

Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com

CHOP TALK-DECEMBER 2013

NELSON'S CARRIES THE FULL LINE OF CRESCENT AND BAINBRIDGE MATBOARDS

NEW CRESCENT PRODUCTS AND UPDATES

<i>NEW RAGMAT MUSEUM SOLIDS</i>		ITEM #	ITEM NAME	SIZE	COST
New Ragmat Museum Solids in a super size. 100% cotton rag, buffered museum board with solid color throughout. Acid and Lignin Free surface, core and backing. Special Surface Sizing for French Matting.		C2273	White (New lower price)	48x96	call
		C2275	Black (New)	48x96	call
		C2279	Antique White (New)	48x96	call
		C2283	White (New)	60x104	call
		C2289	Antique White (New)	60x104	call

ITEM #	ITEM NAME
X	Acid-free White
3X	Acid-free White Double Thick
AFX	Acid-free White
AF3X	Acid-free White Double Thick
O	White Double Thick-40x60

8	Ultra Black
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15C	Gray Triple Thick News
20C	Gray Double Thick News
40C	Newsboard 4 ply

11W	Acid Free Needlework
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CPSFC	Perfect Mount
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MOUNTING BOARDS AVAILABLE AT NELSON'S

X, 3X, AFX, AF3X, and O Acid-free White Mounting Boards. White on both sides. Buffered acid-free core and surface papers.

8 Truly the blackest black on the market. Smooth on one side, textured on other.

15C, 20C, and 40C-Chipboard Economical choice for craft, model-building, and much more. 100% recycled post-customer waste.

11W Buffered, extra-rigid non-conservation millboard for mounting and backing.

CPSFC Self-adhesive mounting boards that allows for easy positioning and repositioning until a permanent bond is activated.

TOP TEN REASONS TO JOIN 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 to join the PPFA.

SPRING SEMINAR

Join us for our annual Spring Seminar! We are currently in the planning stages of the seminar, to be held at Nelson's Moulding and Frame sometime in April. The plan is to have 3-4 "hands-on" workshops. Do you have suggestions of what you would like as a "hands-on" workshop?

Seminars are a great opportunity to get together with other framers, network, gain knowledge. It can create a vast array of new ideas for you Frame Shop, we look forward to seeing you there. Call Yvonne at 1-800-289-2467 to share workshop ideas.

Kim Smith, Perception Gallery

Kim began his career at Hefner's in 1976, gaining a great deal of knowledge, giving him the ability to open his own gallery in 1989.

Kim buys and sells fine art, working with listed American European Artists from 1850-1960. He specializes in period reproduction framing.

He also offers conceptual framing, in which he designs a frame for a customer's item. He offers Fine Art Conservation, cleans, repairs and restores.

He also does written appraisals for estates, insurance companies and donations. He offers free appraisals to customers. He is located at 210 E. Fulton St., Grand Rapids, MI 49503. Business phone is: 616-451-2393 or email him at ionia7@aol.com.



Reflective Art Inc.-A Family owned business based here in Michigan

Reflective Art Inc. is a family owned business that was established almost 30 years ago in beautiful Grand Rapids, MI. Whether in its provisions of nature themed artwork and giftware, Reflective Art is synonymous with integrity, establishing deep-rooted relationships with the remarkably talented artists providing world-class paintings. This all-encompassing virtue of Reflective Art derives from its passion for preservation of the natural world.

Please take a moment to peruse our expansive collection of wildlife prints and gifts, or explore the artist pages at reflectiveartinc.com, where you can gain insight into the inspiration and dedication forging our breathtaking images. We invite you to share in our committed passion for the wildlife, scenery masterpieces, patriotic, western, masters, and religious images. We are continually growing and adding new images. We invite you to visit our website, reflectiveartinc.com, follow us on Twitter, and

"Like" us on Facebook.

You can find our products anywhere from the corner "mom and pop" shops to the big retail-chain stores. We are always looking for new ideas and designs. We take pride in our interactive customer service and ability of our sales team to build relationships with our accounts. Our value-driven products, personal touch, and business attributes allow us to exceed our customer's expectations.

PPFA MEETING HIGHLIGHTS

PPFA meeting was wonderful! The Great Lakes Chapter and Ohio Chapter Professional Picture Framers Association joined together in Novi on November 3, 2013.



Bonnie Palizzi, from Designer's Wall presented a seminar and a "hands-on" workshop to over thirty attendees. Bonnie has 30 years of experience as a custom picture framer. She is the inventor of the Flexible Fillet and the Flexible Accents and has also created several other applications used to enhance your framing design. She focused on "Bringing back the custom in custom framing". Many visual aids and then a "hands-on" workshop really helped to bring this concept home.



Frame Specialties, Roma, TC Moulding and Nielsen and Bainbridge. The vendor show provided an opportunity for framers to see new moulding collections, matboards and products.

The Print Frame Competition for the Great Lakes Chapter was held and the Ohio Chapter held their Print and Open Competition. Congratulations to John Barlowe of Frame Shop Art Gallery in Holland, Ohio for winning first place in both the Print and Open Competition.

The PPFA welcomed vendors from Nelson's Moulding and Frame, Urban Ashes, Larson-Juhl, Gemini, Crescent,

The Print Competitions are an excellent opportunity to gain experience, receive constructive feedback, and challenge yourself as a framer. Use your competition piece as an example of your professionalism in your frame shop and in your advertising materials.

The PPFA announced that it updated the "Find a Framer". The new PPFA Members advantage program has been a great success with most PPFA members saving \$800 in coupons/discounts from their vendors.

A wonderful luncheon truly made this meeting a delicious event!

Contact Nick Schaver at NShaver@pmai.org to join the PPFA.

BRANDY'S REVITALIZED SPINNER

Brandy's Custom Framing took a used spinner with worn display fabric and revitalized it! Armed with a 12' roll of indoor/outdoor carpeting purchased at Home Depot (utilized on the other wall displays in shop), a gallon of carpet glue, a trowel with small teeth and a staple gun, they were ready to go.

The old fabric was pulled off the spinner down to the raw wood, the carpet was measured, and the base of the spinner was removed. Now came the hard part. It was definitely a three person job, so Brandy, her Father and Husband teamed up to recarpet. They rolled the carpet out with the backside up and laid the spinner horizontally on top. They started the carpet about one third of the way into a panel so that the edge wouldn't be directly in the center where the Velcro on the back of the moulding samples could pick it up and they also didn't want the edge of the carpet to be visible on one of the corner edges of the panels.

They started by applying the glue to one panel, and then another, and stapled the carpet in place to begin. Then they pressed the carpet down on each panel. They would apply the glue to the whole panel, roll the spinner, and as they pressed the carpet, they would also staple in numerous spots to hold it in place. When they got to the end they matched up the edge and trimmed so that they met perfectly. The edge of the carpet is raw, but you never notice it since the moulding samples cover it. Brandy then took a utility knife and cut the edge of the carpet to finish off the top and bottom of the spinner. They also cut some small strips of wood and painted them brown and stapled them to the top of the spinner and give it a more finished look. Brandy states, "It turned out great, and actually ended up being much easier than we thought it would be.



THREE GREAT REASONS TO ORDER WOOD CHOPS FROM NELSON'S!

55 Years of Quality

Nelson's Moulding and Frame has offered the highest quality of wood moulding and framing products for over 55 years as a family owned business.

Look forward to excellent customer service; resolutions to concerns and a wonderful, welcoming attitude.

The experience of our production staff is outstanding. They take pride in providing you with quality chops.

Assisted Shipping Program

Assisted Shipping Program designed especially for you!

Nelson's has always covered a large percent of the shipping cost of our chops. Oftentimes, you will receive a chop shipping rate between \$2.85 and \$6.75 depending on your location.

What amazing savings as every extra savings counts in today's economy.

Framer's Insurance

Framer's Insurance!

Nelson's provides a great program to assist the framer when mistakes happen; like you drop the chop, run a nail through it...etc.

Replacements for mouldings *damaged by the customer* will be charged at **half price**, plus shipping.

We look forward to serving you!

BERKSHIRE MATBOARD LINE

YOUR VOTE COUNTS!!!



Crescent carries the full line of Berkshire matboards with over 300 colors to choose from. Berkshire matboards were designed to meet the demands of the larger volume mat décor manufacturer for a lesser cost. All the Berkshire matboards are buffered to be PH neutral.

Nelson's Moulding and Frame will be adding 20 Berkshire matboards to our Crescent line of matboards.

Currently, we are looking for your favorite colors. Please call Yvonne at 1-800-289-2467 to vote for your favorite colors.

Happy Holidays!

Everyone here at Nelson's Moulding and Frame would like to wish you a wonderful holiday season.

We so appreciate having you as our customer and look forward to working with you this upcoming year!



WHAT'S FOR SALE? DO YOU HAVE SOMETHING TO SALE?

FOR SALE

Jyden Wood Chopper, in good shape. Needs blades. Make an offer. You haul from Marquette, MI. Call (906) 228-8376 for details.

Frame Business for sale! Located in Madison, OH. Please contact Pam @ (440) 428-6000.

Seal 500 T-X Masterpiece Mechanical Dry Mount Press 27"x34", \$650 OBO. Call Brian at 586-263-6150 or bloomfielddesign@hotmail.com

How can I sell this?

Nelson's Moulding and Frame releases a Newsletter on a quarterly basis. This section is for all Framers who are looking to buy or sell items. There is no charge for this.

Simply call Yvonne at 1-800-289-2467 and let her know what you have to sell or what you are looking to buy.