

LARSON · JUHL®

Update **December 2010**

2010 hasn't been an easy year in New Zealand. Our very mediocre economic and retail sales year has been overshadowed by the series of disasters that the country has suffered.

During the very quiet economic period both here and internationally, Larson-Juhl has been consolidating the international business. Three weeks ago the company completed the acquisition of Megawood Mouldings in Australia. This strengthens the position of the company in Australia and the Asia Pacific region, and demonstrates the commitment Larson Juhl has to our part of the world. Their perception is that our region has a much better short to medium term potential than Europe and the US.

For our valued customers this means that it is even more certain than ever that we are here to stay as your supplier, plus we have an even greater range of mouldings and human resource in our Australia - NZ team. This will be of particular comfort to the Gunnar CMC owners - the services of Jared Davis and his expert assistants are now readily accessible for us.

The other big benefit for Larson Juhl NZ is that we intend to sell more manufactured product through Megawood-Larson Juhl (the merged company name). This is great news for our manufacturing staff at a time when local manufacturing is under threat, as evidenced by the recent closure of Visual Edge. We believe that having the manufacturing plant is a great asset to us and to the industry in New Zealand as it gives us flexibility to cover for any delays with imported product.

This month we enclose the Summer 2010 Art News, supplied with our compliments. Check our advertisements on page 149 (the lovely new Petite range) and 160.

Once again we thank you so much for your support - we all appreciate it very much. We hope you have a great time with friends and family over the festive season, and look forward to a more prosperous year in 2011.

Kind regards from us all - The Larson Juhl NZ Team

Product News

Mouldings

What a great way to welcome in the festive season with **two** new moulding collections!

PROVIDENCE takes an historic Italian design and combines it with a provincial style finish to produce a truly hand crafted look. The four finishes on three profiles allows layers below the top coat to come through which gives a great timeless look to the frame design. Available in Black, Ivory, Silver and Gold we are sure you will find this range a real winner.

PETITE is a collection of small scale mouldings in both contemporary and timeless finishes. Profile 224 is a small scoop utilising the Mantilla finish and can be used as a slip or is equally effective as a stand alone frame. The 234 profile is a semi rounded cap style featuring a contemporary texture surface in six finishes. Ideally suited for a range of framing jobs from needlework to drawings and photographs.

Ask our Sales Consultant or Customer Service staff for samples or view the ranges in our on line catalogue

<http://ebooks.norcross.co.nz/LARSONJUHL-Catalogue/>

Discontinued Mouldings

The following mouldings have been discontinued and stock is now exhausted. Please remove samples and mark them in your catalogue

1519S, 1519G, 6900AWT, 4228BLM, 6800AWT, 1109MAH, 5088MAH, 5088AWT

Masterfoam Foamboards

We have recently changed our manufacturer and upgraded the specifications for our **Masterfoam foamboard**. All 5mm board now has a laminated core with a heavier grade surface paper making it one of the most stable foam boards available. We have



Larson Juhl Cares For Our Environment

Since 1991, Larson-Juhl has planted over 350,000 trees globally. This year, Larson-Juhl donated 25,000 trees. 10318 trees have been planted already in 2010

had our upgraded board in the market for the last 6 weeks and the feedback has been great.

Our prices are unchanged so not only are you getting an improved product, it remains the best value for money acid free foamboard on the market.

Surface Paper On Alphamat Boards

Due to a forced change in supplier paper mills to Nielsen & Bainbridge some of the Alphamat Essential papers were changed without notice to a vellum surface (from what is termed a dandy surface). The affected references are;

8560 Sultan Sand, 8509 Malacca, 8516 Pampas, 8531 Spice, 8515 Dover Grey

Nielsen & Bainbridge apologises for not advising of the change.

Discontinued Matboards

The following references have been discontinued by the supplier and our stock is exhausted. Please destroy samples.

8668, 8452, SRM3402, 4695, 8626, MC61024, SRM1095 SRM995, MC1633, MC1676

Times Have Changed

Ah, Summer has arrived. It's that time again when people start getting outside more, enjoying the sunshine, feeling better and spending money.....

That's a nice thought. Most people in the framing business are looking for and could certainly use a little Summertime pick-me-up.

There have been huge changes in the world over the last few years. Debt has now changed from being your friend to your enemy, asset prices have declined, and huge amounts of investment funds have been lost. Most people have experienced a decline in wealth.

This has effected a fundamental change in psychology for the average person which has affected the framing business and its customers. Handling fiscal stress has become an everyday habit for most people. Coping with the changes that have taken place is stressful. There is the stress of less business. But there is also the stress of having to come up with new ideas and ways of doing things and the added work to put them into play. It takes a lot of work these days just to keep running in the same place. Still there are plenty of signs of life.

One thing is for certain: the public is expecting more for its money now. Everyone is looking for you to do more if you want their dollars. The real challenge is how to give people more for their money without losing your shirt in the process.

One way is to provide more service - going to their homes or offices to provide them with design choices. Adding hanging and delivery services. Completing jobs faster. Keeping customers up to date on new designs and new artist showings using email. They are all good things, and they all require more work.

Another very important thing is to make sure your customers understand the value of what you are providing them. This is a matter of education, which has always been a part of upselling and preservation framing but is now just an everyday part of the framing business.

You will also have to give customers more in their shopping experience, such as better store aesthetics, sales techniques that make them feel part of the design process, and attention to what they want, and then delivering in a timely manner.

Summer has always been about a feeling of revitalisation. So it's time to take a cue from Mother Nature and help your customers

enjoy Summer by refurbishing their homes with framed pieces.

That's the kind of sunshine we could all use a little more these days!

Adapted from an article written by Patrick Sarver - Editor in Chief, Picture Framing Magazine

Classified

Art Holidays

Do you fancy an Art holiday in the beautiful Coromandel? Call Vonnie at Tiki Studios 07 866 7988 or go to www.tikistudios.co.nz

Cassese 3099 Underpinner

Professional programmable model with extra strong clamping. This machine has been lovingly cared for and is in pristine condition. Would suit a new machine buyer. Contact John Simpson or Ian Cooke.

Cassese 969 Double Mitre Saw

This is an ex-demo top of the line machine which has been sitting in our Auckland warehouse for too long. We are very keen to sell it and will negotiate a very favourable deal with anyone interested. Contact John Hatchman

Looking for some inspiration?

Take some time out and visit www.larsonjuhl.com

and click on **Ideas and Inspirations** for some interesting design, gift and hanging ideas. One of the great benefits of **Larson Juhl** operating around the world, is having access to designers and presenters who are continually providing our industry with helpful suggestions to enhance the framing industry.

Joke Corner

THE BLONDE AND THE TWO IRISHMEN

Two Irishmen were standing at the base of a flagpole, looking up.

A blonde walks by and asked them what they were doing.

Paddy replied, 'We're supposed to be finding the height of this flagpole, but we don't have a ladder.'

The blonde took out an adjustable spanner from her bag, loosened a few bolts and laid the flagpole down.

She got a tape measure out of her pocket, took a few measurements, and announced that it was 5.6 metres.

Then, she walked off.

Mick said to Paddy, 'Isn't that just like a blonde! We need the height and she gives us the length.'