

Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com

The Inspiration Collection



Nelson's introduces our new Inspiration collection created from the wonders of Italy's Tuscany region. Known for its amazing art collections and charming medieval towns and hills bursting with vineyards. Our Inspiration collection captures the end of a perfect day with a shimmering sunset overlooking Italy's hillside in our "Silver Twilight" color. A beautiful silver moulding with long deep grooves enhancing the undertone of gold highlights.

Then surrendering to a cool evening with the dark bold color, "Tuscany Nights". A deep rich Walnut color with a warm cinnamon shade emerging beneath the deep grooves and a light taupe highlight wash, creating a blend of worldly charm.

The Inspiration collection is on a slight scoop profile available in three sizes:

Large H 1 1/4 x W 1 5/8 x R 11/16

Medium H 7/8 x W 1 x R 7/16

Small H 3/4 x W 3/8 x R 7/16.

A Stunning restoration project using Nelson's Impressions Cross

Nelson's new Impressions Cross moulding was used in this stunning restoration project completed by Home is Where the Art Is/ ArtAndFrameRestoration.com. Tina M. Crist, who is the Owner, Conservator, Art Repair and Restoration Specialist, and Custom Framer, of Home is Where the Art Is has dedicated herself to providing clients with the finest in Fine Art Conservation and Restoration Services, Picture Frame Conservation and Restoration Services. The studio also houses a full service custom picture frame shop.



Oil Portrait of Archbishop Peter Richard Kenrick, 1866 (about)

Archbishop Kenrick was born in Dublin, Ireland and ordained a priest in 1832 and became a Bishop in 1841. Shortly after that he moved to St Louis, MO, when he later became the first Archbishop in 1848. He was known as "The Lion".

The painting arrived to them severely damaged and was torn through the canvas in many areas. It had been stored flat in a cardboard box since 1904. The varnish was very dark and the painting was very dirty with layers of soot and surface dirt, concealing most of the detail work and color.

Paint surface oxidized, dry and brittle with surface cracking over entire surface.

Three individual frames were joined to create the look of a period frame for this piece. The crown-glory of the framing was the Nelson's Impressions Cross-the perfect moulding to carry this piece "over the top".

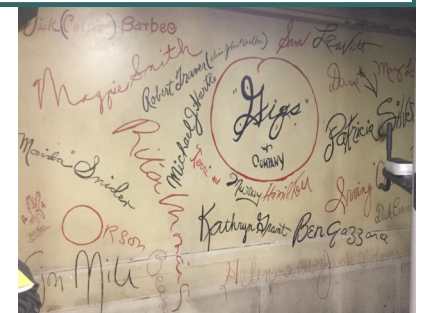
Owner, Christine M. Crist, has 25 years experience conservation and restoration of works of art along with 35 years Picture Framing Experience. She is an apprenticed trained conservator and holds a BFA in Fine Art, Graphic Illustration and a BA Art History. Affiliations include AIC, PPFA, SOG, RIA. Unofficially Tina has a business degree in entrepreneurship from the "school of hard knocks"-30 years in the making.



The Wall-Signatures of the cast from "Anatomy of Murder" Movie



Roosevelt Supper Club in 1959 located in Ishpeming, MI, where the cast of Anatomy of Murder stayed during the filming. John D. Voelker wrote the best selling novel that later became a movie. One night, "Bloody Frankie", the film's paymaster urged everyone to sign the wall, even threatening to withhold paychecks from those who declined. Kurt Gronvall currently owns the home and runs his business Globe printing; which is also home to our framer, "You've Been Framed".

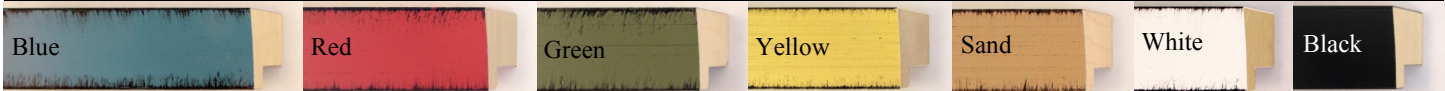


“Touch of Color” Assembled Readymade Sale-July 10-28, 2017

Order 5 Assembles of each size below!

Here is what you do!	SIZE	COST EACH
Order five 8x10's	8X10	Call office for pricing
Order five 11x14's	11X14	Call office for pricing
Order five 16x20's	16X20	Call office for pricing
Order five 18x24's	18X24	Call office for pricing

“Choose the colors you would like your assembles to be”



FREE UPS GROUND SHIPPING!

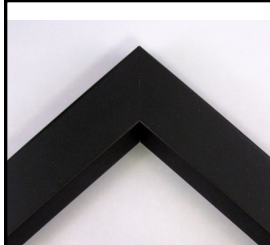
On all Wood Chop Orders over \$100.00!!!

PLUS, REMEMBER NELSON'S ASSISTED SHIPPING PROGRAM!

Nelson's assists our customers by paying part of the cost of shipping on wood chops.

ZONE	STATE	Under \$35.00	Over \$35.00
1	IL, IN, MI, MN, OH, WI	See Catalog	See Catalog
2	DC, DE, IA, KY, MD, MO, NJ, NY, PA, TN, VA, WV	See Catalog	See Catalog
3	AL, AR, CT, GA, KS, NC, ND, NE, NH, MA, ME, MS, OK, RI, SC, SD, VT	See Catalog	See Catalog
4	CO, FL, LA, MT, NM, TX, WY	See Catalog	See Catalog
5	AZ, CA, ID, NV, OR, UT, WA	See Catalog	See Catalog

Over size (48") handling, COD and Residential charges still apply



L-3369 H1 x W7/8 x R5/8

Black Wood Length Sale-July 10-28, 2017

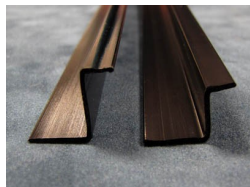
Buy 100' or More!

Can Mix or Match!!

Call office for special pricing



L-3372 H3/4 x W1 1/4 x R3/8



Rabbetspace

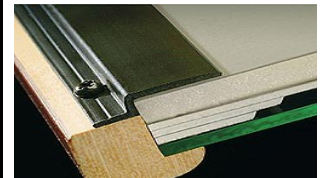
S2421 Rabbetspace 1/8"

S2422 Rabbetspace 1/4"

S2423 Rabbetspace 3/8"

S2424 Rabbetspace 1/2"

S2420 Rabbetspace Trial Assortment



PROBLEM: Too much art for the frame....



SOLUTION: Secure the art and finish off the back of the frame quickly, easily and neatly, using Rabbetspace



PROBLEM: An oil painting sticks out the back of a shallow frame and looks unsightly.



SOLUTION: Use Rabbetspace to secure a stretched canvas in a shallow frame and cover the edges neatly in just a few minutes.



PROBLEM: Needle art and spacer won't both fit in the frame.



SOLUTION: Cover the lumpy back of needlework with black rag board and secure it in the frame with Rabbetspace-a professional looking solution in just minutes.

60 Years as Part of The Framing Industry-Personal Side from Travis

It seems like we just celebrated our 50th year and now we are closing in on 60 years. My father founded Nelson's in 1958 as a retailer in Livonia, MI. I have fond memories as a young child on summer vacation working in my parents store and riding into Detroit with my Dad to pick up at his various suppliers (back then the distributors didn't deliver). At Christmas time, the store decorated for the holidays. Doing inventory or remodeling during school break (ok, this one isn't such a fond memory but it did keep

me out of trouble and the Primo Pizza and Kentucky Fried Chicken for dinner was pretty cool, along with my Mom, Dad, Brother and Sister together in the back room eating. If remodeling, my Aunt and Uncle were probably there too.)

My Dad, who is 96 and mowing the store lawn as I write this, takes great pride that Nelson's has served our customers and has provided for three generations of our family. I look forward to next week, when my daughter

Emma will be on summer break and I plan on taking her with me to call on our Framers in the "U.P" Upper Peninsula of Michigan. I look forward to creating memories with her. I hope that she will look back one day and smile as she recalls the time we spent together meeting with customers, and then sharing Ice Cream or walking along the beautiful trails at the end of a long day of sales. I wonder what memories she will have as a child at Nelson's.

Retail and Distribution as a Profession and Art Form-Written by Travis

I think it has been an advantage coming out of retail and going into distribution. Some people may say, "easy what is there to it?" They probably don't last. It is about taking care of the customer. Sounds easy but every decision about what is done has to come back to this question.

When my Dad had his retail store we never parked by the front door, that was for the customer. If a Rep parked by the door, they would be asked to move to the side. No hard feelings but those spots are for the customer. When I do calls as a salesperson I always park away from the front door.

My Dad was my best mentor in regards to customer service. I recall many occasions where the day was ending, lights were being turned off and the front door lock was click-

ing shut and at that moment a customer pulls up front. My Dad unlocked the door, flipped on the lights and welcomed them in. Often resulting in the best sale of the day. The customer left feeling as if they were a top priority and deserving of our good will. This is the standard that Nelson's held as retail professionals.

I remember one time my sister being asked by a customer how her wedding had turned out. Taken by surprise, she asked the customer how they had known she was even getting married. The customer relayed that they had stopped by my Dad's Frame Shop late in the day and it was the only time that my Dad had asked them to come back the next day because his daughter was getting married. My sister burst into tears realizing the importance of

that action. Because our Dad never closed the doors to a customer. So, as you can see, we think that you as a customer, is very important.

Customer service sounds simple. It doesn't just mean saying "yes" all of the time. It means implementing ideas that create long term sustainable goals to care for the customers. Saying "yes" to things that you can provide.

PPFA News

What is happening with the PPFA? A few new changes have occurred within the PPFA. As we all know, Bruce Gherman and Deborah Salmon, with Monarch Expositions took over the PPFA in 2015. They are a part of the team from PFM and WCAF/National Conference who bring Framers great educational opportunities and the monthly Picture Framing Magazine. In the last two years, PPFA has been redeveloping and refocusing their goals.

The number one goal is Marketing. By signing up as a PPFA Retail Business Member you are able to get on the PPFA Directory which is the consumer based website. You will be able to manage your listing on this site by adding details specific to your

area of expertise, photos of past jobs, short videos, and anything else you can think of to grow your business.

The second goal is education. The PPFA offers the Certified Picture Framer (CPF) and Master Certified Picture Framer (MCPF) programs. This is a difficult exam and experience and studying are essential. As a framer, you hold a level of achievement that will gain customer trust and respect. The PPFA is currently working on a one week course on becoming a picture framer, possibly an online course. Lastly, a goal of three Regional Shows per year. The shows will offer ongoing educational seminars with qualified Speakers and Vendors.

The new PPFA Board has developed and implemented Chapter guidelines. One impact of this is a requirement that all Local Chapters have 12 Board Members. Local Chapters are made up of 100% volunteers and recruiting 12 Board Members for each Local Chapter can be challenging. As a result, you may see changes in the smaller Local PPFA Chapters. We may find that they begin to dissolve from an inability to recruit 12 Board Members.

For more information on the PPFA or to become a member or volunteer, go to www.PPFA.com.

Nelson's Spring Educational Seminar- Celebrating 60 years in business!!

Come and celebrate our 60th anniversary with us
at our 2018 Spring Educational Seminar in April!

We look forward to a spectacular seminar with great Guest Speakers!

Vendors from Tru Vue, Crescent, and Bainbridge/Nielsen will be there.

Enter into Nelson's Print Competition as an expert or novice!!

Spend time Networking with fellow framers.

Learn about new products.

We appreciate your ideas and suggestions for Guest Speakers!

You are the reason for the seminar....so please let us know what you
would like a hands on class to be about.

Please contact Yvonne at 1-800-289-2467 or
email her at yvonne@nelsonsmoulding.com

The Dragon Collection

Just another amazing framing project done
in our Elegant Dragon Moulding!

Brandy had the honor of framing this
Needlepoint piece from her customer. It is
hand sewn on silk with beading, chains and
embellishments. Visit Brandy's Facebook
page to see more detailed pictures of this
beautiful piece.



Photo provided by Brandy of Brandy's
Custom Framing in Saginaw, MI.

EQUIPMENT FOR SALE!

Vacuum Press, Beinfang 36x48, Model #5621089 with stand and materials. Paid \$8,432 originally. It's like brand new and would like to sell it for \$4,000. Please contact Grace at (765) 661-9063 or email her at lighthousecustomframing@yahoo.com.