



Nelson's Moulding and Frame

May 2023-Chop Talk

GALLERY WALL DISPLAY PIECES SPONSORED BY TRU VUE

In 2022, Tru Vue and Nelson's Moulding sponsored a Gallery Wall Display Piece promoting Tru Vue Museum Glass or Optium Museum Plexi. We had five Frame Shops participate in the promotion. The Frame Shops who completed their pieces were given a free chop from our Melody of Summer Collection. The goal was to help framers be creative and display their framing abilities and skills. The framers who participated in the promotion were awarded \$250 each to cover cost. Check out our new Gallery Wall Display contest on page 3.

Please enjoy the amazingly creative pieces below.

The "Diary Series" by Terri C Dilly. Framed by Veronique Hammons.



Gallery Highlights:

Gallery Veronique first began serving the greater Cincinnati area in 1995. Our founder, Veronique Hammons built our successful operation through passion and hard work. We feature a selection of contemporary and traditional pieces which we feel is unmatched in the area. Our art comes from a variety of sources which include art expos as well as the artists themselves.

Display Piece:

Terri C. Dilly is an artist from Atlanta, GA. The Diary Series is Cyanotypes on paper. The words and images represent a creative interpretation of how memories are stored, and can be seen as a kind of abstract diary. Cyanotype is a process that creates a cyan blue print through exposure to UV light. It is a classic exposure process that has been around since the 1800's, however, Terri Dilling's unique painterly approach transforms a traditional method into a contemporary expression. Dilling paints the cyanotype fluid onto high quality archival papers, similar to painting with ink. The work is exposed outside in the sun and then rinsed in water. After that, she uses a variety of toning methods and multiple exposure layers to achieve visual depth and variation within the medium. We used L-3523 Warm Lapis on White Birch, Crescent #7700 Warm White linen mat and Tru Vue Museum Glass.



Gallery Highlights:

Art Impressions Gallery & Framing, owned by artist Garnetta Sullivan, is located on The Avenues in the heart of the historic downtown district of Sedalia, MO in a beautiful historic building. Sedalia, known for its rich history as a cattle drive town and also as the home of Ragtime composer Scott Joplin, is becoming an important art and cultural center in Mid-Missouri.

Art Impressions Gallery & Framing is a locally owned business. Art Impressions features work from selected Missouri artists. Established in 2000, the art gallery offers a mix of fine art, custom picture framing and photo restoration in a welcoming and contemporary environment. Art Impressions Gallery is your perfect source for gifts or adding to your art collection in central Missouri. The gallery represents painters, photographers, sculptors, potters, glass artists, jewelry artists, and much more.

Display Piece: "Sittin' Pretty" is a pastel and colored pencil drawing by Garnetta of her niece's dachshund, created by using a photo as a reference. The entire bokeh background is pastel and the dog is a pastel underpainting, finished with colored pencil. Garnetta choose mats to enhance the tan color of the dog and tie in the soft bokeh background colors. There is a little space underneath the bottom mat to catch any pastel particles that may float loose. The frame, L-3519 Brown on White Birch, with its natural look, style and warm wood color was a perfect fit for this art piece. Finally, she topped it off with Tru Vue Optium Museum Plexi due to Optium's anti-static properties. It's amazing! She actually wanted to show how you can use the Optium Museum Plexi on pastels with no fear of any pastel dust attaching to the plexi due to Optium's anti-static properties. She actually turned the piece upside down and left it for two days and there was absolutely no pastel dust attracted to the Optium! You can't beat the clarity of Optium Museum.

“Butterscotch” by Karen Pearson



Gallery Highlights: Apex Gallery, NC purchased by owners Nick and Bethany Bryant in 2014. Serving Apex, Cary, Holly Springs and Raleigh. Featuring hand-wrapped fabric mats and liners. A Valiani Nexus Computerized Mat Cutter to create unique matting with custom shapes, embossed and decorated mats. Featuring a wide variety of mouldings and hand-finished mouldings from across the United States. “If you love it, frame it!”

Display Piece: Acrylic on canvas. Image size 8” x 10”. We loved the depth of the moulding, allowing us to frame a 3/4” deep stretched canvas. We added a rustic lighter fillet to transition from the frame to the image. The blue was chosen to calm down the bright green and bring out the blue tones in the background. We loved the soft, natural texture of the wood veneer with the farm scene. L-3521 Urban Teal on White Birch moulding was used.



Gallery Highlights: Michel’s Frames and Things, located in St Robert, MO since 1998. Michels professional staff creates amazing custom designs for photographs, military awards, flags and textiles, sports memorabilia, degrees, certificates and more. As a Master Certified Picture Framer™, Joyce Michels will offer the best recommendations for any type of art.

Joyce Michels, MCPF™ is a PPSA® Master Certified Picture Framer™, since 2005. The MCPF™ designation is earned by a picture framer who has been a CPF™ (Certified Picture Framer™) for a minimum of 1 year and who has completed a hands on curriculum before a national examining board.

With over 20 years of experience, Joyce can offer her clients access to the most advanced techniques and materials available. From excellent design aesthetics to protective framing measures she can confidently help you choose the best materials for your memories, heirlooms or fine art prints.

Display Piece: The Display Wall Piece features photography by Joseph Walton of New Orleans, LA. Joyce chose the doors simply because she loved the architectural elements and weather worn look. She used marbled papers wrapped onto 3/16th foam board that was beveled for the inner reveal and an off white/grayish 8-ply mat on top. The rustic reddish frame (L-3520 Sunset Red on White Birch) was the perfect match to top off my “Doors of NOLA” which are, of course, finished with Tru Vue Museum Glass, acid free



Gallery Highlights: The Great Frame Up in Niles, IL has been in business since January 1989. We are a independently owned franchise. A full service custom picture framing store. We do all types of framing, i.e.: posters, original art, tapestries, needle art, canvas stretching, repairs, shadow boxes, etc. We LOVE what we do!

Display Piece: “My Gumball Collection” framed by Sandy Anderson. Our piece is a clock made up of little figures my son collected when he was little. I believe they came out of a gum ball machine. The frame is 17 x 17 with four frames total starting with the inner frame, L-3514 Black with Yellow Lines, middle frame L-3517 Black with Electric Green, outer frame L-3515 Black with Orange Lines and then L-3512 Black with Silver Lines as an extender to give it the depth we needed. Each clock number is a figure sitting on a small 1.5 piece of frame that corresponds to the color of the figure. The clock hands

will glow in the dark too. And of course we used Tru Vue Museum glass to top it off.



Nelson’s Moulding is now on Facebook and Instagram! Please join us to view up to date happenings. Get a first peek at our new moulding collections. Read up on some fun facts.

Museum Glass/Optium Museum Acrylic: Did you know the difference between Light Transmission vs UV Protection

Museum Glass and Optium Museum Acrylic have a very special anti-reflective coating far superior to a typical, frosted, non-glare glass. This special coating is applied in extremely thin layers to break up the incoming light rays so they don't bounce back off the glass or acrylic, producing a glare.

So, basically we are talking about light transmission. Light transmission means the ratio of the amount of light that passes through a material to the amount of light that falls on the material and the glazing.

Because the light rays don't bounce off, the picture is actually better illuminated than with clear glass. Clear glass transmits 91% of light to the artwork, while Museum Glass and Optium Museum Acrylic transmit more than 97% of light to the artwork while filtering out the harmful UV wavelengths. This improves both color intensity and clarity.

The Tru Vue UV coating is designed for permanence and is permanently baked onto the glass at over 480 degrees! It will last as long as the piece of glass. Museum glass is 100% American Made.

Who is your customer? Tru Vue did a study to find out!

The good news is that the average age of a consumer of picture framing has shifted to a younger age. 48% are now between the ages of 35-44.

Another interesting fact is 19% of people are getting framing done because they are moving or redecorating.

Another good sign is that 46% are now getting framing done for the first time. A great time to capture that first time customer. They will start out with an item to frame and depending on the quality and service, they will become a lifelong cus-

tommer. If you consider that 25% are having custom framing done as a gift to someone, this means that they will also have things in their home that will need to be framed. An instant increase in your profit margin. By investing in that new customer, they will recommend you to their family and friends via word of mouth.

Millenials are 25% of the US Population at 77 million with \$1.3 trillion in annual buying power. Ages 23-42. Literally 5 out of 6 connect with companies through social media. 93% use references from their friends.

It is imperative that you have a good social media campaign. A solid website with all of the services you offer. A very visual Facebook. Use the facebook to advertise your framing projects. Highlight the quality of the materials you use. Offer services on redecorating, gift giving ideas and perhaps a special on framing an item in their closet or storage area.

You will be able to up sell the Museum glass or Optium Museum Plexi by having a good display showing the differences between the glazing products.

Enter to Win! Create a Gallery Wall Display Piece! Sponsored by Tru Vue and Nelson's 1st, 2nd and 3rd Place Winners by Popular Vote via Facebook

The Gallery Wall Display piece will feature Tru Vue Museum Glass or Optium Museum Acrylic, a great opportunity to physically show your customer the better glazing option. Enter to be one of the top three winners. Nelson's will provide a free chop.

- **Gallery Wall Display Piece** for your wall.
- **Nelson will provide a free chop up to a 20"x 20"**. Please create your Gallery Wall Piece using only Nelson's Wood moulding. (No two customers can use the same frame, as we are looking to advertise a variety of our Wood Moulding Line.)
- You must use **Tru Vue Museum Glass** or **Optium Museum Acrylic**.
- You will be **required** to send in pictures of your Gallery Wall Display piece to Nelson's to utilize in advertising. All Art work must have a release.
- **1st Place Winner will receive \$500, 2nd Place Winner \$300 and 3rd Place \$200 based on popular vote via Facebook.**
- **Enter by calling 1-800-289-2467**, ask for Yvonne. Once you enter, a timeline will be set as to when your chop needs to be ordered, artwork release signed, piece completed and pictures submitted.
- **Enter the Gallery Wall Piece Contest by June 1, 2023!**

Tru Vue museum glass and Optium Museum Acrylic is virtually invisible and enhances colors, brightness and contrast levels of all types of artwork. It protects valued diplomas or irreplaceable artwork against damage and fading caused by UV light. Optium Museum Acrylic is ideal for oversized framing applications and static sensitive pieces, such as pastels and charcoals.

EQUIPMENT FOR SALE

This is the space for you to advertise any framing equipment you have for sale. If you need any framing equipment, you may also post that here. There is no charge for this. Just contact Yvonne at 1-800-289-2467 to place your Ad.



ADDRESS UPDATES!

UPS has a new policy regarding addresses. UPS is now charging Nelson's Moulding \$19.50 for any address that is incorrect! That sure adds up quickly!!

So, if you have a **Suite number** in your address, it is important that you contact us so we can get your address updated.

Do you have an email address? I often send out some great sales via eblasts! I also post pictures of our new moulding collections, any price changes or deletions.

Please call Yvonne at 1-800-289-2467 to update everything today!



NEW NIELSEN CATALOG

Very impressive! The new Nielsen Metal Catalog is amazing.

It begins with full color pictures of all the different metal moulding collections. On the side of each page is a full diagram of the metal profile with dimensions.

Next is the Hardware and Parts section describing each item, with a picture!

Finishes available by profile is a section with a diagram of each metal profile and the colors that are available in that profile.

Lastly, is Profiles available by finish in which you can access your color and then see what profile is it available in.