

# Nelson's Moulding and Frame

CHOP TALK-SEPTEMBER 2014

## WCAF EXPO-JANUARY 25-28, 2015

The National Conference, the largest and most comprehensive professional forum in the art and framing industry, is presented by Picture Framing Magazine, and is held annually in Las Vegas at the West Coast Art and Frame Expo. At the National Conference, framing professionals and their staff gain valuable knowledge from leading industry experts and have uniquely valuable opportunities to network with both these leaders and their peers. The National Conference has an unmatched legacy of excellence and is dedicated to the success of art and framing retailers.

- Over 100 sessions cover a wide range of topics such as: design, pricing strategies, retailing and sales techniques; and state-of-the-art equipment.
- Excellent educators.
- Sessions that include both lectures and hands-on workshops.
- Over 96% of attendees attest to how invaluable these sessions are for their businesses.



### THE PARIS LAS VEGAS HOTEL AND CASINO!



*The Paris Las Vegas Hotel is located at the heart of the strip, providing a convenient location to attend the Expo. You'll "Experience Everything You Love About Paris," including the passion, excitement and ambience of Europe's most romantic city. Live entertainment options include the hit musical Jersey Boys, a ride to the top of the Eiffel Tower for a view of the Las Vegas Valley, cabaret music and fine dining. The Paris boasts many dining choices, including acclaimed French cuisine at the Eiffel Tower restaurant and Gordon Ramsey Steak, Ramsey's first Las Vegas restaurant. The WCAF has negotiated a special room rate of \$145.00 per night plus tax.*

My thoughts....

I have been following topics in the news of Distributors redefining who they are, what they do or even selling direct through E-Commerce. I find this interesting. Operating a business is not an easy task. Here at Nelson's, the basic principle is fairly simple; respect and take care of our customers and offer a great quality product at a fair price with exceptional service.

While other companies redefine themselves or sell direct, Nelson's has maintained our principles for over 56 years and will continue to follow this path even 50 years from now.

During the past recession, Nelson's, rather than crawling into a shell when our customers needed us most, invested in programs to help out framers financially, educationally and motivationally. This was accomplished through our seminars, group advertising programs, certificates for travel or advertising assistance. Nelson's supports the PPFA by hosting them at our Educational seminars, providing Chapter support and sponsoring trial memberships. I am most proud of the Small Groups Program in which Framers shared their Advertising ideas with other Framers.

Nelson's doesn't speak about E-Commerce, we talk about building a strong industry starting with our retail framing customers. At Nelson's, we know who we are, why we are here, what we should do, and who is most important to us, you.

Travis Nelson

# Nelson's Annual Spring Seminar!

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Nelson's Educational Seminars are a great opportunity to get together with other framers, network, and gain new knowledge. It can create a vast array of new ideas for your Frame Shop.

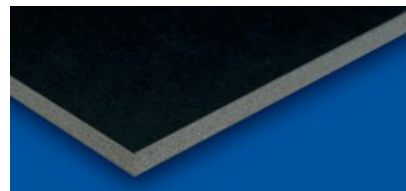
Below is a list of topics, vote for your favorite! Call Yvonne @ 1-800-289-2467 or email [yvonne@nelsonsmoulding.com](mailto:yvonne@nelsonsmoulding.com)

- Gold leafing
- Mat Staining
- Metal Mouldings
- Float frame trends
- Canvas Stretching
- CMC workshop
- Tapes, adhesives, hinging
- Framing military memorabilia
- Designing with mats, mat designs
- Mounting Techniques for today's projects
- Upselling and sales add on's, increasing your profit
- Choosing a moulding profile that works with the project
- Glazing: Storing, handling, cleaning, cutting
- Wires, hangers, everything you need to know
- Photo to canvas, photo restoration, digital era
- How pictures framers mark up materials
- Creating a personal signature for your shop
- Sales Strategies: Counter sales, hidden sales....
- Working in a customers home, office, building....
- other topics?

## NEW V-NAILS!

	<b>S2505</b>	<b>7mm Hard Wood, Qty. 8,000</b>
	<b>S2506</b>	<b>10mm Hard Wood, Qty. 8,000</b>
	<b>S2507</b>	<b>15mm Hard Wood, Qty 8,000</b>

**SHAPE MEMORY:** Masters V-Nails are made from a special steel alloy which gives shape memory properties to the v-nail. When it penetrates into the moulding, it spreads its wings. Because of the shape memory, the v-nail will try to revert back to its initial position. This results in pulling very strongly the 2 pieces of mouldings towards each other, so as to give a perfectly closed corner. This is one of the reasons of Masters worldwide-known excellent joining!



## **New 48x96** **Black Foamboard**

Featuring a solid black core and dense satin finish on both sides. The perfect

choice for virtually all mounting, including floating art in dimensional framing. Cuts cleanly, resists bowing and warping. The ultra smooth surface and non-reflective finish are also scuff and scratch resistant.

Also available in:

CIB32X40 3/16th (black)  
CIB40X60 3/16th (black)  
CIB48X96 3/16th (black)

## New from Crescent!

New Brite Core Colors! Perfect for framing animation and cartoon art, kids art, or any brightly colored artwork.

					
White on Pink (Pink Shown) BR74987 <b>NEW!</b>	White on Pink BR74987 <b>NEW!</b>	Black on Pink BR74921 <b>NEW!</b>	White on Aqua (Aqua Shown) BR84987 <b>NEW!</b>	White on Aqua BR84987 <b>NEW!</b>	Black on Aqua BR84921 <b>NEW!</b>

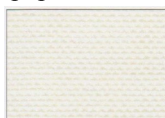

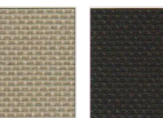
**Perfect Pairings!** Combine coordinating Moorman Suedes and Linens in your framing designs to create tone on tone dramatic looks.

													
Cream 7526 87526 7127 87127 <b>New!</b>	Milkweed 7549 87549 7106 87106 <b>New!</b>	Jasper Brown 7556 87556 7115 87115 <b>New!</b>	Antelope 7556 87556 7115 87115 <b>New!</b>	Dutch Chocolate 7542 87542 7116 87116 <b>New!</b>	Moka 7548 87548 7195 87195 <b>New!</b>	Red Carpet 7548 87548 7195 87195 <b>New!</b>	Chinese Red 7548 87548 7195 87195 <b>New!</b>	True Blue 7548 87548 7195 87195 <b>New!</b>	Sapphire 7548 87548 7195 87195 <b>New!</b>	Forest Green 7513 87513 7135 87135 <b>New!</b>	Pine Green 7513 87513 7135 87135 <b>New!</b>	Topiary 7557 87557 7190 87190 <b>New!</b>	Olive 7557 87557 7190 87190 <b>New!</b>

Three new versatile Rustic Linens featuring neutral colors.

		
Delft Brown 7571 87571 <b>New!</b>	Worn Gray 7572 87572 <b>New!</b>	Brindle Brown 7573 87573 <b>New!</b>

Natural Linens-New Oversize Options. Four new oversize options to the ever-popular Natural Linen Collection.

			
Warm White 7700 87700 (New Size!)	Harvest 7706 87706 (New Size!)	Stone 7705 87705 (New Size!)	Midnight 7707 87707 (New Size!)

## Top Ten Reasons to join the PPFA

1. Help from experts on just about anything you can imagine.
2. Special offers from participating vendors.
3. Competitive insurance pricing.
4. Ready to use marketing tools.
5. Networking opportunities.
6. Certification to give you a competitive advantage.
7. Continued Education.

8. Cutting edge products and services.
9. Framing competitions.
10. Opportunities to learn and explore new techniques from all over the World at the West Coast Art and Frame Show.

Contact Nick Schaver at [Nshaver@pmai.org](mailto:Nshaver@pmai.org) to join the PPFA.

## THE DRAGON MOULDING IS SENSATIONAL!



Joel Lively has been in the framing business since 1981 and running Adobe Picture Framing for 11 years. He states, "It's been a great career and I've had a blast. I've worked in some of the finest frame shops in Dallas, Houston and Fort Worth over the last 35 years and opened this shop in the Fort Worth Stockyard in 2003."

"The child's Kimono belongs to Rex and Renda Tillerson. (Rex Tillerson is the CEO of Exxon/Mobil). They picked this textile up in Japan on one of their recent trips. It was



actually one of several pieces we did for them. We used your moulding as a "liner" and wrapped a large wall moulding around it. It came out exactly as I had hoped. We appreciate the friendly staff and the helpful attitude that allowed us to create this piece for one of our top clients."



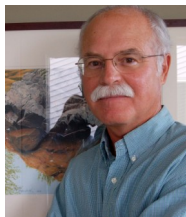
Mark and Claudia have owned Artventures, in Brighton, MI for 25 years. They pride themselves on unique and innovative custom picture framing and design services. A large inventory of framed and unframed art to browse.



"All of our clients have different taste. We love working with everyone to frame their art as they would love it."



## Meet the Artist-E. P. Lewandowski

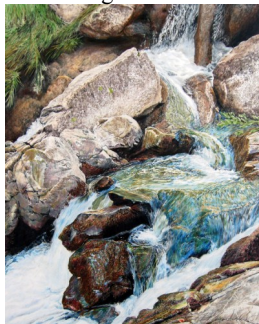


Award-winning American artist E. P. Lewandowski specializes in compositions of waterscapes and landscapes from across North America and beyond. The majority of his images fall into one of three signature categories: contemporary realism, hyper-realism, or an abstract mix of fused elements. His approach to subject matter is considered unique in style, meticulously rendered in form, content, and structure.

Lewandowski states, "The medium of Drawing satisfies one of my cravings for living. I feel compelled to create art and really enjoy the process of discovery and composition. My artwork is a mirror of my time, experience, and personal interests. As an artist, I've learned that to reap the benefits of anything meaningful, one needs to be focused, disciplined, and willing to accept change and risk. My position as a professional artist is influenced by a number of gifted art educators, fellow artists, artistic experiences, and the passing of time. Lewandowski and his wife, Mary, reside in a home/studio they designed along the shoreline of Lake Huron in Northern Michigan.

Lewandowski is a graduate of the Fine Arts Department at Central Michigan University and a former M.F.A. student at Eastern Michigan University. He is a member of the prestigious INTERNATIONAL Guild of Realism, the Colored Pencil Society of America, ARC Salon, Pencil Art Society of Canada, and C. P. S. A. District 104. His artwork has been featured in American Art Collector Magazine, Colored Pencil Magazine, CP Magazine, and number print publications.

Cascading Water VIII



E. P. Lewandowski is nationally represented by the Haynes Galleries of Thomaston, Maine and Nashville, Tennessee; the Robert Paul Galleries of Stowe, Vermont; and the Good Art Company Art Gallery of Fredericksburg, Texas. In Michigan he is represented by the Paige Wiard Gallery in Calumet, NMAM in Petoskey, and the Blue Heron Gallery in Elk Rapids.

Visit [www.erwinplewandowski.com](http://www.erwinplewandowski.com) to see his many beautiful works of Art.

EPL Falling Water VII

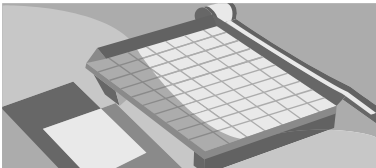


## Equipment for sale..... equipment needed

OUT OF BUSINESS FRAME SHOP-MUST SELL....GREAT PRICES!

Fletcher 48" mat cutter, 3 Heavy duty vises plus mitre and hand saws, Moulding 1" to 2 1/2" (simple to fancy), Gold leaf frame; various sizes from 16x20 to 3' or 4', Oval Frames w/convex glass in Antique White and Brown. Contact Bev Albergo at (616) 842-9901.

Jyden 8028 foot operated chopper=\$500, 9 extra set of blades=\$200. Morso foot operated chopper=\$500. Contact Nelson's Moulding @ (231) 946-6868.



## Tru Vue price increase

Cost increases involving our manufacturing inputs, such as raw materials, packaging, energy and chemicals have outpaced our ability to create efficiencies and maintain our prices, so Tru Vue will be implementing a price increase on the glass products outlined below.

- 2mm Clear Glass=6% increase
- Premium Clear Glass=6% increase
- Reflection Control®=5% increase
- Conservation Clear® Glass=5% increase
- Conservation Reflection Control® Glass=5% increase

Nelson's Moulding and Frame will follow suit on October 1, 2014.

