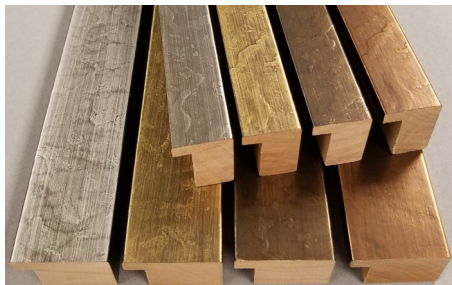


Nelson's Moulding and Frame

September 2018

www.nelsonsmoulding.com

Pure Elegance



Introducing eight new mouldings in a contemporary Flat Top profile. A mottled, metallic finish with a surface pattern resembling a stonework composition.

Larger moulding is H7/8 x W1 1/4 x R5/8.

L-3462 Aged Silver, L-3461 Aged Gold, L-3460 Aged Bronze, and L-3459 Aged Copper

Smaller moulding is H1 x W3/4 x R7/8.

L-3458 Aged Silver, L-3457 Aged Gold, L-3456 Aged Bronze, and L-3455 Aged Copper



Highlighting three new Ornate Mouldings with a unique wing-like, swirl decorative design. The perfect size moulding for so many framing projects. Available in Antique Silver, Antique Bronze, and Black.

L-3464 H1 x W3/4 x R5/8 (Antique Silver)

L-3466 H1 x W3/4 x R5/8 (Antique Bronze)

L-3465 H1 x W3/4 x R5/8 (Black)

Pure Simplicity



The number one moulding that every frame shop uses...Black! We have added four new Black Mouldings to our line.

From Left to Right:

L-3443 H3/4 x W3/4 x R9/16 (Black)

L-3447 H3/4 x W1 x R11/16 (Black)

L-3442 H1 x W2 5/8 x R5/8 (Black)

L-3441 H1 3/8 x W2 5/8 x R11/16 (Black)



New Matte Whites! One addition to our White Gallery collection and two new Matte Whites with a bevel. Perfect for that job!

Left to Right:

L-3444 H3/4 x W3/4 x R9/16 (White)

L-3454 H1 x W7/8 x R5/8 (White)

L-3453 H3/4 x W1 1/4 x R3/8 (White)



Showcasing our new soft gray and taupe moulding. Excellent colors for framing so many works of art. A nice contemporary profile with deep rabbets.

Left to Right:

L-3448 H1 1/8 x W3/4 x R7/8 (Soft Grey)

L-3449 H1 1/8 x W1 1/4 x R13/16 (Soft Grey)

L-3470 H1 1/8 x W3/4 x R7/8 (Taupe)

L-3471 H1 1/8 x W1 1/4 x R13/16 (Taupe)

The Rose



A delicate Rose, uniquely designed by us for you. A soft champagne moulding with elegant roses trailing along the face with a back edge displaying a continuous sprawling vine and leaf pattern

L-3440 H7/8 x W1 x R1/2

Lacquers



Lacquers are back by popular demand. Presenting three new Lacquer frames! Wonderful contemporary frames to use in many framing projects.

Left to Right:

L-3446 H3/4 x W3/4 x R9/16 (White)

L-3445 H3/4 x W3/4 x R9/16 (Black)

L-3473 H1 x W1 1/8 x R5/8 (White)

Instagram-An excellent way for Picture Framers to Promote their Business

Instagram is ideal for Picture Framers. As a visual industry, instagraming pictures of your projects is perfect. A good way to begin is to follow the Trends. Currently, the football season is upon us. Snap a picture of your Sports memorabilia or the Shadowbox of your local teams jersey and instantly promote and increase your sales. Keep the Trend going with the upcoming holidays, Halloween, Thanksgiving and Christmas.

Start out with a good picture. Get online and learn some tips and tricks to make your pictures really stand out. Learn how to use filters. Create amazing collages. Be sure to post your pictures at good times and space them out over the week. You can use an app called "Later" that will assist you with planning out your posts. Why not take a picture of your customer, holding their finished artwork in front of your store logo! A superb way to market your Frame Shop! Be sure to connect your Instagram with your Facebook page, combining two very visual social medias.

How do you get your customers to follow you on Instagram? Simply ask them. Personally involving your customers with your business kick starts that wonderful "Word of Mouth" we all strive for, which is now done through social media. Be sure to use popular hashtags that relate to your business and are fun. (Hashtag is a word or phrase preceded by a hash mark that is used within a message to identify a keyword or topic of interest that is searchable by users. Example: #Pictureframe.)

Be sure to "follow" other large related businesses Instagrams. Follow their followers, like their photos, comment. It will lead them to looking at your Instagram. When you gain followers on your Instagram, be sure to respond to their comments. Ask them questions. It forms a connection. You can also track your followers using "Blade" or "Instagram Analytics".

Send us your Pics!

We are looking for your pictures! We would like to highlight your talents as Picture Framers. Did you do a wonderful piece utilizing Nelson's moulding? If so, we would like to post a picture of your piece in our Newsletter or on our Website. Just email Yvonne at yvonne@nelsonsmoulding.com the picture along with notes or comments about the piece. What a fantastic way to share all of the different ways that artwork can be framed with Nelson's Moulding. What a great way to promote yourself and business!



New at Nelson's ...Three New Mounting Tissues!

20% OFF!!! Sale runs September 17 through October 5, 2018

S2820 New Tech Permanent Mounting Tissue-150x24.5 Call Customer Service for Special Pricing

S2821 New Tech Permanent Mounting Tissue-150x40.5 Call Customer Service for Special Pricing



New Tech Permanent Mount Tissue is translucent white to non-white, porous, and breathable. It is coated on both sides with heat-activated adhesive. It is mottled with an even consistency that leaves mounted prints free of streaks, discoloration, wrinkles and ridges. It becomes completely saturated and non-porous after application; yet, it becomes porous again when heat is applied a second time to allow air and moisture to pass through during lamination. This tissue creates a permanent bond, temperature between 190-200°.

S2824 Buffermount Tissue-90x24.5 Call Customer Service for Special Pricing

S2825 Buffermount Tissue-90x40.5 Call Customer Service for Special Pricing

Acid Free!

Reversible!!

Buffermount Tissue is translucent white to non-white, porous, **acid-free** and breathable. It is coated on both sides with heat-sensitive adhesive. It is mottled with an even consistency that leaves mounted prints free of streaks, discoloration, wrinkles and ridges. It becomes completely saturated and non-porous after application; yet, it becomes porous again when heat is applied a second time to allow air and moisture to pass through during lamination. This Mounting Tissue is the safest, most versatile available. It is **reversible**, eco friendly and features an acid-free adhesive with a very low bonding temperature (160-190°).

S2822 Removable DMF Tissue-90x24.5 Call Customer Service for Special Pricing

S2823 Removable DMF Tissue-90x40.5 Call Customer Service for Special Pricing

Removable Tissue is virtually clear, **acid-free** and removable from textured materials. The adhesive completely melts when it is heated, bonds as it cools and is removable from textured materials when it is reheated. It conforms to the shape of materials, making it excellent for mounting irregularly shaped items.

Assembled “Touch of Color” Readymade Sale!

September 10-28, 2018

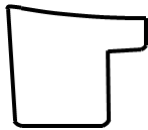
**Free Shipping when you order
20 ASSEMBLED READYMADES**

1-800-289-2467

PLEASE ORDER:

5	8x10'S
5	11x14's
5	16x20's
5	20x24's

Order 5 of each Size below	Cost per Frame
8X10	Call Customer Service for Special Pricing
11X14	Call Customer Service for Special Pricing
16X20	Call Customer Service for Special Pricing
20X24	Call Customer Service for Special Pricing



L-3426 Black

L-3424 Red

L-3421 Blue

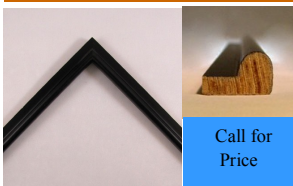
L-3422 Green

L-3420 Yellow

L-3425 White

L-3423 Sand

September Wood Sale! 50% Off the below moulding!!
Minimum order of 100' Assorted Length! (50% Off Sale Price is shown in Blue Box)



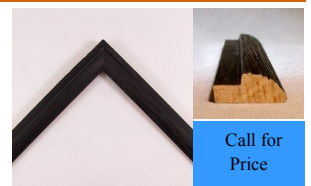
F-22 H 1/4 x W 1/4



L-3009 H 1 1/8 x W 2 X R 9/16



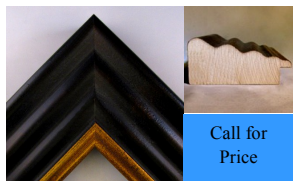
L-3163 H 7/8 x W 1 5/8 X R 1/2



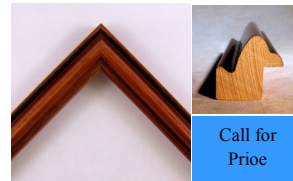
F-31 H 1/4 x W 3/8



L-3017 H 1 1/8 x W 2 1/4 X R 1/2



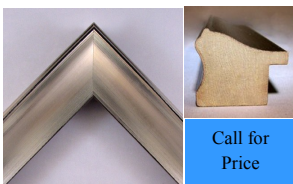
L-3197 H 1 3/8 x W 2 7/8 x R 1/2



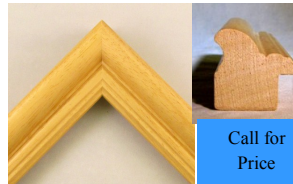
L-795 H 3/4 x W 7/8 X R 3/8



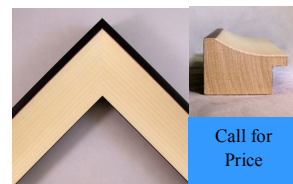
L-3030 H 1 x W 1 3/8 X R 1/2



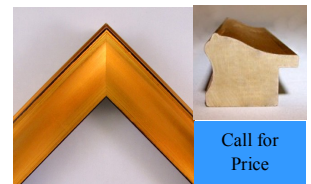
L-3289 H 1 x W 1 1/4 x R 7/16



L-2162 H 1 1/8 x W 1 1/8 X R 1/2



L-3071 H 1 x W 1 3/8 X R 1/2



L-3291 H 1 x W 1 1/4 x R 7/16

1-800-289-2467

Sale runs September 10-28, 2018

Page 3

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1538 International Drive
Traverse City, MI 49686
1-800-289-2467
www.nelsonsmoulding.com

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Equipment For Sale

Business for sale: "When we first went into business we were told by several people that we would never make it! For one we were not third generation local Yoopers and second, we were not Finnish! Two mortgages, two kids through college and 33 plus years later....they might be right. Our business is for sale." Located in downtown L'Anse Michigan, the gateway to the Upper Peninsula's Copper Country. Under \$100k gets your over 2000sq. ft. of retail, photo studio and custom framing space. There are three rentable apartments above the store for even more income potential. Many fixtures

Business For Sale

including Mat and Glass Cutters, as well as studio lights and backdrops included. If interested, please call (906) 524-6400 between the hours of 9-5 M-F.

Pistorius Double Mitre Saw-\$3,500. Heavy Duty Pistorius Double Mitre Saw, MN-200. 12" blade. Saw has engraved measuring gauge. Please contact 231-313-0456.



Shop Closing: 150 Matboards and some nice larger pieces, \$100.00. About 500ft of moulding, small profiles to larger ones. Some very ornate discontinued length, \$350. Couple gallons of metal hardware, \$35.00. Lots of paste, color touch up, rolls of wire, hangers and misc items. Call Craig at (989) 332-4988.

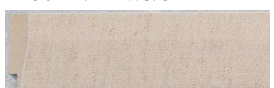
Are you looking for framing equipment or looking to sell your older or unwanted equipment? Contact Craig with Aim Enterprise Equipment at (989) 332-4988.

DISCONTINUED WOOD

The following wood moulding has been discontinued as of 6/1/18: F-50, L-30, L-308, L-533, L-663, L-2155, L-3064 L-3069, L-3189, L-3205, L-3218. Please take a moment to remove them from your display wall and any software/pricing catalogs. Thank you.



F-50 H1/4 x W3/8



L-30 H5/8 x W1 1/2 x R1/4



L-3189 H1 x W1 7/8 x R1/2



L-663 H5/8 x W3/4 x R3/8



L-2155 H7/8 x W1 5/8 x R5/8



L-3205 H1 1/8 x W2 x R9/16



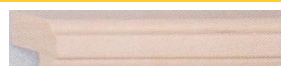
L-308 H7/8 x W5/8 x R3/8



L-3064 H1 x W1 3/8 x R1/2



L-3218 H1 x W1 7/8 x R1/2



L-533 H7/8 x W3/4 x R3/8



L-3069 H1 x W1 3/8 x R1/2