



# Framing Matters®

Online at [www.accentart.ca](http://www.accentart.ca)

Guest Editor, Leah Sandhu

September 1st to October 15th, 2005

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## You're Invited - Open House 2005, Sept. 23rd & 24th

Join us this September for our Open House and Seminar Weekend, featuring Fletcher-Valiani and the new MatPro CMC Computerized Mat Cutter and two seminars by John Raney on Saturday, September 24th.

Kicking off the weekend will be a cocktail reception on Friday, September 23rd from 4:00 - 9:00 pm. Enjoy refreshments, door prizes, displays and demonstrations, as well as many open house specials. During the reception, there will be a presentation on the new Fletcher-Valiani MatPro CMC, and participants will have the opportunity to work on the machine with Fletcher consultant John Raney. In addition, Gail Hunt of **In Graphic Detail** will be there fresh from the Decor Expo in Atlanta, with new prints and posters. Also on hand will be Greg Fremstad from **Frame Tek**, who has developed numerous products to enhance framing options and add value to your custom framing orders. Plus you can meet our new salesman, Mansour Matour.

Join us Saturday morning from 9:00 am - noon. John Raney from Fletcher-Terry will be delivering a seminar entitled **Add Gifts - Increase Sales: Diversifying Your Framing Business**. Learn how to create or enhance your unique store identity and increase marketing opportunities by adding a gift line to your framing business. In the afternoon from 1:00 to 3:30, in **Shadowbox Solutions** learn how to capture customers and increased profits shadowboxing family heirlooms and memorabilia. If you have not already done so, please RSVP to our order desk at 604-247-1771. These courses are **compliments** of Accent Art and normally cost \$75 per course at trade shows. Do not miss out. Phone and reserve a space ASAP.

**We look forward to seeing you !**



**SURVIVOR: THE FRAMING INDUSTRY**

## Monthly Feature

The Fletcher MatPro CMC 150  
Computerized Mat Cutter



*A Perfect Combination Of  
Capability and Affordability*

Billed as the ideal mat cutting solution for the custom framer, the MatPro CMC combines intelligent mechanical design and powerful software capability.

Call today to arrange a test drive, or plan to attend our Open House this September 23rd for a presentation on this innovative new mat cutting system from Fletcher and Valiani.

Ask for a quote or inquire about financing option, including lease-to-own.

## In This Issue

This month we are featuring the following products:

AMS Super Silent Compressor

Ultra Lite Glass Cleaner

Maxim Wood Glue

GlasGuard

Fletcher Hand Tools

FrameSpace

RabbitSpace

EconoSpace

## How to Deal: Unclaimed Work

The problem of unclaimed work has been the source of much consternation to the retail picture framer, as well as providing fertile ground for dubious tales of horror about shops that have been sued out of business for disposing of works later shown to be invaluable masterpieces. The reality is that unclaimed work is a problem in terms of storage and insurance. Furthermore, if the job has been only partially paid for, or (gasp!) not at all, it represents a wasted investment of your resources. The longer it sits, the smaller your margin shrinks. So how do you deal with unclaimed work?

1. Always take a sizable deposit (at least 30 - 50%). This will encourage customers to pick up their work, and mitigate your losses if they do not. Better yet, have them pre-pay the full amount.
2. Limit your potential liability by having the customer estimate the value of the piece. Then, if it is damaged or if you dispose of it as unclaimed work before the expiry of the limitation period, the piece will not suddenly increase in value.
3. The limitation period in B.C. for the recovery of goods wrongfully taken or detained is six years. After that time, no action can be taken against you.

## New Product from AMS

### CM50 Super Silent Compressor

This well designed compressor is built from high quality components. Low maintenance and quiet, it features a thermal cut-out device that prevents damage from overheating. With a 6 gallon tank, it generates up to 120 psi (8 bar) air pressure, and includes a tank and line pressure guage, line pressure regulator, moisture trap/filter/guage, safety-valve, air intake filter and carrying handle. Also available in 220V, the CM50 is ideal for operation in a small workshop with one underpinner and a stapler.



#58280

CM50 120V Air Compressor

**\$1,250.00**

“Adventure isn’t hanging on a rope off the side of a mountain. Adventure is an attitude that we must apply to the day to day obstacles of life — facing new challenges, seizing new opportunities, testing our resources against the unknown and in the process, discovering our own unique potential.”

- John Amatt, organizer and participant in Canada’s first successful expedition to the summit of Mt Everest

## Visit Us on the Web

Our catalogue and most recent sales flyer, as well as information about all our products and services, can be found at either:

[www.accentart.ca](http://www.accentart.ca)

or

[www.framingmatters.com](http://www.framingmatters.com)

## Sale Prices

Sale prices are good from:  
September 1st to October 15th, 2005  
As always, we accept:



## Competing with the Big Boys

Big box retailers may have the buying power to deliver what they like to call “more for less,” but there are loads of strategies that small, boutique frame shops can use to compete, even on an uneven playing field.

### 1. Saying Thank You

Show your appreciation to your customers. Have thank you cards printed up, or better yet, handwrite them. There is no greater impact than a personalized thank you.

### 2. Generating Sales Leads

Watch local newspapers for announcements. The business section will often feature announcements that an individual has become certified in his or her field of expertise. Also, watch for graduation, birth and engagement announcements. Cut out the announcement, mat it and send it off with an offer to do any framing connected to the event. This kind of smart advertising can be cheaper and generate better results than blanket campaigns.

### 3. Cultivating Customer Loyalty

Institute a frequent buyer discount to encourage repeat business. One way to do this is to print punch cards that allow repeat customers to earn free, or discounted, framing after a certain number of purchases. Issuing coupons or small gift certificates with each custom order over a certain dollar amount is another method. The idea is to give customers an incentive to use you for their next framing job.

### 4. Expanding Your Customer Base

An effortless way to expand your customer base is to let others do the selling for you. For example, offer rewards to existing customers for their referrals of colleagues, friends and family to you. Or, secure a commercial customer by letting the office manager do the selling for you. While the office manager may not be the final decision maker, they will be easier to get an appointment with, and once you’ve sold them, they will likely be able to get approval for the job with the manager or owner.

### 5. The 80/20 Rule

**Never forget, 80% of your business comes from 20% of your customers. Identify the 20% and pamper them!**

## Ultra Lite Glass & Plastic Cleaner

Containing no alcohol or ammonia, it easily cleans regular glass, plastic and all specialty glasses.

Ultra Lite is guaranteed not to streak when diluted with distilled water. An 8 ounce bottle produces 1 U.S gallon of cleaning solution.



#46158 **Sale \$19.98**

## Maxim 5/15 Wood Glue

Maxim's 5/15 system is the strongest, fastest bonding wood glue available. This remarkable glue sets in 5 minutes and in just 15 minutes the glue is strong enough to turn your frame over and insert glass, matboard and backing to complete your frame. Developed by picture framers for picture framers, this polyvinyl acetate glue dries clear and is water soluble.

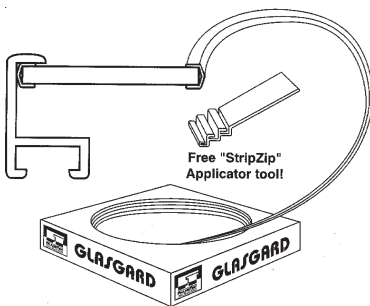


#51400 16 ounce **Sale \$14.80**  
 #51410 1/2 gallon **Sale \$40.00**  
 #51420 1 gallon **Sale \$68.00**

## Glasgard

Glasgard helps prevent glass chipping in metal frames.

Fits both 2 and 2.5 mm thick glass. Adds approximately 1/32 inch to glass size. No additional allowance necessary. Neutral pH. Includes free "StripZip" applicator tool. Available 100 feet per box.



#12250 Box **Sale \$20.00**

## Fletcher Framing Hand Tools

**PushMate** - Inserts push points, triangle points and diamond points into wood frames. #40460



**PullMate** - Removes framers points from wood frames #40465

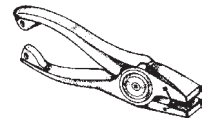


**SpringMate** - Inserts and removes spring clips from metal frames. #40470



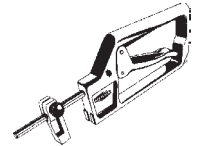
**Sale \$11.96 each**

**Running & Nipping Glass Pliers**  
 These 6" pliers come with changeable inserts, one for running and one for nipping.



#40355 **Sale \$15.00**

**FrameMate Point Inserter** inserts individual points, breaks out glass and has a blade for trimming backing paper or glass. Ideal for use on delicate frames where the point can be gently inserted.



#40425 **Sale \$38.40**

**FrameMate Points** - for above inserter. 5/8" points packaged 2,000 per box.



#40430 **Sale \$11.16**

**Gold Tipped Designer II** - Clear plastic, fluid dispensing cutter. The fiberlock anti-leak dispensing system lays down a perfect bead of smooth, flake-free scores on flat glass, or stained glass.



#40375 **Sale \$34.00**

**EnviroGold Lubricant** Provides optimum cutting performance and extends the life of your Designer II glass cutter. 4 ounce bottle, 100% biodegradable.



#40382 **Sale \$8.40**

**Replacement Head for Designer II** Saves the cost of replacing your cutter.



#40381 **Sale \$22.40**

### FrameSpace

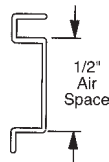
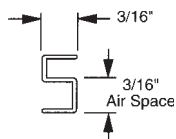
FrameSpace comes in many sizes from 1/8" to 3/4" air space. It is recommended for larger frames because of its mechanical attachment to the glass. It also protects the glass from chipping in metal frames. It is acid free with no plasticizers and will not harm the artwork. It works easily in wood or metal frames. Non-stocking items are marked with an asterisk.

#12129	2.0 mm Trial Assortment (100')	<b>Sale \$63.00</b>
#12199	2.5 mm Trial Assortment (100')	<b>Sale \$63.00</b>
#12130*	FS-1 Clear 3/16" (100')	<b>Sale \$55.50</b>
#12132*	FS-1 Black 3/16" (100')	<b>Sale \$55.50</b>
#12135*	FS-1 White 3/16" (100')	<b>Sale \$55.50</b>

The above items fits 2.5 mm glass

#12180*	FS-2 Clear 3/16" (100')	<b>Sale \$55.50</b>
#12182*	FS-2 Black 3/16" (100')	<b>Sale \$55.50</b>
#12185*	FS-2 White 3/16" (100')	<b>Sale \$55.50</b>

The above items are reversible and fit 2mm glass on one side and 3mm acrylic on the other side

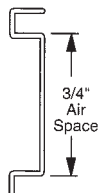
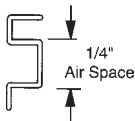


#12140	FS-3 Clear 1/2" (60')	<b>Sale \$39.00</b>
#12145	FS-3 Black 1/2" (60')	<b>Sale \$39.00</b>

The above items fits 2mm glass

#12150	FS-3-2mm Clear 1/2" (60')	<b>Sale \$41.25</b>
#12155	FS-3-2mm Black 1/2" (60')	<b>Sale \$41.25</b>
#12158*	FS-3-2mm White 1/2" (60')	<b>Sale \$41.25</b>

The above items fit 2mm glass



#12160	FS-4 Clear 1/4" (60')	<b>Sale \$41.25</b>
#12165*	FS-5 Clear 3/4" (60')	<b>Sale \$48.75</b>

The above items fit 2 mm glass

#12170	FS-6 Clear 1/8" (102')	<b>Sale \$55.50</b>
#12198	FS-Db Clear 1/4" (30')	<b>Sale \$24.75</b>

The above items fit 2.5mm glass

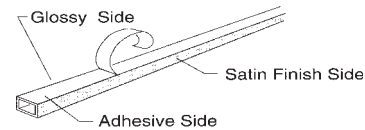
#12175	FS-9 Clear 3/8" (60')	<b>Sale \$42.00</b>
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Designed to grip over the edge of "single strength" 2.5mm glass.

### EconoSpace

Econospace is quick and easy to apply and cuts easily and cleanly with razor or shears. It works in both wood and metal frames. Simply peel and stick to glass. Recommended for small frames.

#12245	Trial Assortment (100')	<b>Sale \$54.00</b>
#12205	Black 1/16" (100')	<b>Sale \$50.25</b>
#12200	Clear 1/16" (100')	<b>Sale \$50.25</b>
#12210	Clear 1/8" (100')	<b>Sale \$50.25</b>
#12220	Black 1/8" (100')	<b>Sale \$50.25</b>
#12230	Clear 1/4" (60')	<b>Sale \$41.25</b>
#12240	Black 1/4" (60')	<b>Sale \$41.25</b>
#12242	Clear 3/8" (60')	<b>Sale \$44.25</b>
#12244	Black 3/8" (60')	<b>Sale \$44.25</b>



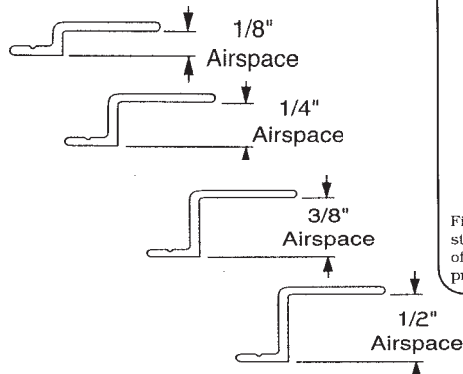
### RabbitSpace

RabbitSpace is designed to fit many framing needs. In situations where an oil painting won't fit a frame and shows terribly from the side, RabbitSpace will secure stretched canvas in a shallow frame and covers the edge neatly in just minutes.

In situations where the artwork and matting are too thick for a moulding, Rabbitspace will secure the art and finish off the back of the frame quickly, easily, and neatly.

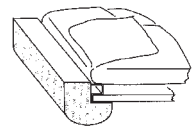
When needlework and spacer's won't fit into a small frame, Rabbitspace enables you to finish off the unsightly back of stretched needleart with a piece of matboard, producing a professional looking frame.

#12110	1/8" (36')	<b>Sale \$26.25</b>
#12115	1/4" (36')	<b>Sale \$27.75</b>
#12120	3/8" (36')	<b>Sale \$29.25</b>
#12125	1/2" (36)	<b>Sale \$30.00</b>
#12100	Assorted	<b>Sale \$51.00</b>

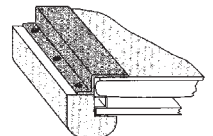


#### The Problem...

Needle art and spacer won't fit in that cute little frame...



#### The Solution! RABBETSPACE



Finish off the unsightly back of stretched needle art with a piece of matboard. Quick, easy, looks professional.