



Nelson's Moulding and Frame

www.nelsonsmoulding.com

CHOP TALK

SEPTEMBER 2012



UPPER MIDWEST ART AND FRAME SHOW-OCT 7-8, 2012!

Mark your calendars for the Upper Midwest Art and Frame Show on October 7-8, 2012 held at Mystic Lake Casino in Prior Lake, MN.

ITINERARY

Sunday, October 7th

- 9:00-12:00 CPF Exam
- 12:30-1:30 "A Day in the Life of a Conservator", Paul Storch (Museum Science Consultants)
- 12:30-2:30 "Period Design", Michael Pacitti (Roma Moulding)
- 3:00-4:00 "Design Elements-Make Them Work For You", Linda Pujo MCPF
- 3:00-5:00 "Fundamentals of Glazing", Jim Miller MCPF GCF
- 4:15-5:15 "Framing Facelifts", Linda Pujo MCPF

Monday, October 8th

- 7:30-9:00 "Breakfast Buffet: Social Media Changes the Marketing Game", Carrie Statz
- 9:15-10:15 "Shop Talk 101: Tools & Tips, Gizmos & Gadgets", Linda Pujo MCPF
- 9:15-11:15 "Order Processing-Power Systems", Jim Miller MCPF GCF
- 12:30-2:30 "The Myth of Acid Free", Jim Miller MCPF GCF
- 10:00-5:00 40 Exhibitor Trade Show
-Free Exhibitor Demonstrations and Prize Drawings

The following PPFA Chapters have joined together to make this years show spectacular; North Central, Heartland, and Wisconsin. The show will include associated members of the PPA (Professional Photographers of America), the PMAI (Photo Marketing Association International), and ASID (American Society of Interior Designers). Attendees will include retail shops, galleries, photographers and production shops from at least a six state area and Canada, providing exhibitors an opportunity to showcase their products to a wide range of current and potential business customers.

*For more information regarding this show, please contact
Mike Kadlec @ 507-334-8273.*



GOT FILLETS?

GALLERY FILLETS!

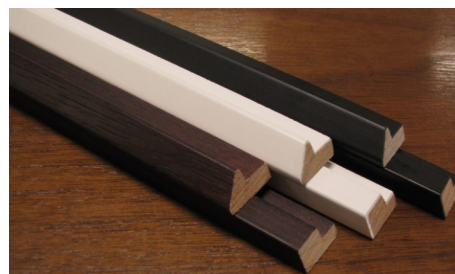
Preferred 3 to 1 over the competitors by Cozy

NEW AT NELSON'S

Nelson's introduces six brand new fillets to create magnificent pieces in your shop!

The new fillets are a perfect match to our outstanding Gallery Collections; White Gallery, Matte Black Gallery and Deep Rich Brown Gallery. Two unique profiles add versatility when working on your piece. The first profile slants inward towards the artwork. The second is a contemporary flat profile.

Fillets are used "to add" to the overall effect of the art being framed. A fillet can fit inside a larger frame. One can have an average solid colored moulding and really jazz it up using a decorative fillet, creating



a whole new look. Typically, a fillet is used underneath or in between matting. A fillet can also be reversed to make "mini" frames within a shadowbox. The main intent of a fillet is to draw ones eye inward towards the piece being framed or to add accent to the wood moulding. Try one today!

Tru Vue Glass Sale

SEPTEMBER 10-21, 2012!

Two week special on all Tru Vue Glass. A great time to buy glass for your shop. Be sure to try our new 2mm Ultra Vue glass!

(To view details on sales log in to www.nelsonsmoulding.com!)

Foamboard Sale!

SEPTEMBER 10-21, 2012!

Per Case!

A super deal on Foamboard!

Stock your frame shop now for the upcoming holiday season.

Wood Length Sale!

OCTOBER 8-12, 2012!

A super special on Wood Length!

A wonderful way to restock your bins with an array of Nelson's mouldings.

A SPECIAL SUPPLY SALE JUST FOR YOU!

OCTOBER 1-31, 2012

Nelson's is having a special Supply Sale for the entire month of October! Be sure to try our new Framer's Points, Corrugated Corners, Mounting Tissue, Release Paper, Offsets and Turnbuttons! Call 1-800-289-2467 today to place your order!

FRAMER'S POINTS ARE HERE!

4000 POINTS PER BOX!



\$1250

(Fits Fletcher Framemaster)

Framer's points are metal tabs used at the back of the frame to secure the glass, matboard, foamboard and art. The advantage that Framer's points have is they are flat, fire perpendicular into the frame and cover a broader area against the surface of the stack.

As a rule, you will need at least 3/8" depth in the rabbet (the recess) for most frame jobs involving a mat, foamboard and glass. If you

have a double mat, you should allow 1/2" depth, whereas, needlework requires 5/8" depth.

If you choose a frame with a shallow rabbet where the "stack" sticks out from the back of the frame, Framer's Points would not be an option. Two alternative options would be Rabbet Space or Offset Clips. Nelson's also carries both of these products for your framing needs.

100% GUARANTEED "FRAMING GRADE" PLEXI GLASS

Nelson's carries a full line of Plexi glass products from Clear to Optium to the new StaticShield. Plexi glass is essential in framing jobs where safety is a concern, i.e. restaurants, hospitals or schools. Plexi glass also works best in oversized framing jobs where the weight of

regular glass would be too much.

Nelson's discovered recently that the Premium Clear Plexi with the blue film protective coating was not up to our standards.

We have replaced the Premium Clear Plexi glass with a 100% guar-

anteed "framing grade" Premium Clear plexi that better meets our standards for quality.

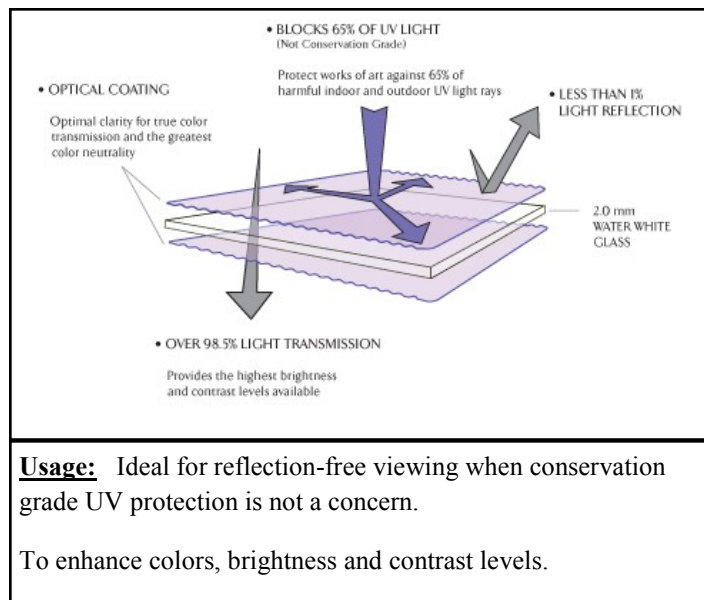
We always welcome your feedback on new items, please let us know by calling 1-800-289-2467.

2mm Ultra Vue Glass

UltraVue® glass offers the same superior anti-reflective properties you've come to expect from Tru Vue, on a water white substrate. This high-quality, anti-reflective glass product provides 65% UV protection and is optically coated to create a nearly invisible finish. Similar to its other anti-reflective products, Tru Vue uses its proprietary coating process using Magnetron Sputtering technology, which deposits precisely controlled layers of highly energized metal oxides onto a 2mm, water white substrate, to produce the Ultra-Vue product.

Technical Info:

- Anti-reflective
- 65% UV Protection
- Anti-Static
- Scratch resistant
- Less than 1% light reflection
- 98.5% light transmission
- 2.0mm Water White Glass Substrate
- Available in 32x40, 36x48, 40x60 and 48x68



What type of Foamboard should I use?

Artcare Archival Foamboard: 100% Archival! Artcare Microchamber technology absorbs and neutralizes harmful gases and protects the art well into the future.

Acid-Free Foamboard: Alkaline PH surface! The alkaline ph surface has a toothy texture for better adhesive grip. Superior opacity and consistent surface paper formation prevent show through.

Regular Foamboard: No conservation qualities! Lightweight and sturdy, resists denting. Ideal for all non-archival mounting applications.

Artcare Restore: 100% Archival heat activated foamboard! The archival heat-activated foamboard allows art to be reversed to its pre-mounting condition. The non-permeable adhesive meets all archival standards and can be completely removed from the art.

Speedmount: SpeedMount makes dry mounting faster than ever, giving you more time to spend with customers and less time mounting. SpeedMount works in just 15-30 seconds and bonds at temperatures as low as 150°, compared to the regular Heat Activated foamboard.

Heat Activated: Creating an ultrasmooth, strong permanent bond. Contains a special adhesive covering on one side of its clay-coated surface. A non-stick inter-leaving sheet is supplied as added protection for the artwork during the mounting process. Heat Activated takes 2-4 minutes and bonds at temperatures of 180°.

Self Adhesive: Offering a quick mounting pressure-sensitive alternative. The ideal solution when cold mounting is required-it is as easy as peel and stick.

EQUIPMENT FOR SALE

If you have something to sell that perhaps another Framer could utilize, call Yvonne at 1-800-289-2467 and place it in our newsletter. There is no charge for the Ad.

Are you looking for something for your Frame Shop? Place your wish here and it's a good chance that another Framer may have what you are looking for.

www.nelsonsmoulding.com

Check out our website!

- Quality wood mouldings!
- New products!
- Great sales!
- Articles to read!
- Informational!

Log in today to be the first to know what's happening at Nelson's Moulding.

Get a password so you can view our great sales!