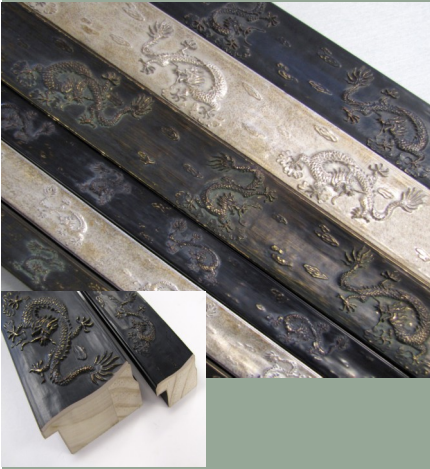


Nelson's Moulding and Frame

Chop Talk-June 2014

THE DRAGON COLLECTION



Nelson's Moulding and Frame presents to you, "The Dragon Collection". You can now finally offer your customers another design option for their oriental art and tapestry's.

Whether it is the simplistic embossing capturing the true essence of the oriental culture or the strength of that the dragon symbolizes, your customer will be excited with this timeless design.

Over 50 years of experience went into designing this exclusive line of wood moulding, giving you an edge of excellence.

Contact Cheryl at 1-800-289-2467 for more information.

Highlights of Nelson's 16th Educational Seminar



PRINT FRAME COMPETITION SWEEP AWAY BY ART OF FRAMING!

Stacie and Thomas Du Waldt, owners of Art of Framing in Marquette, swept away the framing competition at Nelson's Print Frame Competition. Their entry took First Place and Popular Choice. Keeping in theme with "Home is Where the Heart Is", their entry focused on Marquette's rich lumber history. They created a truly one of a kind piece that needs to be seen to be believed. Real wood, hand cut and mounted around the piece, distressing the shadowbox moulding....created a stunning piece that stopped all in their tracks.

Congratulations Stacie and Thomas!



Sarah Beckett, owner of SB Framing in Milwaukee, WI took 2nd Place. Sarah focused on the historic Third Ward area where her frame shop is located.



Trude Bigelow, owner of Beveled Edges in Harbor Springs MI took 3rd place. Trude framed one of her own oil paintings capturing one of the most beautiful places in the area titled, "Bluff Trio".



Kurt Baney from Brinks Art and Frame of Cadillac took 4th place. He framed a piece of beautiful Lake Mitchell done by a local artist.



Gregg Carner, owner of Brinks Art and Frame, Cadillac, MI took 5th place. He framed a pencil drawing of the First Congregational Church of Cadillac. Careful to keep the frame in the same time era of the art's content.

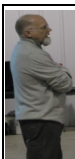


Nelson's annual educational seminar was truly enjoyable. We welcomed Linda Pujo MCPF, owner of Picture Perfect and professional picture framer with over 35 years of experience.

Linda gave a two hour workshop on Shop Talk 101: Tools & Tips, Gadgets & Gizmos. In this class, attendees learned everything from what Tool Magic is used for... to removing scratches from matboard....to gluing fillets and small mouldings with Maxim Blue. A great workshop for every framer, a wealth of knowledge on every day short cuts to make framing easier.

Linda also taught a one hour hands on workshop on Mat Embellishments. The wonders of French Matting were shown, in which ink lines and watercolored panels create stunning effects to your art piece. Samples of Paper Panels, Wrapped Bevels, Alternative Painted Bevels, and Gilded Bevels were available to view.





Rob Gulf, owner of Knollwood Art Frames gave a short class on, "Framing Large Projects". Rob spoke of the many different aspects to consider when framing large pieces, from measuring the customers wall where the piece will hang and the customers door to make sure it will all fit, to using Optium Acrylic. Always support large framing projects with braces, glue and use screws. Never splice your matboard dead center or it will be noticeable, and always hire an experienced installer. After all, Rob's last project measured 6' x 12', and was 225 pounds, not something that you would want to fall off a wall.

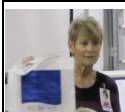


Brandy Lupo, owner of Brandy's Custom Framing's workshop was, "Get the Inside Scoop!" Brandy's class talked about how the Big Box Stores have taken the customer out of custom framing and focus solely on \$\$\$.

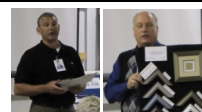
By using minimum mats of 4" or more, \$250 minimum project totals, and conservation products alone the sales team is too worried about meeting quota's to focus on what's right for the piece. Most employee's are only paid minimum wage and are poorly trained on design. On the other hand, the large Box Stores are able to meet that "instant gratification" that so many shoppers are looking for today. They do this by ordering pre-cut mats and pre-assembled frames making it possible to assemble the completed project while the customer waits. This again takes the focus away from the piece and focuses on the emotional shopping experience. After years of not being able to give her customers the time and attention she felt they deserved, Brandy opened up her own Frame Shop.



Linda Wells, owner of Bird's Custom Framing, taught a great "hands-on" workshop on Reverse Fillets. She demonstrated how a simple reverse fillet can be used as a mini frame. She took a small piece of art and mounted it to a piece of matboard and then framed it with a fillet. Add a ribbon for hanging and you have a super gift idea or use a small canvas, frame around it with a fillet, then, float it into a larger frame and give it a whole new look.



A HUGE Thank You to Tru Vue, Crescent, and Nielsen & Bainbridge
for sponsoring our Educational Seminar.
We appreciate all that you do!



Nelson's Attends PPFA Chapters Educational Seminar & Vendor Showcase-Louisville, KY



The Educational Seminar & Vendor Showcase held at Breckinridge Inn in Louisville, KY was wonderful. Three PPFA Chapters joined forces to put on this special event; Kentucky/Tennessee, Indiana, and Mid-America. Most gathered on Saturday, May 17, 2014 to take a tour of Flame Works and 21c Museum. A Vendor Showcase Reception followed held in the Louisville meeting room at Breckinridge Inn where many Vendors displayed their products. During this two day event, Picture Framers had the opportunity to network, learn new ideas/techniques, compete, see new products and attend a three Chapter PPFA meeting. Nelson's is proud to be a part of this Educational seminar and also many other Educational Seminars sponsored by PPFA Chapters.

Sunday's eventful day began with a light breakfast, then off to classes. Linda Wassell, MCPF owner of Fine Art Services in Spring, TX taught two different "hands-on" classes; "Adding a French Touch-Classic to Contemporary!" and "Designer's Notebook."



Linda has 35 years of framing experience with a high interest in French Matting and gilding. She lectures around the country and writes for many framing publications. She is an accredited Judge and speaker for PPFA.

Bonnie Palizzi, sponsored by Crescent, conducted two workshops; "Bringing Custom Back to "Custom Framing" and "The Art of the Shadowbox".

Bonnie has 30 years in the industry and has worked as an artist and is the inventor of the flexible fillet. She teaches seminars and workshops on creativity and how to make a unique presentation of your customers piece.



1st Place Winner
Mikki Kavich,
Mikki's Custom Framing



PRINT FRAME COMPETITION WINNERS



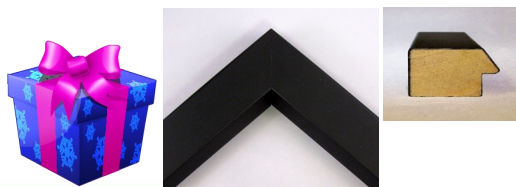
2nd Place Winner
Larry O'Bannon,
Frameworks Gifts & Interiors

3rd Place Winner
Robin Gentry,
B & J Gallery

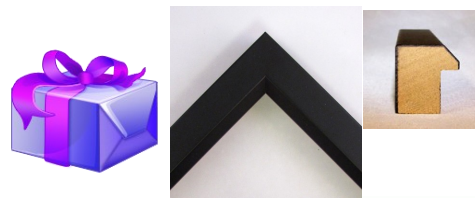


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Be sure to visit our new Retail Tools Section on our website for more FREE marketing materials and support. Our promotional material can help you communicate our story and yours.

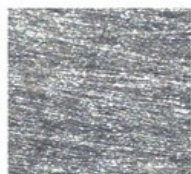
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1301 Spun Platinum



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Pebbles
1304 Gray Pebbles



Pebbles
1305 Black Pebbles



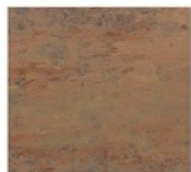
Molten Metals
1306 Molten Gold



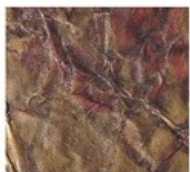
Molten Metals
1308 Urban Gray



Molten Metals
1309 Silver Birch



Molten Metals
1310 Aged Copper



Crushed Leather
1311 Mahogany Leather



Crushed Leather
1312 Russet Leather



Bullion
1313 Silver Leaf



Bullion
1314 Gold Leaf

For more information about Crescent Couture, please visit www.crescentpro.com/couture or call Customer Support 1-888-293-3956.



SUPER SUPPLY SALE!!!



Stock up on all of your framing supplies from
June 8th through July 3rd, 2014. A great deal at 20% off!

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Nelson's Holds Pricing!

Nelson's has not raised wood prices since 2012!

Metal prices remain the same!

Look for your new 2014 Matboard/Glass/Foamboard Price List....coming soon!

Equipment for Sale

CUSTOM Framing Business FOR SALE! Located in SW Michigan on Lake Michigan. Affluent small town....home of Whirlpool Corp. Turn-key operation...owner is retiring been in business for 25 years. Matboards, File cabinets, Hardware, Microwave, Counter, Work Tables, Storage shelves, everything you need to produce and succeed! High traffic location, super Landlord, 1,200 sq. ft.. Can relocate if you need to. Price low 20's, will pay for itself in one year! Call Tammy at 269-983-6941 day and 269-983-4528 evenings.

FOR SALE. All aspects needed for your framing or frame shop needs. From boxes of nails to framed art/prints to mats and length moulding. 60" mat cutter to oval mat/plexi and glass cutter and etc. Please call for details, (Shop: 269-462-9234 or Home: 269-684-7902)

RETIREMENT SALE 1 Fletcher 3000 wall mount glass/mat cutter, 1 C&H 30" Mat cutter w/stops, 1 16x20 Heat Mount Press, 4 28"x36"x40 five compartment bins, entire inventory of boxed framing glass, entire inventory of matboards, selection of ready made frames, 2 carpeted work boards 48"x84", roll dispenser with rolls of heat mount, release paper, 2 rolls of backing papers, laminate film, 1 new point driver and archival supplies. Please call 231-275-4996.

FRAMING EQUIPMENT FOR SALE Keen Cut Mat Cutter 40x60, Oval Cutter 20x28, Print Mount Vacuum Press 40x60. Many additional items. Call James at (989) 837-1856 for more details and pricing.

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