



# Nelson's Moulding and Frame

## Chicago Trip planned for October

An exciting tour of Tru Vue is being planned for October 6, 2011. At Tru Vue, watch as robots handle the glass, etching, packaging and quality testing.

The tour group will be limited to approximately 30 individuals. Further information to follow.

If you are interested in attending, please call Yvonne at 1-800-289-2467.

## New Glass!

Tru Vue introduces the new UltraVue! This 2mm glass has 65% UV Protection, Anti-Static, Scratch Resistant and is a water white glass substrate for color neutrality.

2MM GLASS	LITES
TUV32X40	3
TUV36X48	2
TUV40X60	2
TUV48X68	2

Try the new 2mm acrylic for your framing projects. Lighter weight and more cost effective!

NEW 2MM ACRYLIC!	
A2MC48X96	2MM CLEAR

New sizes to try! Perfect for those larger framing jobs!

MUSEUM GLASS	LITES
TMG48X68	2

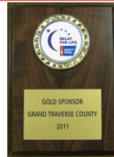
CONSERVATION CLEAR	LITES
TCC48X68	2

Check out these new reduced prices on all AR Reflection-Free glass.

AR REFLECTION-FREE	LITES
TAG16X20	3
TAG24X36	4
TAG32X40	3
TAG36X48	2
TAG40X60	2

## American Cancer Society Relay For Life

Nelson's Moulding and Frame participated in the American Cancer Society's Relay For Life on June 11-12, 2011. Their team, "Framing Life" raised \$1,847.14 towards a cure for cancer. Our team raised the money through pop can drives, placing donation cans around at local businesses, personal donations from family and friends, sponsorships and our big yard sale. A very special thanks to all who donated items for the Yard Sale; especially Bird's Custom Framing, Rainy Day Gallery and Special Tributes. It was so important for our team to contribute towards a cure for cancer or support those surviving cancer. In 2009, the American Cancer Society awarded 252 research grants, amounting to nearly \$113 million to help find cures for cancer.



## Dennos Museum Art Exhibit! Mark Your Calendars!

Traverse City is lucky to have such an amazing exhibit. The Society of Animal Artists is an association of animal and wildlife painters and sculptors. Founded in 1960, the Society is devoted to promoting excellence in the portrayal of the creatures sharing our planet, and to the education of the public through its informative art seminars, lectures and teaching demonstrations. Some of the finest animal artists from the United States, Canada, Europe, Africa, Japan, and Australia are represented in the Society's membership.

Over the past 40 years the work created by these artists has established new standards of artistic excellence and respect, helping animal and wildlife art to achieve a place of honor in the field of fine art.

The Society of Animal Artists will be having an exhibit at the Dennos Museum Center at NorthWestern Michigan College from Sept. 17-Oct. 30, 2011.

# PPFA CONVENTION

Traditionally, the PPFA Convention was held in conjunction with the PMA trade show in Las Vegas. In 2012, a few changes will take place.

The PMA will now join together with CES (Consumer Electronics Show) in early January of 2012 and the PPFA Conference will be scheduled as a separate event in late January.

The PPFA has an opportunity to

now define a plan and create a win-win situation for framers, framing suppliers and the framing trade association to benefit the industry as a whole.

In late January, the PPFA Conference will take place and hold the General Membership Meeting, Election of Officers, Certification Programs and Training and the Print and Open Framing Competitions.

The PPFA stands solid as the framing industry's professional trade association.



## www.nelsonsmoulding.com

### Check out our website!

Now you can view on-line, the stunning collections of our fine quality wood moulding. Includes, 1,500 moulding pictures conveniently sorted by style or collections, full color photos of the face and side of the moulding, plus the dimensions and most current pricing. Discover new additions to our wood moulding line and find out about new framing products. Browse through our latest newsletter and check out our current sales.



### Welcome to Nelson's Moulding and Frame

Shown below are examples of how our mouldings will be viewed on our website.

L-3341



L-3342



L-3343



### **SIGN UP NOW!**

Our website offers full color pictures of our fine moulding collections, products, news and sales. Feel free to browse.

To obtain pricing or sales, take a few minutes to sign up and obtain your own private password.

1. Go to [www.nelsonsmoulding.com](http://www.nelsonsmoulding.com).
2. Click on the "Sign-in" button.
3. Fill out the First Time User form.
4. Click on the "Submit" button.
5. A customer service representative will verify your account number and name.
6. A password will be e-mailed to you within 24 business hours.

## Optium Museum Acrylic-Now Has New Sizes!

The Optium Museum Acrylic is available in 40x60 or 49x96. Nelson's can also custom cut a piece for you. Keep in mind the maximum cut we can do is 60".

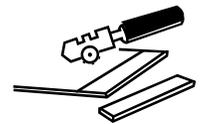
Optium Museum is the highest quality of acrylic you can purchase. It is essential in the protection of any artwork that is valuable or irreplaceable. Optium Museum blocks 98% of harmful UV light. UV light causes art to fade and break down,

literally destroying the piece.

Optium Museum acrylic is lightweight making it a better choice for larger pieces of artwork than regular Museum glass. A special Optical Coating creates true color transmission and neutrality, so your work of art portrays its original beauty; as if there is no glass at all! A superb choice for shadowboxes.

One of the better features of Optium

Museum acrylic is its anti-static feature. As a framer, you well understand what happens when you peel back the protective plastic coating on acrylic, everything adheres to it like a magnet. Optium Museum is ideal when framing delicate pastels or charcoals; the light dust will stay on the piece and repel from the acrylic.



## Framer's Advertising via Grants-Were they successful?

Nelson's maintains an on-going program with framers to pursue new ideas in promoting their business. We started with the realization that it is sometimes hard for framers to try advertising on a limited budget. Nelson's developed the idea of advertising grants, to challenge framers to be creative, try new things, and then pass that information on to other framers. In doing so, our industry continues to grow and profit from that growth.

What were some of the advertising ideas utilized?

**Bill Schultz, owner of Harborview Framing in DeTour, held a wine tasting event** with Hor d'oeuvre's at their gallery. Over 100 invitations were sent out to past and present customers, ads were placed in local newspapers and posters nailed up around town. Tents and chairs were set up with a bartender and food prep person on duty. The day of the event was beautiful! Over 50

people attended and completed slips with their current information including e-mail addresses, so they could be contacted for future sales and events. Fifty people may not sound like a large turnout, but DeTour is a small community of approximately 400 year round residents.

It was successful! They sold several pieces of art and handmade pottery that day, with customers returning in the following weeks to purchase items they had spotted at the wine party. Two weeks after the event, 8 people returned with framing jobs. In the months following the event, we saw many new faces at our gallery who had heard about the wine tasting event, but weren't able to come. Bill can be contacted at 1-906-297-3003 if you have further questions on his advertising idea.

**Craig Golden, owner of Simply Matted in Saginaw, created bro-**

**chures** and a 2' x 4' billboard that was displayed inside the entrance at the Dow Event Center. The Dow Event Center has three parts; Heritage Theater, Unity Hall and Wendler Arena. It hosts Ice Hockey teams, Football Leagues, concerts, politic rallies, trade shows and even graduations. The display was in place at the Wendler Arena for one year. The shadowbox and brochures that Craig created for his display were sports orientated.

Craig states, "Yes, it was successful. Consider 300,000 people walked past my display. It generated a great deal of new customers. What a great opportunity to have my name and work displayed in such a prominent area for such an extended period of time. More cost effective than a yellow page advertisement." Craig can be contacted at 1-989-781-7740 if you have further questions on his advertising idea.

## **Framer's Delight**

Welcome back the S1903 Framer's Delight hinging tape!

The first US made lightweight hinging tape to replace costly imported paper tapes. Its cotton, breathable backing allows the hinge to be the same strength as the paper. This tape is hand tearable and totally reversible. It is archival.

## **Framer's Insurance**

On any given day at a busy Frame Shop, accidents can happen. Perhaps you drop the chop, set something heavy on it, or run a v-nail through it. Don't panic!

Nelson's offers Framer's Insurance. This insurance will allow you to replace your moulding at half price, plus shipping. It helps to ease the cost a bit.

Just have your invoice number ready when ordering your replacement.

## **Equipment!**

Liquidation Sale! Michael's Gallery in Petoskey is having a liquidation sale, everything must go! Framing equipment, matboards, prints, models, displays, fixtures, custom tables, sliding frame sample walls and so much more. Please call 231-632-8398 for pricing and details.

If you have equipment for sale or you need equipment, this is the place to post. Free of charge. Just contact Yvonne at 1-800-289-2467 to place your ad.