



Nelson's Moulding and Frame

New to Nelson's! The Rainier Collection



Call Customer Service today at 1-800-289-2467 to order this wonderful collection!
Once it is ready, we will ship it right out to you!!



The Rainier Collection was inspired by *Mount Rainier National Park*. Home to Washington's tallest mountain, extending 14,410 feet above sea level. An icon of the Pacific Northwest, it is surrounded by a dramatic landscape of volcanic ridges and glacier-carved valleys.

Capturing the subtle earth tones of the area we designed four colors, Twilight Black, Grizzly Brown, Smokey Gray, and Washed White. Creating a new slanted profile with a distinct routed back edge in a larger profile. H 1 1/4 x W 1 1/2 x R 1/2. Along with four smaller flat top profiles. H 1 x W 3/4 x R 7/8.

This will be a great "go to" collection for so many projects.

Two new mouldings with a similar look and texture to tree bark! Brown Timber (L-3531) and Grey Timber (L-3532) are H 1 x W 3/4 x R 7/8.

Whether you're from the city or the country, the unique rustic quality of these mouldings will be a wonderful addition to your framing wall. Create works of art with family photos, nature shots and so much more.



A new addition to our Medium Gothic collection. Inspired by the Black Dracula Orchid. A black base with a bronze wash creates a stunning, regal moulding.

L-3543 Black with Bronze Highlights: H 1 1/8 x W 2 x R 1/2

Two amazing black mouldings! The first one was created with our new slanted profile shape with the back router. Finely etched lines along the slanted surface with a sheen finish.

L-3533 Etched Black: H 1 1/4 x W 1 1/2 x R 1/2

The second black moulding is a knock off of our top selling Grizzly Brown, but is now available in black.

L-3530 Twilight Black: H 1 1/8 x W 1 7/8 x R 1/4



Wall Display Piece Contest

Six Frame Shops entered our Wall Display Piece Contest. Everyone voted and here are the top three winners and runner ups.



The Framery & Gallery located in Tenton, MI chose to frame "Ethereal Wings" by Lynn Gardner. Lynn has been an employee at The Framery & Gallery for 29 years and is a designer and artist to her core. We are so fortunate to have her skill and expertise. The central focus of her artwork is a meticulously crafted butterfly, created with handmade paper stained with coffee, showcasing its intricate patterns and vibrant colors. We framed this piece using two of Nelson's Mouldings. Both frames used were from the Pure Elegance Collection. The first frame used was L-3459 Aged Copper and capped with L-3466 Antique Bronze. The matting's hand painted gold bevel and lush green hue serves as a perfect backdrop, closely resembling the grace of nature's handiwork. This piece is framed with Tru Vue Museum glass.



The Beck Gallery located in Lutz, Florida opened in 1985 and has been providing custom picture framing, photography, photo restoration and art sales by numerous local artists. We are known by our motto "You name it, we'll frame it!" and have framed everything from a dog's tooth to a congressional medal. The frame we chose was L-3406 Black on Ash from the Bayside Collection. With mats Crescent 9550 Cabana for the outer and Crescent BR44987 yellow brite core for the inner and True Vue Museum glass. The photo is one I took of an old Chevy pickup with lots of character for sure. The Nelson's moulding along with the brightly colored mats gives a nice mood to the overall piece.



The Framemaker of Kalamazoo, Michigan chose the Brecons Horse by Fran Dwight combined with Nelson's L-3403 Antique Gold Horses from the Impressions Collection because we are always looking for ways to use both the Horse and Dragon frames from Nelson's. We have used the Horse frame on other horse photos by Fran but not in a design as elaborate as we have presented for this contest. Along with the L-3403 we used (2) fillets, a Crescent 7553 fabric mat, and Tru Vue Museum glass to draw the observer into the artwork. We like to pride ourselves in being conservative with design so the art really shines, but also be able to create something more elaborate that takes the art and design to another level without taking away from the artwork. We love using fillets, but some of our favorites have been discontinued over time and finding new ones has been a challenge. We do not consider these special techniques, other than the cutting and fitting of all materials has to be precise and professional looking. And a special thanks to Nelson's for cutting this frame just right to preserve the integrity of the horses.



Amy and Ed at Rainy Day Art & Framing present this original photograph by Amy Lloyd. The frame L-3297 Bronze from the Old Town Steele Collection was chosen for the interesting hammered texture and warm tone, complementing the piece. The 4-layer mat adds in more texture and color, and is raised for added depth. Tru Vue Museum Glass shows off the many textures in the matting without distortion! Rainy Day has been around since the 1970's and features many art supplies and gifts in addition to their creative and experienced custom framing.



Waterfront Framing in St Joseph, MI used Nelson's L-3502 Rough Black from the Nairobi Collection and a original mat design was created by Waterfront using the Wizard 9000. A top Crescent Fabric mat with the green under matting and Tru Vue Museum glass all tie this original signed photo by Laura Malcom Photography together.



Randy at Parrish Fine Framing & Art in Ann Arbor, MI has been framing for over 35 years. Randy has served as president of the local chapter of the Professional Picture Framers Association and is a former Board of Directors member. For the contest Parrish framing has chosen the print "Illustrated Michigan" by City Bird of Detroit. The silkscreen map is a good seller for our shop and the dark blue background makes the image a perfect candidate for Tru Vue Museum Glass. Paired with the perfect L-3523 Warm Lapis from The Melody of Summer Collection this is a popular store display at Parrish Framing.

WCAF Expo to be held in Vegas, February 4-6, 2024



The WCAF Expo is the largest event in the art and picture framing industry, showcasing thousands of new vendor products and services. Held in Las Vegas, the Expo is the place where attendees come to see the latest trends, meet with exhibitors, and network with other industry professionals. The event is also home to The Conference at WCAF Expo, the industry's leading educational program with fresh, new, and exciting seminars and hands-on workshops every year. The Expo is sponsored by Picture Framing Magazine.

Interesting Changes in Bainbridge Foamboard

Customers have noticed a change in the acid-free foamboard. That is a correct observation. The newly produced Acid-Free Foamboard has a smooth surface and is bright white now. The older version of the Acid-Free Foamboard had more of a slight cream tone and textured surface. This is now making it more difficult to differentiate between the regular foamboard and the acid-free foamboard. Additionally, the new acid-free foamboard is less expensive than the regular foamboard.

As everyone in the industry is aware of, Crescent purchased Bainbridge several years ago. Bainbridge was the main producer of the foamboard that Nelson's carries.

Crescent is no longer manufacturing the foamboard in the original Bainbridge facility. Consolidation of the manufacturing facilities did not take place due to the expense and complications of moving the original manu-

facturing equipment.

I spoke with Mike Mitchell, International Account Manager for Crescent, about the new difference. Mitchell states that the picture frame industry is a small portion of consumers that use foamboard.

The largest consumer of foamboard is the Graphic Arts industry or Sign industry. This industry demands a smooth, bright white surface in which to mount artwork and signage.

However, picture framers customize in preserving works of art. Therefore the foamboard industry developed a neutral, acid-free foamboard utilizing a buffered surface paper and archival foamboard. So, the new acid-free foamboard has incorporated a bit of both worlds. Smooth and bright white, but with a buffered surface making it acid-free.

So, is the new acid-free foamboard as good as the old? Yes, it is acid-free and still retains a solid quality. It is very easy to work with. Why is the new acid-free foamboard less expensive than regular foamboard? This is because they are no longer using a textured surface.



Nelson's Moulding and Frame
1538 International Drive
Traverse City, MI 49686
1-800-289-2467
www.nelsonsmoulding.com

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A loss of a Dear Friend....

It is with great sadness that we inform you of the passing of Deb Bailey. Deb passed away suddenly in her home on October 3, 2023. Deb had been a valued member of our team for over 27 years and will be missed. Many of you knew Deb as your Delivery Driver in the Detroit area for many years. Deb worked in the back room in production and mastered every skill needed to produce picture frame moulding and was promoted to manager status. We will surely miss her.



We are 100% in stock on all of our wood mouldings for the upcoming Christmas season!

Please note, all of our moulding is now back in stock. If you had any moulding on back order, just give us a call and we will work on getting it shipped out to you.

Equipment for Sale/Equipment Needed

Do you want to go into the picture framing business? John at Delux Images Inc. is retiring and has everything you need. Valiani matcutter, Fletcher 2000, Chop saw, Miter saw, matboard, glass and so much. The best part is all the heavy stuff is on wheels and ready to roll! Call John direct at 586-293-5454

This is a great place for you to sell or buy any Picture Framing Equipment, supplies and such. Just give Yvonne a call at 1-800-289-2467 to place a free ad!