

# Nelson's Moulding and Frame

1-800-289-2467

www.nelsonsmoulding.com

## SPRING SEMINAR DATE IS SET! JOIN US ON APRIL 22, 2018!

### NELSON'S PRINT SHOW!

A Framing Challenge for you! Our very own Nelson's Print Show! The theme is for you to enter a piece that best represents your talents as a Picture Framer. A beautifully framed piece that you can display in your Frame Shop that gives your customers a visual of your skills. Which will provide you with great "upselling" ideas for profit at your framing counter. This piece can also be done with the intention of resale. Enter it into the Nelson's Print Show and then sell it for a profit.

1. You will be provided with a "free wood chop" for your competition piece. One piece entered per frame shop.
2. Nelson's will submit a "Press Release" in your local paper, highlighting your piece.
3. All entries will be eligible for a First, Second or Third Prize based on Popular Vote of your peers at the Spring Educational Seminar.
4. A maximum inside frame dimension of 30x30 or 900" is permitted. Please limit the size of your piece to stay within this perimeter.
5. A case of Museum Glass will be awarded to the First, Second, and Third Place winners.
6. This is an opportunity to challenge yourself and create a beautiful framed piece of art in a more relaxed setting.
7. If you would like more information regarding Nelson's Print Show, please contact Kristy @ 1-800-289-2467. She will mail you out an instructional packet.

### THE EARLY BIRD GETS THE SAVINGS!



Bring yourself and others from your frame shop for one special rate. The sooner you sign up, the more you save.

Cost per frame shop is: **January=\$30, February=\$35**  
**March=\$40** and then April=\$45



### SPEAKERS

I will be announcing our Speaker(s) in the January Newsletter.

### VENDORS AND DOOR PRIZES!!!

Browse a variety of Vendor tables to see new products! Pick up informational handouts.

### NELSON'S FIRST BOX MOULDING SALE!!!

Enclosed you will find our first Box Moulding Sale on 23 different Wood Mouldings. We have had a variety of sales in the past, but nothing like this one!

I decided to create this sale as a result of a customer mentioning to me that the pricing on my last sale of mouldings L-3369 and L-3372 were better than my competitors box price. The customer suggested that I expand the range of moulding to choose from. I developed this sale as a result of that suggestion.

I would like to add that we purchase these quality black mouldings from a very reputable company that we believe to be the best company in the world for producing Black Mouldings. Great prices with great yields. Check out the Flyer!

### Nelson's Impressions Collections.....what's on your wall?



## GLASS SALE

CALL FOR DETAILS ON  
TRU VUE GLASS SALE!

**SALE RUNS OCTOBER 2-13, 2017**

The sale that you have been waiting  
for!

Stock up on the sizes  
that you use the most!

## SUPPLY SALE

CALL FOR DETAILS  
ON SUPPLY SALE!

Save big from October 2-27, 2017

Fill your frame shop with all of the  
essential supplies that you need for all of  
your framing projects.

A great time to save on Kraft Paper,  
Wire, Crescent Bags, Hangers and so  
much more!

## METAL SALE

CALL FOR DETAILS ON  
METAL CHOP SALE

Catch the savings from  
September 4-29, 2017

Take advantage of this awesome special  
to really build up your metal readymade  
stock or offer a special to your customers.



## WIRE-Which one should I use?

ITEM #	DESCRIPTION	STRENGTH
S1101	#1 Wire 5lb.	10 lb.
S1102	#2 Wire 5lb.	15 lb.
S1103	#3 Wire 5lb.	20 lb.
S1106	#6 Wire 5lb.	35 lb.
S1107	#2 Zerlon 5lb.	18 lb.
S1108	#3 Zerlon 5lb.	20 lb.
S1109	#4 Zerlon 5lb.	25 lb.
S1111	SuperMax Zerlon	42 lb.

Picture wire is braided or coated like Zerlon. Both come in 5-lb spools of various gauge (# of strands) and breaking points. Manufacturers stress-test the lateral pull to arrive at breaking point strengths. The general rule is to use wire with a breaking point 3-4 times the weight of the picture.

Mount your wire spools on dowels at the end of the fitting table to make wiring the hangers much easier. Pass the wire through the eye once on small pieces, twice on heavy ones, leaving about 4" for twirling. You can use crimping sleeves or tapes for covering the wire ends. Pull the wire to the opposite hanger and leave another 4" plus enough for slack: the wire should reach somewhere in the area between 1 1/2" above the screw eyes and below the top of the frame.

## OLD DOG-NEW TRICKS

We created a new invoice! So yes, an old dog can learn a new trick.

The new invoices line up vertically on a standard 8.5x11 paper. The old ones were horizontal and required a special paper size.

The new invoices are easier to read. The size allows us to fit more lines on it, and also to fax them without having to reduce the size, make a copy and then fax. So we are saving trees!

We can also email them to customers and they fit on the inbox screen and customers usually don't have to adjust the size to print.

## "Nelson's Is Here For The Framers-Not The Framers Here For Us", by Travis Nelson

I find it interesting that I hear Framers tell me that other distributors are cutting discounts or raising prices because a Framers purchases are down with that distributor.

I have one Framers that has paid more for matboard and glass for 20 years to get secret discounts on their wood. They have been very loyal to that company. Business has been slow for them last year and they told me that they had their discounts cut. After all those years of loyalty and paying extra they had their discounts cut.

This just blows my mind. At Nelson's, when times are tough and our Framers need us the most we would never cut discounts. Just unfathomable. Nelson's would be there for the Framers.

## “Your Corner Wall”, by Travis Nelson

Just a few things on a Framers Corner Wall. When my Dad had his Store, he built his identity first by who he was, Mr. Nelson. Who cared for his customers. He had experience and judgment to help frame their picture in the best way, complimenting their artwork. Second, he built his identity through the look of his corner sample wall. He did this through choosing the best of several companies to fit his needs. This wall was then a tool for:

- A) Giving the customer their best choice in framing.
- B) Creating or reinforcing his identity as an expert in the Framing Industry.
- C) Showing the many options available.

He had his main suppliers and then several smaller ones. This has been one of the great things of our Industry, the creative development of mouldings by many people.

Not all companies are happy with supplying part of a framers wall. They may require only their corners be shown or are constantly asking to have other companies corners taken down. It is good to know that in my 37 years in this business, I have shown my corners and left the decision of choosing to the customer. I have never suggested taking someone else’s corners down, restricted someone else’s corners or even touched someone else’s corners. Those decisions were the Frame Shop Owners. Not my style or what I considered good manners.

The problem I have with companies restricting a Framer’s Wall is it violates giving the best choice in framing. If it wasn’t a customers first choice, it was not good for the customer and then it cannot be good for the framer. The only one it is good for is the wholesaler that has all the corners on the wall.

It is important to be reasonable in the number of suppliers, major or minor. Taking into consideration the cost of freight, quality, proximity, cost and services offered. But when visiting the Vegas Show I am reminded of the millions of options for mouldings. No one can offer it all. I believe that it is important for your wall to look like you personally designed it. Or it can look like every other framer or franchise, with a standard limited wall setup. A note about Nelson’s, you do not have to have a restricted wall to get our pricing.

## NEW NIELSEN METALS AND MATBOARDS



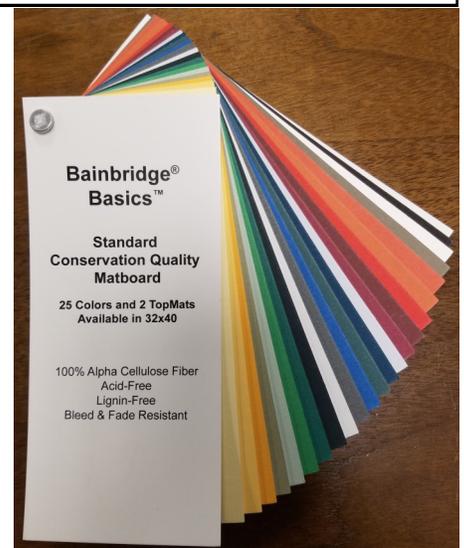
New exciting colors in Profile 21. Beautiful, jewel tone translucent finishes offer a sleek, flawless surface. Enhancing a variety of design styles.

“Wow!” is what was said when we first looked at these new metal mouldings. They are stunning! These are the best colors and finishes ever.

Available in Shiny Rose Gold, Frosted Rose, German Silver, Antique Gold, Vivid Red, Purple Haze, Tangerine Twist, Pearlized Brown, Gun Metal, Robin’s Egg, Sapphire, Really Teal, Blush, Mint and Dawn.

Four additional colors were added to Profile 117. Black Bean, Software, Barn Red and Secret Garden.

The rich painted finishes on the contemporary profile will work well with many framing projects.



Bainbridge Basics are “Made in the USA!”

20 Brand new Conservation Basics colors have been added to this set. Plus, 2 new Conservation Basics TopMats.

Nelson's Moulding and Frame  
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## Equipment For Sale!

**500 T-X Masterpiece** Mechanical Dry Mounting/Laminating Press, \$1,000. (Half roll of Fusion 4000 and ProMount permanent Tissue), Fletcher-Terry Wall Mounted Cutter F3100A, 60" cutting height with accessories/blades, \$1,000. DanClip Moulding Chopper, \$100. Tabletop Fletcher-Terry 2100 Professional Mat Cutter, 60" w/blades and accessories, \$750. Complete Attach-Ez Kit, (2) MicroTach guns and fasteners, nipping pliers and (4) needles, \$75. Sealactor II tacking iron w/ temperature control dial, \$35. Fletcher-Terry Multimaster flexible point driving gun and points, \$75. United Cast Iron corner vise for joining frames by hand with nails, \$40. 42" two-sided release paper, approx. 85' left, \$75. 24.5 ProMount permanent breathable Dry Mounting tissue, approx. 140', \$100. Bundle of assorted glass spacers in clear, black and white in thickness of 1/16 to 1/2. 21 5' sticks, \$32. Sloped Frame Design counter 145" long by 32.5" wide w/drawers and shelves. Production table. Multiple glass/matboard/foamboard storage cabinets with vertical

slots. Call for pricing. Please call Bill at (248) 583-9158. Location: Madison Heights, MI

**Fletcher 2000** Professional Mat Cutting System. Like new, includes measuring stop option, sizing and squaring arm option. Very reasonably priced. Please call John at (586) 293-5454 or jpdelux@gmail.com. Location: St. Clair Shore, MI

**2 Morso Choppers**, \$450 each. Please call Tom at (313) 278-4870. Location: Dearborn, MI

**Pro Seal 44 Cold Press** Mount Laminator. Like new condition. \$900 plus shipping. Please call Dan at (616) 846-2170 or Candy at (616) 396-5050. Location: Grand Haven, MI

**Frame Shop For Sale!** Good Starter Shop-Serious Offers only. Inventory: \$2,712.06 + Main equipment=Total would be **\$5,799.41** Prints sold separately=\$977 (Some are signed). Main equipment: \$3,087.35. Listed as follows: Seal Mechanical Press, Table for Press, Equipment Table, Tacking

Iron, Mat Cutter, Oval Cutter, Map/Print File Cabinet, Free standing Exhibit Uprights for corners (2), Pro-panel Upright for corners (2), Glass Cutter, Cabinet with Logan Cutter on it, Print Holders with rollers, Canvas Pliers, V-Groove, 18x24 Non-Glare Glass. Please contact: Marge Scott @ Back Door Frame Shop, 1108 Hull Valley Dr., Waynesville, MO 65583. (573) 774-5368

**Business For Sale** or can purchase Equipment by individual piece: Hannibal MO, Picture Perfect gallery & framing: Custom Frame business, art prints & gifts in heart of the Mark Twain Boyhood Home historic tourist district. Includes all equipment, fixtures, inventory, business name, large local client list. (Building not included, lease can be continued). Established business for 22 years. Selling for health reasons. Judy at 573-795-9547

**Cathy's Custom Framing**, Rochester, MN is looking for an 8 sided spinner for frame samples. Please call (507) 288-7890.

**Pistorius Double Blade Saw**, 10" blades, Please call Peggy @ (989) 343-1363.