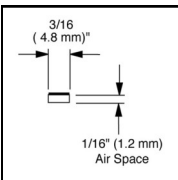
Email update! Please take a moment to update your email with us if its changed. Or give us an email address if you haven't already. Contact Yvonne at 1-800-289-2467. Nelson's sends out E-Blasts that contain sales, price changes, additions or deletions of products and other important information.

New Econospace!

Nelson's has added new Econospace 500! Now available in 1/2" in Clear, Black or White

Econospace 500

S2416	Clear
S2417	Black
S2418	White



New 1/2"!

