

LARSON · JUHL®

Update

December 2012

2012 has been a steady year for the industry. Not brilliant but steady. When you think about this in the context of the world economic climate this is actually a very good result. It would be easy to become a dooms-dayer if you dwell on the world economic news too much. However New Zealand is well situated to weather the challenges that Europe and the US face. We have recently prepared our 2013 budget so had to confront the question what will 2013 be like? We are hoping that we will see a modest improvement on 2012.

Maybe it just seems like it, but Christmas appears to be coming (and going) faster every year. In fact when I think about it, it's not only Christmas but Easter, school holidays and birthdays, everything is moving faster.

Sure, I'm getting older and we were all warned this would happen, but I think in today's society there is a bit more to it. Our society seems to be moving increasingly faster every year. Digital developments, information, technology, news on local national and global scales, we have a lot more to digest with no more time to digest it. On top of having to digest all of this information we also have to realise that this information is going to be old news very much quicker than it used to be.

The question is, how does this relate to our business?

This will be different for each of us, but for me it highlights three things.

It tells me that it is more important to focus on our business than ever before, we have never had to deal with the amount of distractions that we now have.

It tells me that we should take advantage of all the retail opportunities swiftly if we are going to make the most of the opportunity.

It also tells me that it is important to recognise when the opportunity is over and to move on quickly, there will be another opportunity waiting.

We hope you enjoy the enclosed Art News supplied with our compliments.

Our whole team is very appreciative of the support you have given us in 2012. Thank you.

Have a great festive season.

Kind regards from us all - The Larson Juhl NZ Team

Christmas Closure

Larson-Juhl will close at mid-day on Friday December 21st. We will reopen on Monday 7th of January 2013. Because of increase in freight volume in December, our freight companies find it difficult to deliver consignments in normal time, so please allow additional delivery lead time.

Product News

Mouldings

Our new 6950 ornate range was featured on page 148 of the last Art News (Spring 2012). This range of five well priced stylish mouldings is selling well and would be an asset to your sample board if you haven't already got it.

Our latest launch is our new "Designer" range. This is a range of larger top end mouldings ideal for institutional and commercial applications. This range is featured on page 130 of the enclosed Art News magazine. These mouldings are all sourced from within the LJ group and although they are in the upper end price bracket they still represent very good value for their sizes and finishes.

Perfect Mount

Perfect mount is a Crescent product which we have stocked for many years. It is a range of self adhesive boards which are extremely well liked by those who use them. Look out for our promotion on this product range this month.

Masterfoam

Some of you may have encountered some problems with what has been for years our trusty Masterfoam. Unfortunately we received some faulty product from this supplier. The problem was confined to one batch and only a few references and was an issue with the quality of the foam core and the thickness. If you have any of this product please advise and we will replace with the new batch which is back to the high standard that we normally have.

We apologise for any convenience caused.

"Anyone who has never made a mistake has never tried anything new." - Albert Einstein



Compressed Air Quality

We see more and more machines which are suffering from "wet" un-lubricated compressed air. The rams in pneumatic staplers, under-pinner etc. need lubrication and don't like water running through them. Water is an un-avoidable by-product when you compress air and should be trapped initially at the compressor and later at the machine. If you do this you will have longer and more reliable life from all your pneumatic equipment.

We recommend that you talk to your Compressor service person about the following;

- Draining the water from your compressor
- Fitting water traps (and checking function of any existing)
- Fitting air lubricators (and checking function of any existing)

Larson Juhl Makes It To The Social Media

Larson Juhl NZ now has a Facebook page!

"LIKE" our page and be in to WIN!

All you need to do is LIKE our page "LARSON JUHL NZ" and you will go into the draw to win a Christmas hamper full of surprise goodies! Offer ends 17/12/12.

We intend to regularly post items of interest to the picture framing community on our Facebook page for your interest.

Price Reductions

Yes you have read it correctly.

We are now able to procure all the following mouldings at better prices through the LJ group and are very pleased to be able to pass the benefit on to you with the following price reductions which are effective immediately.

359403 METRO 30*26 ONYX	\$10.61
359405 METRO 30*26 STEEL	\$11.75
378403 METRO 41*48 ONYX	\$18.27
384403 METRO 45*42 ONYX SMOOTH SCOOP	\$15.90
384405 METRO 45*42 STEEL SMOOTH SCOOP	\$17.66
393403 METRO 32*70 ONYX TALL CANVAS	\$17.54
393405 METRO 32*70 STEEL TALL CANVAS	\$19.51
733235 ACADEMIE 77*53 DUSTED GOLD	\$20.65
733237 ACADEMIE 77*53 DUSTED SILVER	\$20.65
733239 ACADEMIE 77*53 BLACK GOLD LIP	\$20.65
369712 ALLEGRA 28*18 ANTIQUED GOLD	\$12.54
369714 ALLEGRA 28*18 ANTIQUED SILVER	\$12.54

New Zealand Framer Wins Scholarship

Michael Masters who has been named as a recipient of the 2012 *L.Thomas.McKeon,CPF*, Scholarship to sit the PPFA Certified Picture Framer Exam. Michael was one of only five recipients world wide who received the Scholarship that covers the exam fee and supplies a set of very useful reference books. The other recipients were 2 Americans, 1 Canadian and 1 Australian. Well done Michael!

Transferred Phone Calls

We like every phone call answered as quickly as possible. This can be a difficult task at times with the number of customers we have. Our phone system is set up so that if for example our Christchurch customer service team cannot answer your call you will automatically be transferred to our Auckland team.

Orders can be processed by either team for all customers and of course they will be dispatched from the closest warehouse no matter where the order is received.

Our CS staff in both locations have been with us a long time and are very experienced. They are all great to deal with. Please don't hang up if you strike an unfamiliar voice.

Damaged Goods

Just a reminder for customers to check goods delivered and to notify us within 7 days of any damage. We can only submit a claim with PBT for any damage/loss if it falls within 7 days.

Machinery Tips - Fletcher 3100

The F-T3100 panel cutter should always be covered when not in use. Pay special attention to the mat clamp bar - run your thumbs down the area where the bearings roll to keep the dust/dirt to a minimum. The inset adjusting screw on the top of the head (right hand side) should be adjusted with the head being moved backwards and forwards until you feel it tightening then back off (turn anti-clockwise) the allen key a quarter turn or less to make the head roll freely.



Classified

Cassese 3099 Underpinner

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

Pre-owned Gunnar Rapido CMC

We have a Gunnar Rapido available. This machine has been well used but we will complete a full service and provide a warranty, installation assistance and training. A well priced first CMC option at \$9,000. Contact John OBrien

Joke Corner

The Divorced Barbie Doll

One day a father gets out of work and on his way home he suddenly remembers that it's his daughter's birthday. He pulls over to a Toy Shop and asks the sales person, 'How much for one of those Barbie's in the display window?' The salesperson answers, 'Which one do you mean, Sir? We have: Work Out Barbie for \$19.95, Shopping Barbie for \$19.95, Beach Barbie for \$19.95, Disco Barbie for \$19.95, Ballerina Barbie for \$19.95, Astronaut Barbie for \$19.95, Skater Barbie for \$19.95, and Divorced Barbie for \$265.95'.

The amazed father asks: 'It's what?! Why is the Divorced Barbie \$265.95 and the others only \$19.95?'

The annoyed salesperson rolls her eyes, sighs, and answers: 'Sir..., Divorced Barbie comes with: Ken's Car, Ken's House, Ken's Boat, Ken's Furniture, Ken's Computer and one of Ken's golfing friends.'