

# Nelson's Moulding and Frame

1-800-289-2467

JULY 2016

www.nelsonsmoulding.com

## New at Nelson's!



### T31A-BARNWOOD WIND SWEEP BLACK

A new addition to our Barnwood Collection, Wind Swept Black Barnwood. Inspired by the unique weathered appearance of the old abandoned barns adorning the rolling hills of the countryside. Over the years, these barns were pummeled by rain, snow and winds; creating a charmingly simplistic rough texture on the once smooth surface. Available in four versatile profiles for a variety of framing projects.

L-3408 H1 x W7/8 x R5/8

L-3409 H3/4 x W1 1/4 x R3/8



L-3410 H7/8 x W1 3/4 x R5/8

L-3411 H1 3/8 x W1 x R1



### OW49-BAYSIDE COLLECTION

The elegant smooth neutral finish of our new Bayside Collection is perfect for framing a variety of art projects. Perfectly inspired by the worn dock anchoring a boat outside a serene cottage. We recaptured this sense of wonder in our new Bayside Collection. Enjoy the subtle

finishes of Black on White Birch, Brown on White Birch, Black on Ash and Brown on Ash, all in a Flat Top Profile.

L-3404 Black on White Birch H1 1/8 x W1 1/4 x R7/8

L-3405 Brown on White Birch H1 1/8 x W1 1/4 x R7/8

L-3406 Black on Ash H1 1/8 x W1 1/4 x R7/8

L-3407 Brown on Ash H1 1/8 x W1 1/4 x R7/8



### T32A CHESAPEAKE BAY-WEATHERED BROWN

### T32B CHESAPEAKE BAY-WEATHERED BLACK

Our creativity continues with the relaxed, cottage-look of our new Chesapeake Bay Collections. Two beautifully designed collections in two colors; Weathered Brown and Weathered Black. Each collection is available in four distinct profiles and will be compatible with so many framing designs.

L-3392 Weathered Brown H1 x W1 1/2 x R1/2

L-3393 Weathered Brown H7/8 x W1 7/8 x R1/4

L-3394 Weathered Brown H3/4 x W1 x R1/4

L-3395 Weathered Brown H1 1/8 x W2 1/4 x R3/8



L-3396 Weathered Black H1 x W1 1/2 x R1/2

L-3397 Weathered Black H7/8 x W1 7/8 x R1/4

L-3398 Weathered Black H3/4 x W1 x R1/4

L-3399 Weathered Black H1 1/8 x W2 1/4 x R3/8



# SUPER SAVINGS ON METAL CHOPS!!!



**July 4th through July 29th, 2016!**



A Super Summer Sizzling deal on three or more metal chops! Look at the savings! Just place an order for three or more metal chops and save, save, and save.

Call 1-800-289-2467 for details.



NELSON'S IMPRESSIONS COLLECTIONS  
Amazing collections to enhance all of your framing  
projects designed exclusively by Nelson's

Another extraordinary framing project using the Dragon Moulding!



Picture courtesy of Yvonne Stefanski,  
Frame Shop Manager at Ben Franklins  
of Ripon, WI



Impressions-Stars  
Impressions-Happy Feet



Impressions-Dragon

## Framers Insurance-A program designed just for you!

Nelson's provides a great program to assist the framer when mistakes happen. There are days in the shop where things go wrong, like you drop a rail of a chop you are working on and damage it, or you happen to run a v-nail through it. Nelson's has the solution for your woes, our Framer's Insurance Program.

Nelson's will replace your wood chop if "damaged by the customer" you will be charged "half price" plus shipping.

## Travis's corner....notes about improvements

One of the great things about our industry is that for the Independents we are primarily Mom and Pop shops. Even though Nelson's is a wholesaler, we are still family owned and are able to enjoy our relationships with the people we serve.

This doesn't mean we can be careless in what we do. Just the opposite, we need to always strive to have great service, and quality at an affordable competitive price.

One aspect of our company that we have been examining closely is the amount spent in postage. As a result, we are taking steps to move away from the Post Office Expenses and utilize the internet for communicating. The internet has been replacing the postal service for some time, in the Picture Framing Industry as well as other industries. To remain competitive, Nelson's will follow suit.

We are adjusting to this new way of communication as we go. Discovering that our statements E-Mail well, but our Invoices were not being received well. The root problem is that they were laid out horizontally. We are currently changing our invoice from a horizontal to a vertical format to solve this issue.

If you are currently receiving statements or invoices by Mail, please contact us with your E-Mail address. We need to minimize our exposure to postage rates as much as possible.

As a 55 year old business owner, I try hard to not lose sleep with worry. As a fellow business owner, you know that losing sleep worrying about your business does happen. I have made a commitment to growth and improving quality and being competitive, so I don't have to worry or lose sleep over what a younger competitor coming into our industry knows that I don't.

### UPS shipping changes

Effective June 6, 2016, UPS changed the measurement that determines whether the additional handling charge will be applied to ground packages.

Any package with the longest side exceeding 48 inches, (instead of the previous 60 inches), is assessed a fee of \$10.50 in addition to the regular shipping charges.

This UPS additional fee is applied to all packages exceeding 48 inches.

Nelson's will be following suit effective August 1st.



### Price change

Please note that there is a price change on Framer's Points. Please contact customer service for the updated cost.

Framer's points are metal tabs used at the back of the frame to secure the glass, matboard, foamboard and art.



Nelson's Moulding and Frame  
1538 International Drive  
Traverse City, MI 49686  
1-800-289-2467  
www.nelsonsmoulding.com

PRSRT STD  
US POSTAGE  
PAID  
TRAVERSE CITY, MI  
PERMIT #139

“Electronic Service Requested”

## Equipment for Sale-Equipment Needed

### FRAME SHOP FOR SALE IN MONROE, MICHIGAN

Owners are retiring after 38 years in business. This fully equipped Frame Shop is ready to go. Built in 1977, with an addition added in 1989 to total 2,400 sq. ft. New windows, air conditioning and heating completed in 2012. Free standing building with ample parking located off of US24. Full frame shop with all equipment needed to frame. A full Gallery with limited editions, gifts.

If interested, please contact Georgia at (724) 242-8777 for details.



**PRINTER:** Epson Stylus Pro 9890 Printer, \$3,000 or negotiable, Manuals included. Used twice. Pick up only. Please contact Daphne's Framing, 103 West Main Street, Homer, MI 49245 @ 517-568-5555 or email [daphne@daphnesframingandgifts.com](mailto:daphne@daphnesframingandgifts.com)

**BIENFANG VACUUM PRESS:** Like new Bienfang Vacuum Press, 36x48, Digital Laments, all supplies come with it. \$7,000 OBO. Please contact Grace at the Lighthouse Gallery @ (765) 661-9063.