

LARSON · JUHL®

Update

November 2013

Yet another year has slipped past very rapidly. This is the twenty third end of year newsletter that I have penned. That seems a long time but I'm sure that there are many of you who have been in the industry longer than I. It is an industry of many nice people and an industry which I really enjoy.

Things have changed greatly since I started in 1990. At that time imported mouldings were not available, and we made mouldings to order. Minimum order quantity was 100 feet (30m) and lead time was six weeks at best. Oh how times have changed!!

Other than the loss of the Crescent agency, this has been a relatively uneventful year at Larson Juhl. Our focus has been, as always, to bring you the best mouldings with the best service levels to help you succeed with your business.

It is no secret that our moulding manufacturing plant, the real heart of our business, is challenged by imported products. We are committed to meeting this challenge to that end we have introduced our NZ Made campaign. Thank you for the support that we have received for our manufactured products. We all really appreciate it, particularly our dedicated team at the plant.

We already have plans to launch some very exciting new mouldings next year.

2014 will bring some big changes for us as we sadly farewell John Hatchman, our much liked and very long standing Auckland branch manager. John has decided that it is time to retire. I am sure you will share our sentiments in thanking him for the many years of great service. We all wish John every happiness in his retirement.

Please find enclosed the Summer edition of the Art News, supplied with our compliments. Also enclosed is a special edition Larson Juhl pen. We decided to have a change this year and send pens instead of Christmas cards.

Thank you so much for your support throughout 2013, we all really appreciate it. We wish you a very happy festive season.

Kind regards from us all - The Larson Juhl NZ Team

Product News

Mouldings

New Launches

We slow down on new launches during the busy period before Christmas but would like to draw your attention to page 158 of the enclosed Art News illustrating the **Bel Air** range. This range of silver and high gloss blacks has found favour in the market.

We have also introduced the **Harlow** range to the market. These spectacular high gloss silver mouldings from our Italian factory are something quite different.

The beautiful **Foundry** range, again from our Italian factory, has taken off straight away and promises to be a mainstay of our imported moulding collection.

These mouldings can be viewed on the larsonjuhl.com site if you have not seen them.

Extruded Mouldings

We do remind you that if you are having difficulty with chipping out on high build gesso extruded mouldings cutting with your guillotine, a really good option is the NZ made extruded moulding produced in our factory.

These mouldings have a very thin layer of NC lacquer extruding material on a pine base and cut well.

In case you are unfamiliar with the term "Extruded" mouldings, this means that the finishing is done by passing the paint through a vat of thick paint and then through a steel template cut exactly to the moulding profile. The high build paint is effectively screeded on to the timber.

If you are interested in this, or any of the other manufacturing processes we welcome you to our factory where we will give you a guided tour. Call Bryan to organise.

Price Reductions

Good news, we have been reviewing our prices and decided to reduce the prices of the following mouldings;

464G	35*21 Gold Leaf Embossed	\$7.56
464S	35*21 Silver Leaf Embossed	\$7.56
465G	65*35 Gold Leaf Embossed	\$17.10
465S	65*35 Gold Leaf Embossed	\$17.10
6900JS	90*22 Flat Jaipur Silver	\$20.07
799183	Ambrosia 78*45 Ornate Gold	\$25.74
799184	Ambrosia 78*45 Ornate Silver	\$25.74
XH79621	76*53 Country Cottage	\$22.02



Matboard

Our fabulous **Artique** brand conservation matboard is proving to be a great substitute for our lost brand. Page 149 of the Art News has more information on this product. Many of our customers who have made the switch are enjoying the modern colour range, the quality, and the savings.

Artique conservation matboard is made for the Larson Juhl group by James Cropper in London. This is a 130 year old mill which prides itself in delivering the highest quality. Because they make the core and the papers they are able to control all the manufacturing processes. We are absolutely committed to this range of matboards and hold extensive stocks, which can be replenished from Australia, Chicago or directly from James Cropper in London.

Unfortunately we have had major manufacturing delays that have held up the delivery of the **Arqadia** whitecore range sample corners and specifiers. This is very disappointing for us as we have had the stock in the warehouses for approximately three months. These selling materials will be available in January. We think they are worth the wait!

Matboard Corners

Matboard corner samples can quickly get grubby. We have a limited amount of Bainbridge Alphamat and Alphasag whites / lights refresher sets at no charge. Be in quick and ask for a set with your next order.

Handywrap

Moulding offcuts getting out of control and knocked about? Larson Juhl's new HANDY WRAP will tidy up your bays!

HANDYWRAP50 50mm wide x 150m—
\$11.10 per roll

Wooden handle \$14.70 each

Also very useful for securing protective corners to finished frames.



Fastmount

Fastmount is a great new substitute for perfect mount—a self adhesive pulp mounting board. Unfortunately it was detailed incorrectly in our price list. Correct details are;

999000350 1.5 x 815 x 1120 \$12.03 per sheet

999000351 2.3 x 815 x 1120 \$18.24 per sheet

Larson Juhl's Promise



Through all of Larson-Juhl's efforts, the focus on our environment is a top priority. Larson-Juhl is proud to offer a number of custom frame moulding collections that have earned FSC and PEFC certifications as well as a vast selection of matboards which boast FSC certification. Please visit the Certification page to learn more about

these forest-friendly certifications.

With Larson-Juhl manufacturing locations throughout the world, it is important that each facility does its part to keep our world clean and beautiful for future generations. Please see the Certifications page to learn more about what these factories do to play their part in Larson-Juhl's eco-promise.

Finally, in 1991, Larson-Juhl partnered with American Forests to begin the Global ReLeaf ecosystem restoration project. Since then, Larson-Juhl has planted over 400,000 trees throughout the world! Learn more about this important tree-planting project by visiting our Global Reach page.



'LIKE' us on Facebook Larson Juhl NZ.

An ever growing, fun and interactive way of keeping up to date with our products and trends.

We not only have framers joining us online, but also artists, galleries, photographers, printers and many other arts related fields.

Remember, you don't have to set up a Facebook account to share your information with others, you can set it up to view business pages only. Use it purely for your viewing only without sharing any of your details.

It is the way of the future! "LIKE" our Facebook page and be in the draw to WIN \$50 credit!

Closes 16-12-2013

Christmas Shutdown

Larson Juhl will close on Friday December 20th, and we will re-open on Monday January 6th 2014.

Machinery Tips

The benefits of dry and lubricated air will result in a longer and more reliable life from all your pneumatic equipment.

Talk to your Compressor service person about the following;

- Draining the water from your compressor
- Fitting water traps.
- Fitting Air lubricator's
- Check existing water traps and lubricators

Joke Corner

Dead Horse Theory

The tribal wisdom of the Dakota Indians, passed on from generation to generation, says that "When you discover that you are riding a dead horse, the best strategy is to dismount."

However, in government more advanced strategies are often employed, such as:

1. Buying a stronger whip.
2. Changing riders.
3. Appointing a committee to study the horse.
4. Arranging to visit other countries to see how other cultures ride dead horses.
5. Lowering the standards so that dead horses can be included.
6. Reclassifying the dead horse as living-impaired.
7. Hiring outside contractors to ride the dead horse.
8. Harnessing several dead horses together to increase speed.
9. Providing additional funding and/or training to increase the dead horse's performance.
10. Doing a productivity study to see if lighter riders would improve the dead horse's performance.
11. Declaring that as the dead horse does not have to be fed, it is less costly, carries lower overhead and therefore contributes substantially more to the bottom line of the economy than do some other horses.
12. Rewriting the expected performance requirements for all horses.
- And, of course...
13. Promoting the dead horse to a supervisory position.