

LARSON · JUHL®

Update

April 2015

At times like this it seems a shame we are not selling cars, houses or furniture. All these "big ticket" sectors are having a stellar run at present while the framing industry is in the normal "steady as she goes" mode. However you don't have to look far back to realise that not long ago all the big ticket guys would have been envious of the framers at other times. All this to say that we have a very, very steady industry.

Having said that statistics indicate that we are in an industry which is currently experiencing a slow global decline. Obvious signs of this have been the big reduction in the number of manufacturers and distributors in the industry. It is difficult to know whether this is a long term trend or that this decline will reverse at some stage.

One of the main problems is that we are primarily dedicated to the custom framing industry and a lot of the business traditionally "belonging" to our industry has migrated to the chain stores and fully built up imported products. Other factors such as digital photography have had a major impact.

Larson Juhl is heavily committed to this industry and of course we are very concerned about the decline. We have dedicated a lot of time and energy to developing strategy to counter this problem for everyone involved in the industry— ie you and us. Without giving away too many secrets we do have some exciting prospects for the LJ group such as getting established in emerging markets (eg China).

Another one of our main thrusts which will have an impact in New Zealand (we hope) is to "Grow the Gallery". We believe that we all need to broaden our product range to grow sales.

Larson Juhl is a powerful procurement organisation and we believe we can bring you new products which will be competitive with the larger chain organisations.

To that end we are starting with a range of photo frames under the brand "Selfeez". The frames are finished to a higher quality level than that available at the chain stores and is very competitively priced. We hope you will support this initiative. If successful we have more products to come.

Kind regards from us all - The Larson Juhl NZ Team

Donita Joins Our Sales Team

We are delighted to announce the arrival of our new North Island sales representative Donita Robertson. Donita is new to the framing industry but has had extensive experience in sales and customer support. Donita's territory will be the North Island excluding Wellington district.



Donita is currently engaged in product training but will soon be out meeting you and presenting our latest products. Her contact details are:

Email: Donita.Robertson@larsonjuhl.co.nz

Phone: 256 0020

Mobile: 021 677 409 or DDI 09 212 9477

Product News



Pneumatic Materials Cutter

Wizard have released a fantastic new machine, the Pneumatic Material Cutter or PMC.

The machine has four heads which cut a variety of materials with the flip of a switch, its that easy...

Matboard, Formakote, Gatorboard, Foamboard, Corrugated Plastic, Polystyrene, Glass, Acrylic, MDF, Dibond

The cutting and clamping mechanisms operate on standard compressed air (100 PSI).

Imperial and metric rulers included and you can choose either wall mount or floor stand options.

Vertical cutting capacity 65" (165 cm)

There is a 2-year warranty. Price \$6,840 (+GST)



Stockholm Natural Timber Mouldings

A great new range of simple box profiles in two natural timber finishes—beech and oak in four useful box section profiles. These are manufactured by wrapping the profile with a thin real timber veneer. Prices range from \$6.25 to \$10.45/m.

They are excellent mouldings which are getting rave reviews from those who have used them. Call your rep if you would like samples.

Selfeez



Introducing SELFEEZ Ready Made Frames! Selfeez are imported "Eco Wood" ready made frames.

By diversifying our product range we endeavour to support framers in their business's by offering items beyond the custom framing options.

These are quality ready made frames that stand out from large department store examples and are competitively priced.

Available in 5 profiles, 3 sizes, 6x4, 5x7, A4. A mixture of contemporary finishes on offer at VERY affordable prices.

Sample packs now available, please contact your sales representative for further information.

Warren Buffett Is Our Boss

Many of you will know that the Larson Juhl group is a subsidiary of Berkshire Hathaway. This is the investment company managed by Warren Buffett, one of the world's wealthiest and most highly respected men.

So why would you support Larson Juhl New Zealand when any profits are sent to a very wealthy American man? Here are some answers to that question and some of the reasons that we are all proud to work for the company:

- Firstly most of Larson Juhl NZ's profits are used to pay wages & salaries and taxes in NZ.
- Warren Buffett is one of the world's most generous philanthropists
- Any funds remitted to the US end up being donated to help those in need and to improve the world through the Bill & Melinda Gates Foundation. What do they do? See later.
- Larson Juhl NZ is delivering the economies of group buying power to the New Zealand market
- The company has a huge commitment and investment in the framing industry in Australasia, Europe and the USA. We are definitely here to stay. The health of the industry (that means your business as well as ours) is vitally important to us.
- All Berkshire Hathaway companies are driven by very high ethical standards.

So where does any remitted NZ profit end up—what does the Bill & Melinda Gates Foundation do? From their website: (continued)

"We work with partner organizations worldwide to tackle critical problems in four program areas. Our Global Development Division works to help the world's poorest people lift themselves out of hunger and poverty. Our Global Health Division aims to harness advances in science and technology to save lives in developing countries. Our United States Division works to improve U.S. high school and postsecondary education and support vulnerable children and families in Washington State. And our Global Policy & Advocacy Division seeks to build strategic relationships and promote policies that will help advance our work. Our approach to grant making in all four areas emphasizes collaboration, innovation, risk-taking, and, most importantly, results."

Machine Servicing Tips

Here are the things that you can do to prevent expensive equipment breakdowns.

Under Pinners

A small amount of graphite grease should be applied to the driver bi-monthly

Surplus glue on the table and firing head should be removed using a blade.

The driver pin should be regularly lubricated with WD40. This will also dissolve any surplus glue that has got in where it shouldn't.

Wizard Mat Cutters

The head should be lubricated bi-monthly (call for instruction sheet if you don't have it).

Air traps must be emptied – it is very important that water does not enter the system. Clean all tracks and wheels with lighter fluid weekly. Replace plastic blade holder cartridges regularly.

Guillotines

Lubricate all moving parts with oil periodically. Sharpen blades regularly.

Joke Corner

Australia Computer Terminology

Getting ready for Broadband in the Aussie Outback!!

LOGON: Adding wood to make the Barbie hotter
LOG OFF: Not adding any more wood to the Barbie.

MONITOR: Keeping an eye on the Barbie.

DOWNLOAD: Getting the firewood off the Ute.

HARD DRIVE: Making the trip back home without any cold tinnies.

KEYBOARD: Where you hang the Ute keys.

WINDOWS: What you shut when the weather's cold.

SCREEN: What you shut in the mozzie season..

BYTE: What mozzies do

MEGABYTE: What Townsville mozzies do.

CHIP: A pub snack.

MICROCHIP: What's left in the bag after you've eaten the chips.

MODEM: What you did to the lawns.

LAPTOP: Where the cat sleeps.

SOFTWARE: Plastic knives and forks you get at Red Rooster.

HARDWARE: Stainless steel knives and forks - from K-Mart.

MOUSE: The small rodent that eats the grain in the shed.

MAINFRAME: What holds the shed up.