



# Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com

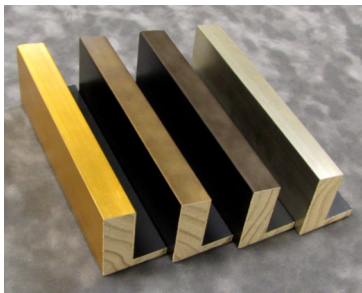
SEPTEMBER 2011

## CHOP TALK

### NEW FLOATER FRAMES

#### THE PERILLION COLLECTION

*The angle honors the simplicity of the floaters and gently leads the eye to the artwork.*



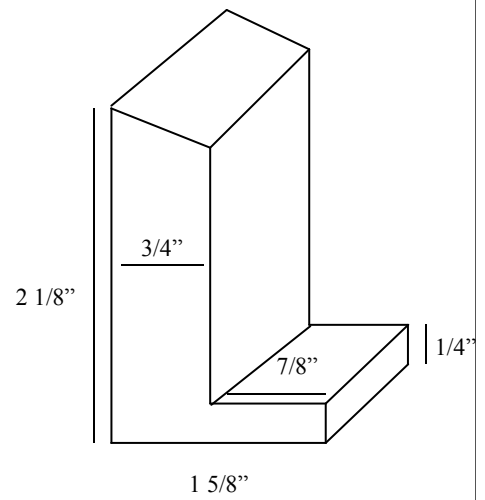
#### New at Nelson's....Floater Frames!

A great addition to Nelson's fine line of quality moulding. Four new contemporary floater frames available in Pewter, Bronze, Gold, and Silver.

Two of the floater frames have a "brushed line" finish in gold and silver. The other two floaters have a muted appeal with bronze and pewter undertones creating a smoky effect with a black overspray. The color extends from the "face" of the frame all the way down the back part of the frame, this allows the stunning finishes to show from the front and side views.

These unique frames are so named because the illusion they create is that your artwork is "floating" within the frame instead of being covered by it. They are perfect for displaying a gallery wrap canvas where no staples are visible. The canvas easily attaches to

the stretcher bars from the back side with screws.



### CHICAGO SEMINAR-Thursday, October 6, 2011

Join us for two exciting tours on October 6, 2011!

The first scheduled tour is of the Tru Vue facility at 10am. Watch as robots dip glass for the acid etching and observe as the UV coating is applied to the glass. While you are there, you can examine the computerized quality control inspection of the glass. The last operation is the washing, packaging and shipping out of the final product.

The second tour is of the Chicago Conservation Center. This hour long

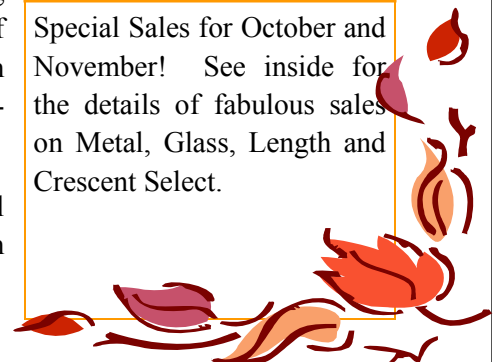
tour begins at 2pm. Highlights of this tour include touring the custom framing section, walking through the textile area and fine arts storage. Stroll through the water washing area, paper department, and painting area. Experience a brief overview of frame and object conservation. Then observe first hand the current projects they are working on.

Limited space is available so call Yvonne at 1-800-289-2467 to sign up today.



#### **SALES...SALES...**

Special Sales for October and November! See inside for the details of fabulous sales on Metal, Glass, Length and Crescent Select.



## www.nelsonsmoulding.com

Nelson's Moulding and Frame has a fantastic website and everything is now available to view on-line. Browse through 1,500 full color pictures of our fine quality moulding conveniently sorted by moulding number, style or collection. Discover new framing products and always have the most current pricing at your fingertips.

To sign up to view sales and pricing just go to [www.nelsonsmoulding.com](http://www.nelsonsmoulding.com). Click on the "Sign-in" button. Fill out the first time user form. Click on the

"submit" button and within 24 business hours a password will be emailed to you.



### NEW ON THE WEBSITE!

Periodically, look forward to something new to view on our website.

- A new collection
- A new product
- Special sales
- Important new information

We will be adding a section for "discontinued items". The discontinued items can be located under "Moulding" at the very bottom on the list on the website. This will keep you up-to-date on products that are no longer available, supplies, matboard or a wood/metal moulding that has been discontinued.

## UPPER MIDWEST PPFA TRADE SHOW!

Nelson's will be setting up a booth at the Upper Midwest PPFA Trade Show on Monday, October 17, 2011 from 9am until 5pm located at Northland Inn -Brooklyn Park, MN.

Working together is essential for survival in strained economic times. This year several PPFA chapters, including the North Central PPFA Chapter and the Heartland Chapter which represents Iowa and Illinois, have joined to make

the largest PPFA trade show in the Midwest area.

In addition to the picture framing industry, the Midwest Trade Show is also inviting associated members of the PPA (Professional Photographers of America), the PMAI (Photo Marketing Association International) and ASID (American Society of Interior Designers). Attendees will include retail stores, galleries, photographers, production shops and individual

business owners from at least an eight state area and Canada. This will provide attendees the opportunity to network with and learn about related industries that can help fuel independent growth. The event will also make it possible for more businesses to get to a trade show while keeping travel expenses down.

Contact Mike Kadlec @ 507-334-8273 or go to [www.woodlandart-mn.com/tradeshows](http://www.woodlandart-mn.com/tradeshows) to register for the show.

## WEST COAST ART AND FRAME NATIONAL CONFERENCE

The annual West Coast Art and Frame National Conference and Trade show will be held at the Mirage Hotel & Casino in Las Vegas, Nevada from January 29 through February 1, 2012.

The Professional Picture Framers Association (PPFA) annual member convention will run concurrent with the West Coast Show.

PPFA events to be held at the event include PPFA International Framing Competition; certification programs, including CPF exam, MCPF exam, recertification course, and CPF preparation courses; PPFA All Member Meet-

ing; Chapter Leader Conference; and the PPFA Vendor Tabletop Showcase/ Reception. PPFA will feature many educational sessions and excellent business and technical training.

Words from Ken Link, PPFA President:

"I am extremely happy and pleased to have PPFA and WCAF joining together for the benefit of the framing industry. By facilitating a gathering of the framing industry, including retailer framers, framing suppliers, educators, the framing industry trade magazine and the framing industry trade association at the framing industry's only trade show is a strategic

direction that will benefit all. The reuniting of the framing industry through this event will help strengthen our industry's future in the near term and for years to come."

This combined show will provide the best in education, certification, framing competitions, supplier/framer connections and overall networking opportunities within the framing community.

# SALES...SALES...SALES...SALES...SALES...SALES...SALES!!!

## METAL SALE!

The sale you've been waiting for! It's Back!!! Order metal chops and you will save!

What a great opportunity to stock your frame shop with some metal ready-mades in standard sizes. Or frame up some poster prints for the upcoming holiday season.

Sign in to our website and click on "Sales" for more details.

Call 1-800-289-2467 to order today!

## TRU VUE GLASS SALE!

A super five day only sale. Don't miss this awesome sale. A super time to stock up on the high end glass like Museum or AR Reflection-Free. Call your customer service representative or sign in on our website for full details.

## LENGTH SALE!

Nelson's is offering length specials. Your Sales Representative will be contacting you to let you know the details, or give Sharon a call at 1-800-289-2467 and she will be happy to assist you.



## 13TH EDUCATIONAL SEMINAR WILL BE APRIL 29, 2012!

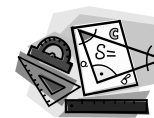
Nelson's Moulding and Frame is excited to begin the planning process for our 13th annual Spring Educational Seminar scheduled for April 29, 2012.

We are honored to be partnering with the Great Lakes Chapter PPFA, due to their collaboration, we will be hosting the PPFA Print Frame Competition during the Educational Seminar. Additionally, the CPF Exam will

also be taking place. The Educational Seminar will be a one day event on Sunday, April 29, 2011. The exam will take place on Saturday, the day prior. Nelson's would like to offer a wood chop at no charge for the Print Frame Competition. However, it is not necessary to utilize a Nelson's Frame in the PPFA Competition Piece.

We are looking for topic ideas for the semi-

nar, there have been many requests for a class on mounting. If you have some other topic ideas, please contact Yvonne at 1-800-289-2467.



## ADVERTISING

Nadine Hunt, owner of Green Pine Arts in West Branch, won an advertising certificate at one of Nelson's Educational Seminars. Nadine decided to advertise for her frame shop in the local newspaper, Ogemaw County Herald. Nadine also decided to utilize the local radio station WBMI 105.5 FM with 31 spots.

She carefully chose the month of October to launch her advertising campaign, because October is National Art & Framing Month. A discount of 20% off of Nelson's Frames was incorporated into the advertising campaign. She also repeated the newspaper ad in a poster that was hung in local stores.

The newspaper ad was exceptional. Full color photos were used, with a large, bold print emphasizing her frame shop name. A complete address with a landmark was used to assist customers to her shop; including store hours and a phone number. The radio ad discussed different items a person could frame, 20% off a Nelson's frame

and other gift items available at her shop.

Nadine stated she felt the advertising was successful. The radio station WBMI is a Country and Western station that primarily focuses on the West Branch area. Most stores and businesses are tuned into that station and a large percentage of her customers listen to it. The radio ad was the most successful in drawing customers into her shop.

Nadine felt that the advertising brought forth an earlier Christmas rush because of the 20% off a Nelson's Frame. Most customers brought in items to frame for a holiday gift. Advertising your frame shop using a strong local channel plants "seeds" in customers minds, eventually they find their way to your shop.

## HOUSEKEEPING ITEMS

### DISCONTINUED SUPPLY ITEMS

Please note the following supplies have been discontinued:

### S2705 NON-RETAILED PACKAGED

(M-2200 Wallbuddies for metal sectional Frame 11x14 or larger. The S2701 Retail packaged Wallbuddies is still available.)

### S2707 NON-RETAILED PACKAGED

(W-3300 Wallbuddies for wood frames and mirrors 26x34 and larger. The S2703 Retail Packaged Wallbuddies is still available.)

### PRICE INCREASE!

Please note that a price increase on Econospace, Framespace, and Rabbetspace will go into effect on October 14, 2011.

## EQUIPMENT FOR SALE-EQUIPMENT NEEDED

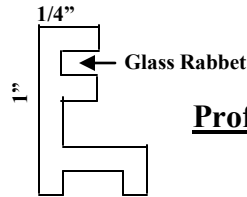
### EQUIPMENT FOR SALE!

Fletcher 3000 wall cutter-\$500,  
Fletcher 2100 Mat cutter w/production stops-\$500,  
36" Shrink Wrap Machine-\$200,  
Amp Mitre-Mite vn2 V-nailer-\$250,  
(2) 36" Kraft Paper Holders-\$20 each,  
Frame Master Point Drive-\$25.00,  
Frame Master Flexible Point Driver-\$30.  
Please contact Paul at 1-810-238-9897 or 1-810-252-8278 or email at paulsframeshop@comcast.net.  
This is a going out-of-business sale.

(16) 16x20 Ovals, 2 1/2" wide in Cherry, Oak, Walnut, and Natural. \$35.00 each or a special deal if you take all; plus two free oval frames. Call Craig at 989-781-7740.

Fletcher 3000 48" glass/multi use cutter, \$1,100.  
Fletcher 2200 48" matcutter w/measuring stops & squaring arm, \$1,100.  
Keencut Oval 6 Mat Cutter w/Maxi Table, \$800.  
Bienfang Masterpiece 500T Heat Press, 26x34, \$2,200.  
Traco 42" Super Sealer shrink wrap, \$300. 300 Full matboards, various brands, cherry pick @ \$4.00 ea

or all for \$600.  
Mat & Glass Cabinet, \$265.  
Kraft Paper and Dispenser, \$75.00.  
Bubble Wrap and Dispenser, \$70.00.  
Custom made, Frame Corner Display Utilizing 4x8 Sliding Boards on Tracks, 26"x192", \$600. Many Misc. Framing Supplies. Contact Mike or Judy at 231-632-8398.



Seven metal frames for sale in profile 55. Available colors in silver, bronze, gray, gold and black. Built in glass spacer-perfect for floating. Two metal frames in profile 65, both silver. \$20 for each metal frame. Call Skip at 231-929-9877.

### SPINNERS NEEDED!

If you have any display spinners used for wood/metal moulding samples, please call Yvonne @ 1-800-289-2467.

### PLACE AN AD HERE!

If you have an item you would like to sell you can place your ad here free of charge. Call Yvonne @ 1-800-289-2467 or fax info to 1-800-946-5344. Include a phone number and email address with your ad.

You may also have an item you would like to purchase for your shop. Place that under equipment needed to let other frame shops know what you are looking for.