

LARSON · JUHL®

Update

March 2014

2014 has been heralded as the first year of real economic recovery in New Zealand. Feedback from our customers is that we have had a solid start to the new year. It would be easy to adopt the approach that the improved economic environment will automatically flow on to improved business for each of us, but our experience is that it doesn't happen like that. Lots of energy input is always the key to successful business.

I was fortunate to attend the West Coast Art & Framing show at Las Vegas. It was really refreshing to see some new life in the industry and a sense of optimism that has been absent for the last five years or so as the industry has contracted in the United States and Europe. There were some great new mouldings launched (mainly by LJ and they will be coming to NZ) and we saw things like an extension to the Nielsen & Bainbridge matboard range. Again, we will be launching this in New Zealand.

Kate Simpson has settled in well to her new role as our North Island Manager and Sales and Marketing Manager. Her first important task has been completed and we are delighted to announce that we have appointed a new Sales Consultant to take over from her previous role.

Welcome Leanne (Lee) Etheridge! Lee has an extensive 30 year background in picture framing industry and is already well liked and appreciated in the trade. Lee is very excited about working with us and meeting our fantastic customers!

You may be interested that the Chairwoman of the Larson Juhl group recently married and chose New Zealand as her honeymoon destination. She and her husband are currently in Queenstown after visiting Northland, Coromandel and Hawkes Bay. They also walked the Milford Track.

She could have gone anywhere—more evidence that we live in the best country in the world!

Kind regards from us all - The Larson Juhl NZ Team

Product News

Mouldings

Open Grain Timbers

Manufacturing mouldings has never been quite the same since we stopped using the endangered rain forest timber Ramin. The old timers in the industry will remember the beautiful characteristics of this timber for picture frame mouldings. Ramin is very rarely used in the industry nowadays.

We had a good substitute called Kouvula (from Fiji) that we used for many years. Kouvula was unstable (not straight) and our wastage was around 40% and rising as the quality deteriorated over time.

Unfortunately Kouvula became unobtainable due to an overwhelming demand for the timber in construction in the domestic (Fijian) market.

As a substitute we have recently used white oak. This has good appearance and is stable but is more dense than Kouvula. Its density is comparable to Ramin. Many framers complained about the hardness of this product.

We have had a number of timber importers scour the world in search of another Ramin substitute and the last option that we are now trialling is a timber called Congona. Again we are experiencing very high wastage and are not confident of the future of Congona for our application.

If this trial is indeed a failure we are unfortunately looking at a future where we will not be able to supply any pale open grain timber finishes such as 9W.

We are investigating other dark open grain timber options which will be suitable for dark finishes such as 1W.

We will keep you informed with progress reports on this project, but please accept our apologies for some stock shortage problems that we are having with open grain timber mouldings.

Micro Gesso Finished Mouldings

A new finishing trend with mouldings is termed "micro-gesso". Most extruded mouldings are finished by applying an acrylic based high build gesso paint. Unfortunately this tends to be a thick paint build and does get brittle, causing the chipping out problems that many experience cutting extruded mouldings with guillotines.

Micro gesso is a finish using the same extruding tech-



nique but the coating is a nitro cellulose based lacquer. The result is a much thinner coating which has a high build look but is less likely to chip. The downside is that the thinner coating struggles to cover finger joints.

Although we have not termed it micro gesso in the past, all the extruded mouldings we produce in our Mahunga plant use exactly the same process and materials as the "new" finish process and have done for many years.

If you are having trouble with chip out try our locally manufactured extruded mouldings—they may be the solution and you will help keep Kiwi workers in jobs.

Price Reductions

As advised in our last newsletter we have reduced 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. 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.

The **Arqadia** whitecore corner sets and swatched specifiers have finally been produced and are on the way from Australia. We hope to have them available by mid March.

Kikusui Paper Tape Now In White!

This is the ideal backing tape when used in conjunction with white Foamboard or Fomakote backing!

Available in 2 sizes -

#108-36w	36mm wide	\$6.80 per roll
#108-48w	48mm wide	\$8.40 per roll

10% discount for x10 rolls

Prices exclude GST and freight

Ask for a roll with your next order from Larson Juhl.

Art News Autumn 2014

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

Please note our advertisements for our latest moulding launches—the "Ranfurly" collection on page 140, and the "Essential Ornaments" on page 146.

Both of these ranges are in transit and we expect delivery mid to late March.

Both have been extremely popular in Australia.

Statement emailing

We have the capability of emailing statements and intend to start doing this in the near future.

All our customers will have the option to receive statements by post only, email only, or both.

Please check that the email address section has your correct email details. We will send a request to that address asking for your preference.

Open Days Popular—Next One In Christchurch

Our Auckland Open Day was a huge success. Thank you to those who supported the event. We know that many people were very happy with the bargain products they purchased.

Congratulations to Doug Gow. Doug's name was drawn from our prize pool winning a years subscription to I-Framer!

In response to a number of requests we have decided to hold an Open Day in Christchurch.

Open Day – 18 Iversen Terrace Christchurch. 10th of April 8.30 – 5pm.

We will have our machinery guru Bryan Hill present to demonstrate machines. Kate Simpson our new Auckland Branch and Marketing Manager will be attending. Kate is really looking forward to meeting some of our South Island customers.

What we will have on offer;

ONE DAY ONLY SALE - on Moulding, Machinery, Foamboard, Points Guns!

PLUS - Framesmart Picture Framing Software will be present conducting seminars. Framesmart will be releasing their new version (version 6) – which includes many exciting new features.

Refreshments of tea, coffee, and biscuits will be available.

We hope to see you there!

'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!

Framesmart Seminar—Auckland Branch

A seminar will be conducted at our Auckland Branch 74-76 Ascot Road on the 3rd of April.

Please contact Framesmart Business Solutions directly for all seminar details 0800622583

Joke Corner

The Test

A lawyer, an engineer and a mathematician were called in for a test.

The engineer went in first and was asked, "What is 2+2?" The engineer thought awhile and finally answered, "4"

Then the mathematician was called in and was asked the same question. With little thought he replied, "4.0"

Then the lawyer was called in, and was asked the same question. The lawyer answered even quicker than the mathematician, "What do you want it to be?"