



**Custom Framers**



## Custom Framers

**As the industry leader for over 45 years, we've engineered one thing into every product we've ever made: trust.**

Regardless of what's being framed, how it's framed means everything. Craftsmanship, attention to detail and distinctive aesthetics are what separate a fully custom, bespoke frame from one you can just pick up off any old store shelf. Tru Vue® Optium Museum Acrylic® and Museum Glass® fit seamlessly, beautifully, and indeed, nearly invisibly into your creative vision- and perhaps more importantly, into your business plan. For over 45 years we've worked hand in hand with custom, independent framers to deliver proven and affordable glazing solutions that meet the needs of your discerning customers' tastes, and their price points. With new beauty and preservation-enhancing innovations and industry-leading support, we're already looking ahead to the next 45 years.





## State-of-the-art Glazing

### How can something that's virtually invisible stand out so impressively?

One look is all it takes to see the **Optium Museum Acrylic®** difference. This state-of-the-art glazing solution boasts a virtually invisible double-sided, anti-reflective, anti-static coating that offers 99% UV protection. Optium Museum Acrylic delivers unmatched clarity, for a viewing experience that is clearly better. And it perfectly complements the fine craftsmanship and rich detail of a custom frame. For discerning customers who demand the highest quality and the best viewing experience possible, Optium Museum Acrylic makes it possible.

## UV Protection

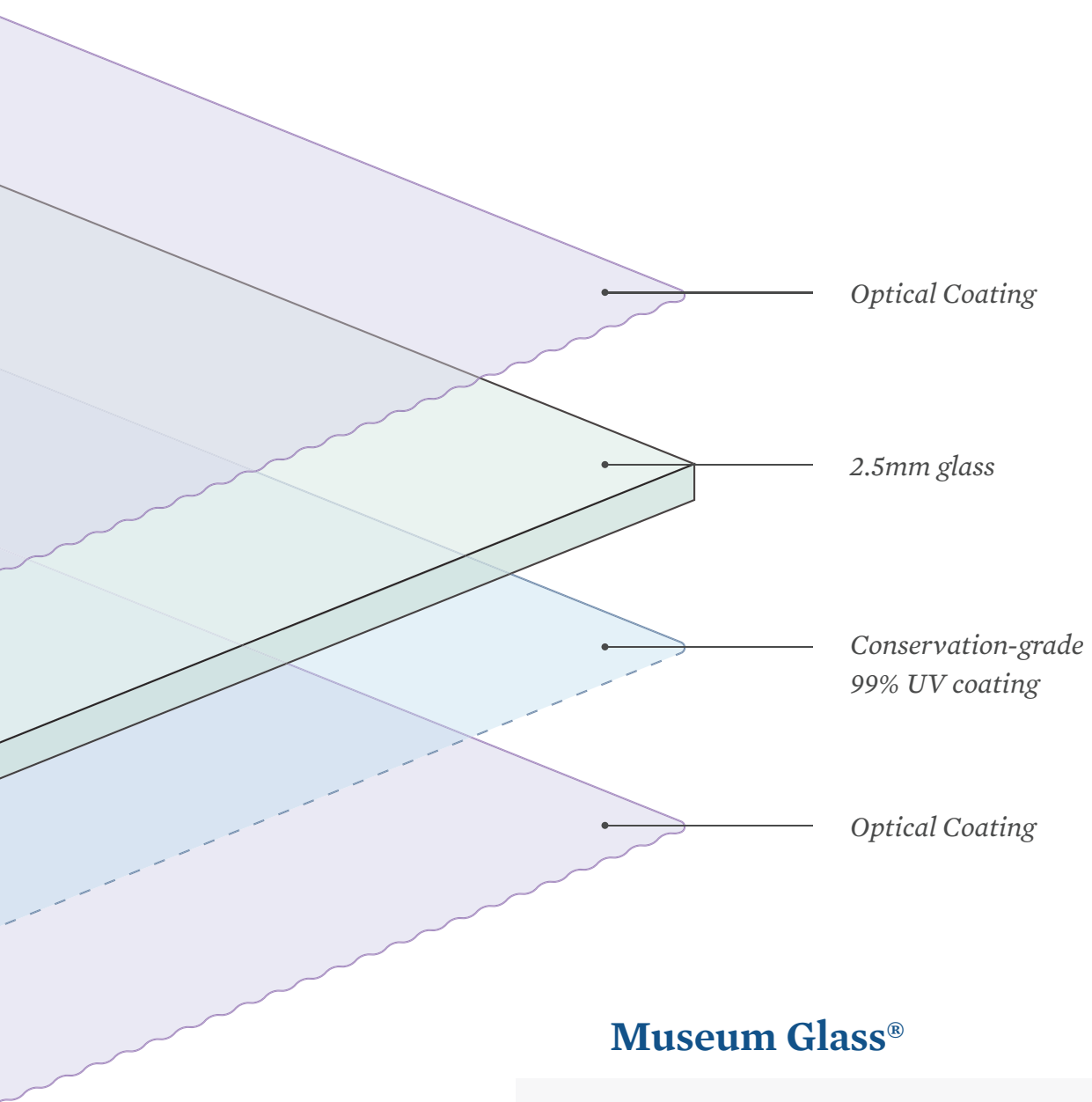
**99% UV protection:  
We're 100% positive your  
customers will appreciate it.**

Framing is an art. Preserving what's behind the glazing is a science. With 99% UV protection, **Museum Glass®** is engineered to keep damaging rays off precious artworks, keepsakes and collectibles, so they can remain on the wall or on display to be admired and cherished for years to come. With over 45 years of trusted expertise behind it, you know you can trust Tru Vue to protect and preserve your customers most beloved pieces.



WITHOUT

WITH



**Anti-Reflective**

**Perfectly reflects the artist’s vision and nothing else.**

**Museum Glass®**

**Features**

- Virtually eliminates reflections
- Blocks up to 99% of UV rays
- Optimal light transmission protects and brighten colors
- Enhanced surface for better durability and easy cleaning
- Proprietary coatings are engineered for permanence
- Smoother surface- no ripple effect

**Applications**

- Custom Framing Limited Edition Prints
- Original Works of Art
- Posters
- Shadowboxes for Objects Including Keepsakes or Souvenirs

Nothing ruins the viewing experience of a piece of framed art like annoying reflections and glare.

Anti-reflective **Museum Glass®** eliminates distracting reflections while enhancing clarity for a viewing experience that’s unlike any other. With anti-reflective Museum Glass, no detail is lost. True colors appear true. And customers can enjoy the peace of mind that comes from knowing that what’s behind the glass is protected. Because the only thing a piece of art should reflect is the artist’s unique point of view.





## Glazing Improvements

## The best glazing in the world, made even better.

When it comes to innovation and making great industry-leading glazing solutions even greater, there simply is no finish line. From improving the surface of our UV coating so there is no noticeable ripple effect, to making our products easier to clean and more resistant to scratching, everything we do, we do for one reason: to make what's behind our glazing more beautiful. This is why when you choose Tru Vue, you can be confident you're giving your customer the best viewing experience possible.

State-of-the-art Glazing

16 state-of-the-art ways to frame a one-of-a-kind piece of art.

Keepsakes. Family heirlooms. Art. Memorabilia. Historical artifacts. No matter what’s going in the frame, or where your customer plans to display it, Tru Vue® glazing solutions ensure a viewing experience that is second to none. With a wide variety of glass and acrylic options, we have the right glazing product for every type of customer, project and budget.

	ANTI-REFLECTIVE	CONSERVATION GRADE UV PROTECTION	SHATTER RESISTANCE & SAFETY	ANTI-STATIC	NON-GLARE
UltraVue® Laminated Glass	◆	◆	◆		
Optium Museum Acrylic®	◆	◆	◆	◆	
Museum Glass®	◆	◆			
StaticShield™ Acrylic		◆	◆	◆	
Conservation Clear® Glass		◆			
Conservation Clear® Acrylic		◆	◆		
Conservation Reflection Control® Glass		◆			◆
Conservation Reflection Control® Acrylic		◆	◆		◆
Optium Acrylic®	◆		◆	◆	
UltraVue® UV70 Glass	◆				
AR Reflection-Free® Glass	◆				
Reflection Control® Glass					◆
Reflection Control® Acrylic			◆		◆
Premium Clear® Glass					
Premium Clear® Acrylic			◆		
TruLife™ Acrylic	◆	◆	◆	◆	





**Your Small Business Partner**

## **We don't leave independent custom framers hanging.**

Running a small business is a big job. Our robust support network makes your tough, round-the-clock, 24/7 job a little bit easier. Through our online resource library, you have access to a wealth of expert advice in the form of articles and blog posts written by industry thought leaders. We also offer an abundance of in-store marketing materials, a comprehensive image library, eblast templates and videos that help support your business goals and build your customer base. In short, we've got your back. So you can stay focused on what you do best: building beautiful, handcrafted, one-of-a-kind masterpieces.

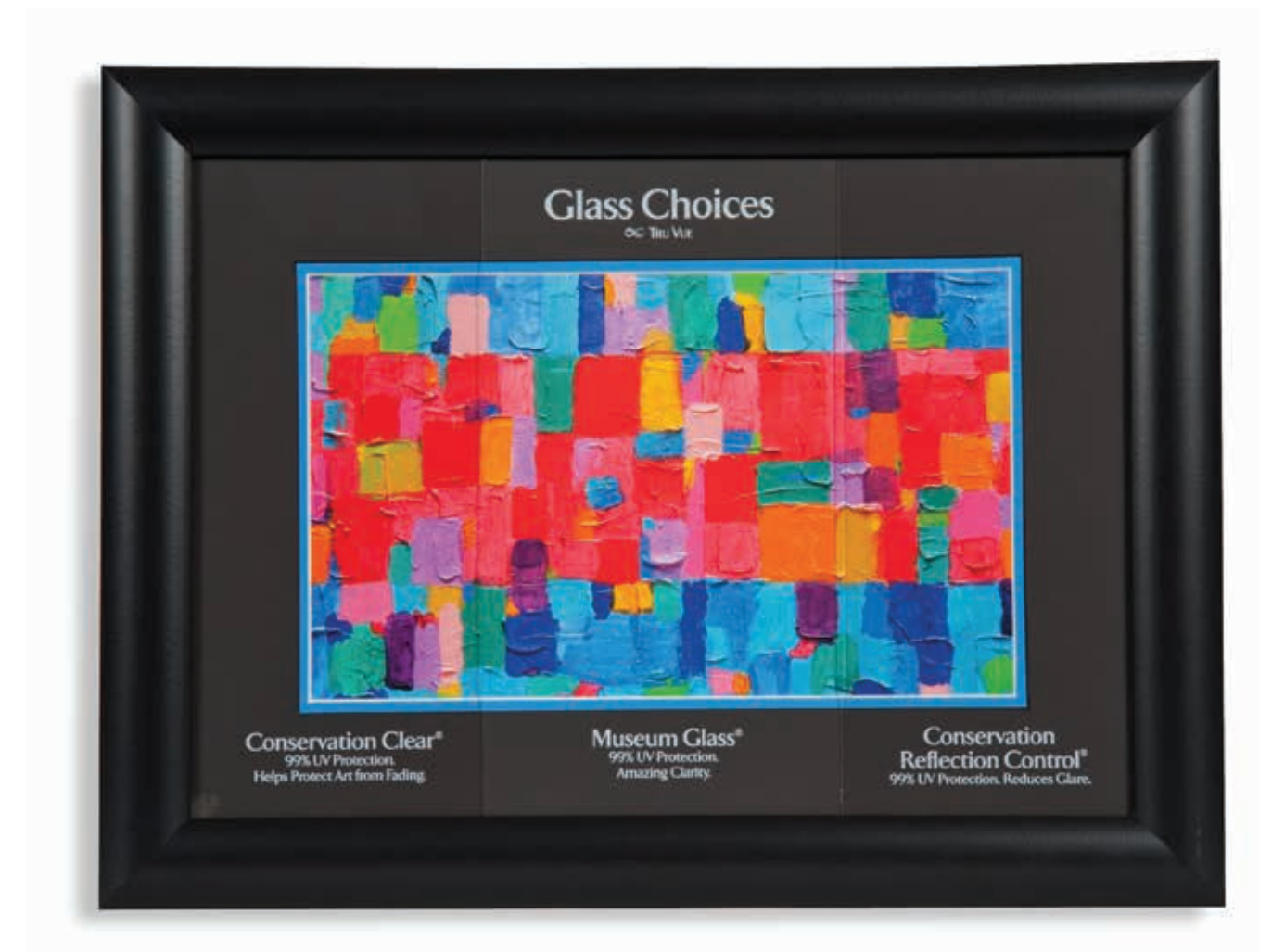


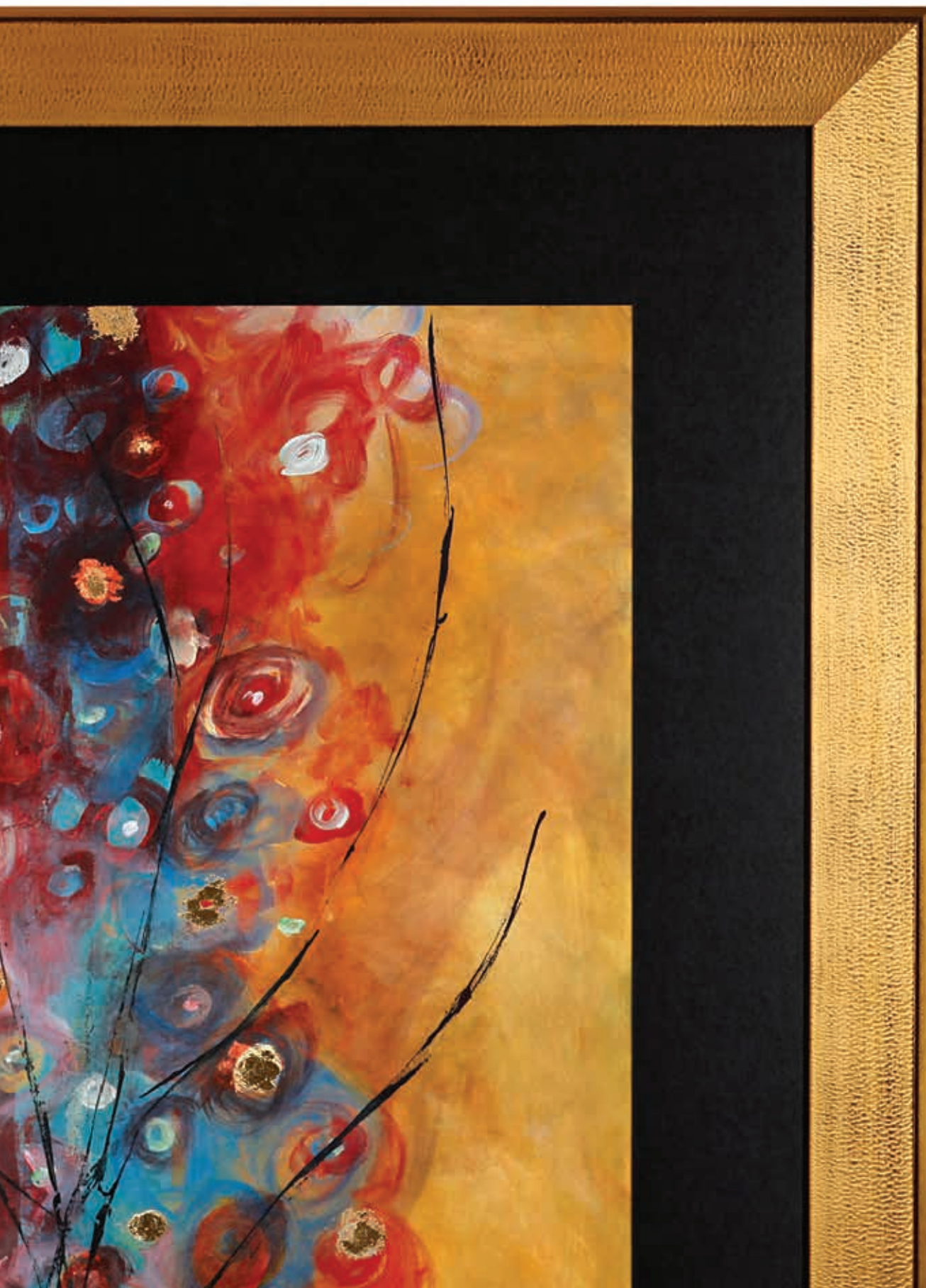
**Your Small Business Partner**

## A step-by-step guide to selling Tru Vue:

1. Show it to your customer.
2. See step #1.

When you put our inspiring in-store displays and marketing idea to work, Tru Vue® glazing solutions practically sell themselves. From product demos and point of purchase displays to ideas for merchandising your shop's display walls and sprucing up exterior windows, we have plenty of inspiring ways to help you inspire your customers. We'll help you optimize the use of these powerful sales tools throughout your shop so you can turn first-time customers into repeat customers.





## Custom Framers

### Give your customers a crystal clear reason to keep coming back.

Beautiful aesthetics. Unmatched protection and preservation. Proven expertise. For over 45 years, we've been engineering state-of-the-art glazing solutions that bring out the best qualities of your craftsmanship and enhance your customers' viewing experience. Combined with our industry-leading support network, Tru Vue enables you to deliver the best customer experience possible to your customers. No other glazing company is more committed than we are to helping independent framers remain completely independent.

Discover the many ways Tru Vue supports your business by visiting [tru-vue.com/custom-framers](https://tru-vue.com/custom-framers).







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