



## GLASS & ACRYLIC GLAZING CATALOG




















ENHANCE,  
PROTECT &  
BEAUTIFY.



## Because customers have different needs, Tru Vue offers a full range of glazing options.

Does every customer need Conservation Grade protection? The answer is simple: each framing job is unique and each customer's needs are different. That's why Tru Vue offers a full range of glazing options. Our goal is to make certain that you and your customers can obtain the right glazing for their project, without compromising or sacrificing quality or value.

UV Blocking		
	<b>Optium Museum Acrylic®</b>	<b>99%</b>
	<b>UltraVue® Laminated Glass</b>	<b>99%</b>
	<b>Museum Glass®</b>	<b>99%</b>
	<b>Conservation Reflection Control®</b>	<b>99%</b>
	<b>Conservation Reflection Control® Acrylic</b>	<b>99%</b>
	<b>Conservation Clear®</b>	<b>99%</b>
	<b>Conservation Clear® Acrylic</b>	<b>99%</b>
	<b>StaticShield™ Acrylic</b>	<b>99%</b>
	<b>TruLife™ Anti-Reflective Single-Sided Acrylic *</b>	<b>99%</b>
<b>97% UV Conservation Standard</b>		
	<b>Optium Acrylic®</b>	<b>93%</b>
	<b>AR Reflection-Free®</b>	<b>78%</b>
	<b>UltraVue®</b>	<b>70%</b>
	<b>Reflection Control® Acrylic</b>	<b>66%</b>
	<b>Premium Clear Acrylic</b>	<b>66%</b>
	<b>Reflection Control®</b>	<b>45%</b>
	<b>Premium Clear</b>	<b>45%</b>

 Look for this symbol to find Tru Vue® Conservation Grade glazing products that meet ISO 18902:2013 Imaging Materials – Processed Imaging Materials, Albums, Framing and Storage Materials, which requires that all framed prints be displayed behind glazing of optical density at least 1.5 in the 300nm to 380nm range and passes the photographic activity test (PAT) described in ISO 18916. An optical density of 1.5 is equivalent to blocking 97% of UV in the 300nm to 380nm range.

\* For Direct Print/Facemounting Applications Only.



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## GLASS / UV *Conservation Grade Protection*

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 *Tru Vue® Conservation Grade glazing products meet ISO 18902:2013 Imaging Materials – Processed Imaging Materials, Albums, Framing and Storage Materials, which requires that all framed prints be displayed behind glazing of optical density at least 1.5 in the 300nm to 380nm range and passes the photographic activity test (PAT) described in ISO 18916. An optical density of 1.5 is equivalent to blocking 97% of UV in the 300nm to 380nm range.*







## WHEN TO USE

- For virtually invisible glazing that will enhance colors, brightness and contrast levels of all types of artwork, even posters
- For protecting valued diplomas or irreplaceable artwork against damage and fading caused by UV light
- Ideal for framing applications including shadow boxes, multiple mat or deep framing projects

GLASS / UV

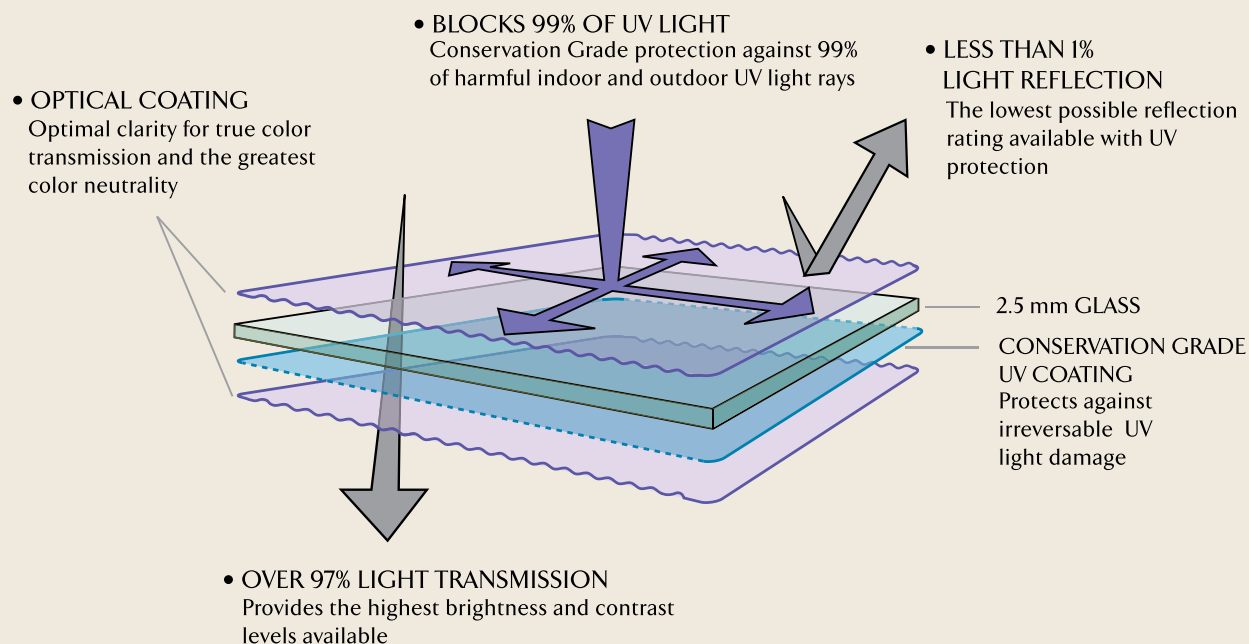


**Conservation Grade Protection**

# Museum Glass®

*Now Easier to Clean & More Durable*

No other glass product compares to Museum Glass®. This premier glass product provides 99% UV protection to help protect against fading, and is optically coated for a virtually invisible finish, to create amazing clarity. Tru Vue uses a proprietary multi-step coating process. First, an inorganic silica-based UV inhibiting coating is permanently cured onto the surface of the glass substrate. Then, using Magnetron Sputtering technology, layers of highly energized metal oxides are precisely deposited onto the glass substrate. The result is the most attractive and most protective display option for all works of art. Plus, Museum Glass just got even more amazing. Its newly enhanced coating makes it easier to clean and more durable.



### AVAILABLE SIZES

Size	Number of lites per box
11 x 14 inches	32
14 x 18 inches	20
16 x 20 inches	4, 16 or 23
18 x 24 inches	12
20 x 24 inches	11
22 x 28 inches	8 or 12

### AVAILABLE SIZES

Size	Number of lites per box
24 x 30 inches	7
24 x 36 inches	6 or 8
32 x 40 inches	1, 4 or 6
36 x 48 inches	3 or 4
40 x 60 inches	2
48 x 68 inches	2

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.



Diplom

This is to cer



## WHEN TO USE

- To minimize glare while protecting artwork against harmful UV light rays
- Use on any framing project with up to two mats away from artwork without significant resolution loss

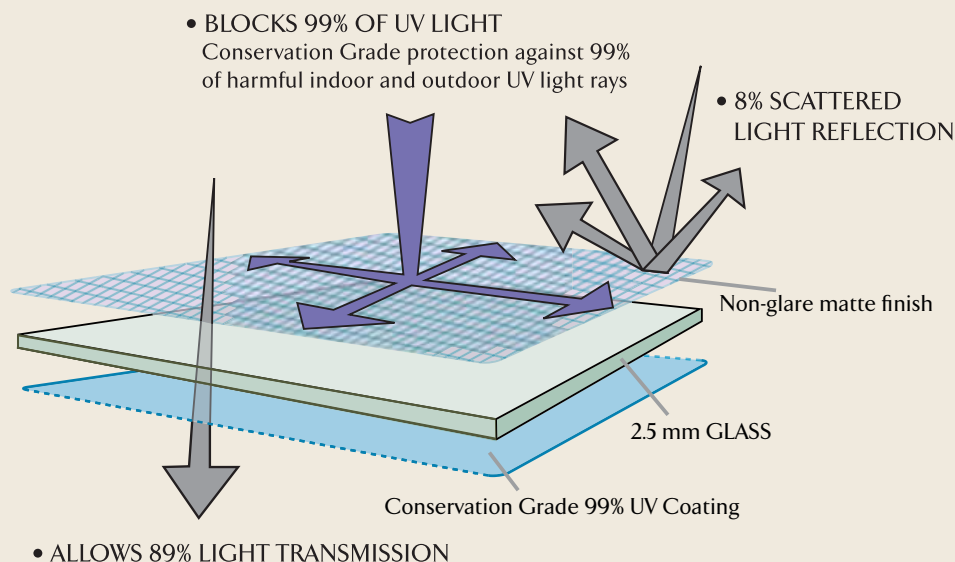
GLASS / UV



**Conservation Grade Protection**

# Conservation Reflection Control®

Conservation Reflection control is the non-glare glass solution. Different from the invisible finish of an anti-reflective glass product, Conservation Reflection Control is chemically etched to create a matte finish that reduces unwanted glare. Additionally, this product provides 99% UV protection to help protect against fading. Tru Vue uses a proprietary coating process to produce this ultra protective glass option. An inorganic silica-based UV inhibiting coating is permanently cured onto the glass surface.



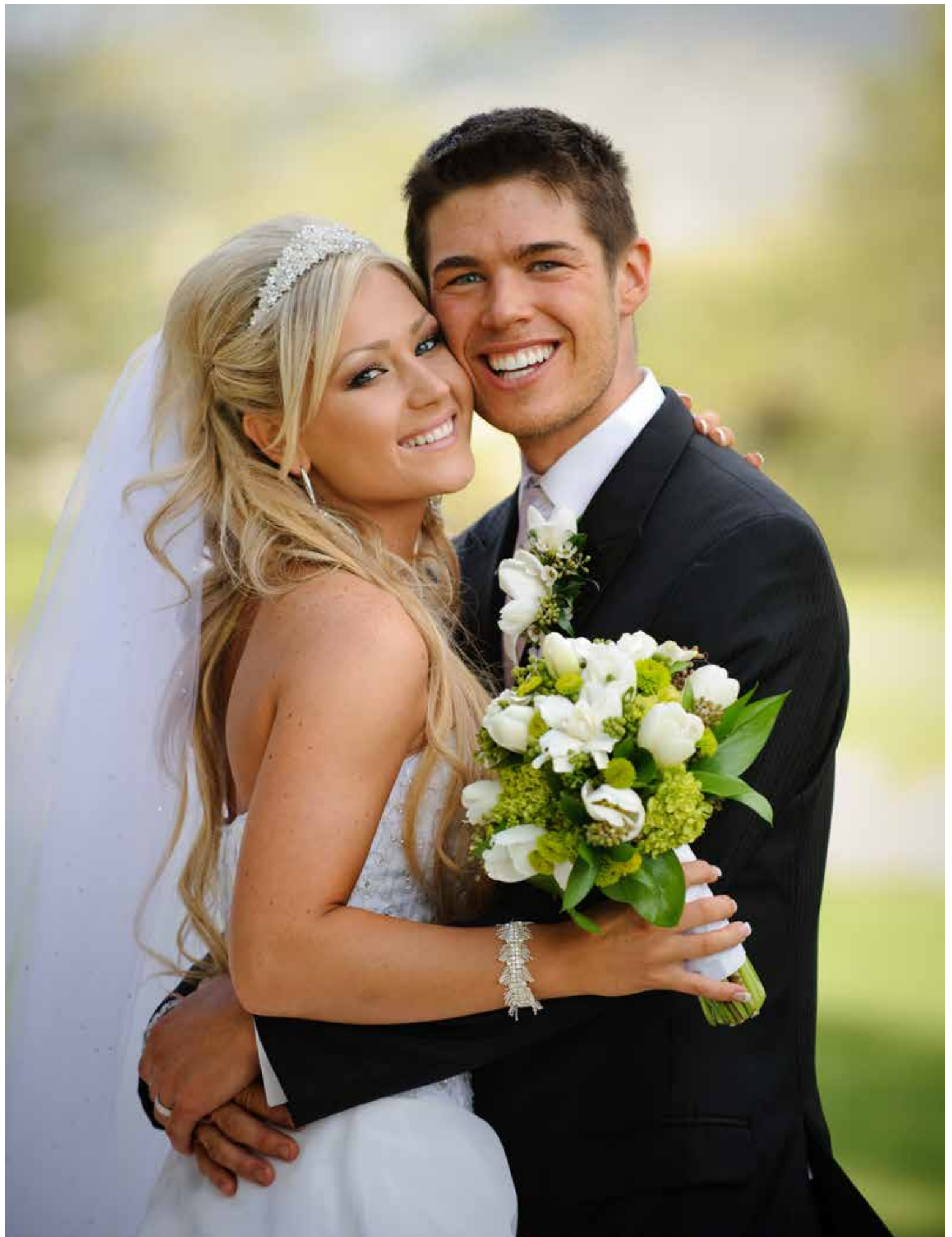
### AVAILABLE SIZES

Size	Number of lites per box
16 x 20 inches	23
18 x 24 inches	17
20 x 24 inches	15
22 x 28 inches	12
24 x 30 inches	10

### AVAILABLE SIZES

Size	Number of lites per box
24 x 36 inches	8
32 x 40 inches	6
36 x 48 inches	4
40 x 60 inches	2

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.





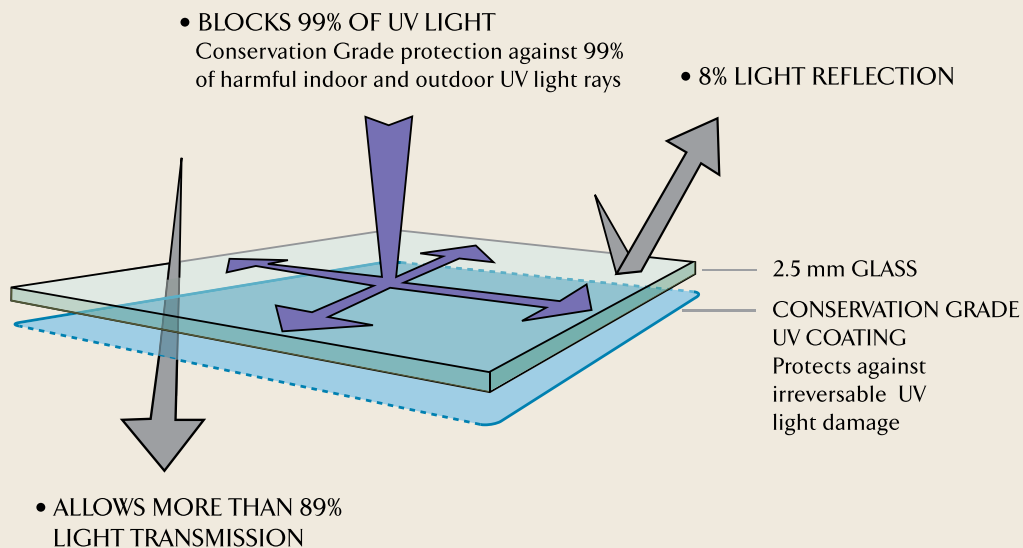
## WHEN TO USE

- For protecting artwork against damage and fading caused by UV light
- Ideal for any framing application, if reflection-free viewing is not important

GLASS / UV

 **Conservation Grade Protection**  
**Conservation Clear®**

Conservation Clear® is the standard conservation grade glass product. Most frame shops use this product as their default glass option. Conservation Clear glass provides 99% UV protection to help protect against fading. Tru Vue uses a proprietary coating process where an inorganic silica-based UV inhibiting coating is permanently cured onto the surface of a glass substrate to produce this ultra protective glass option.



### AVAILABLE SIZES

Size	Number of lites per box
11 x 14 inches	47
12 x 16 inches	38
14 x 18 inches	29
16 x 20 inches	23
18 x 24 inches	17
20 x 24 inches	15
22 x 28 inches	12

### AVAILABLE SIZES

Size	Number of lites per box
24 x 30 inches	10
24 x 36 inches	8
26 x 32 inches	9
32 x 40 inches	6
36 x 48 inches	4
40 x 60 inches	2
48 x 68 inches	2

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.





## GLASS

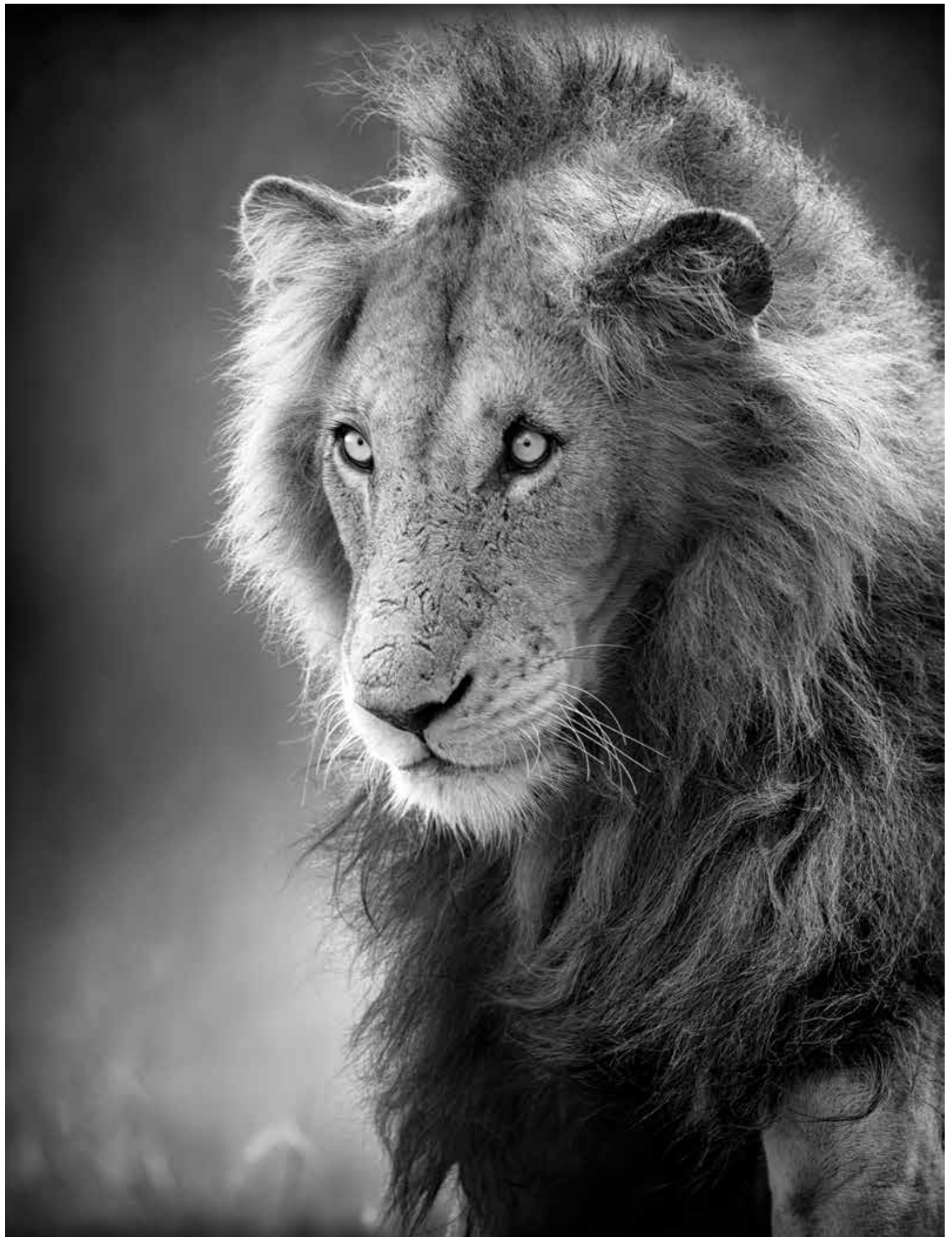
/ AR Reflection-Free®

/ UltraVue®

/ Reflection Control®

/ Premium Clear







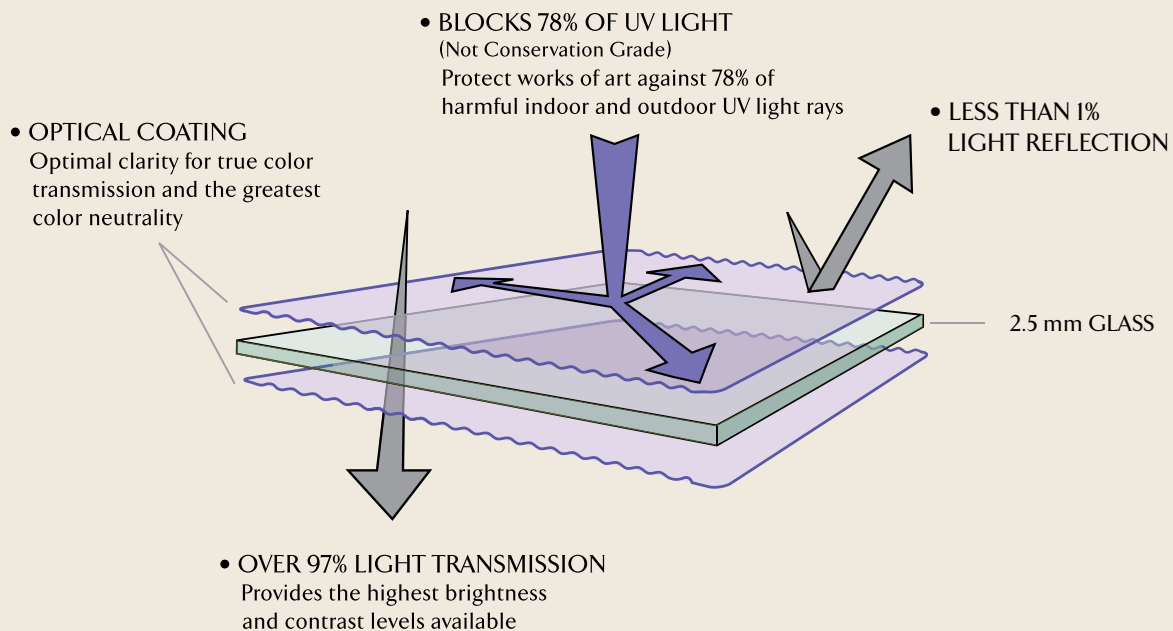
## WHEN TO USE

- Ideal for reflection-free viewing when conservation grade UV protection is not a concern
- To enhance colors, brightness and contrast levels of all types of artwork, such as photographs

## GLASS AR Reflection-Free®

*Now Easier to Clean & More Durable*

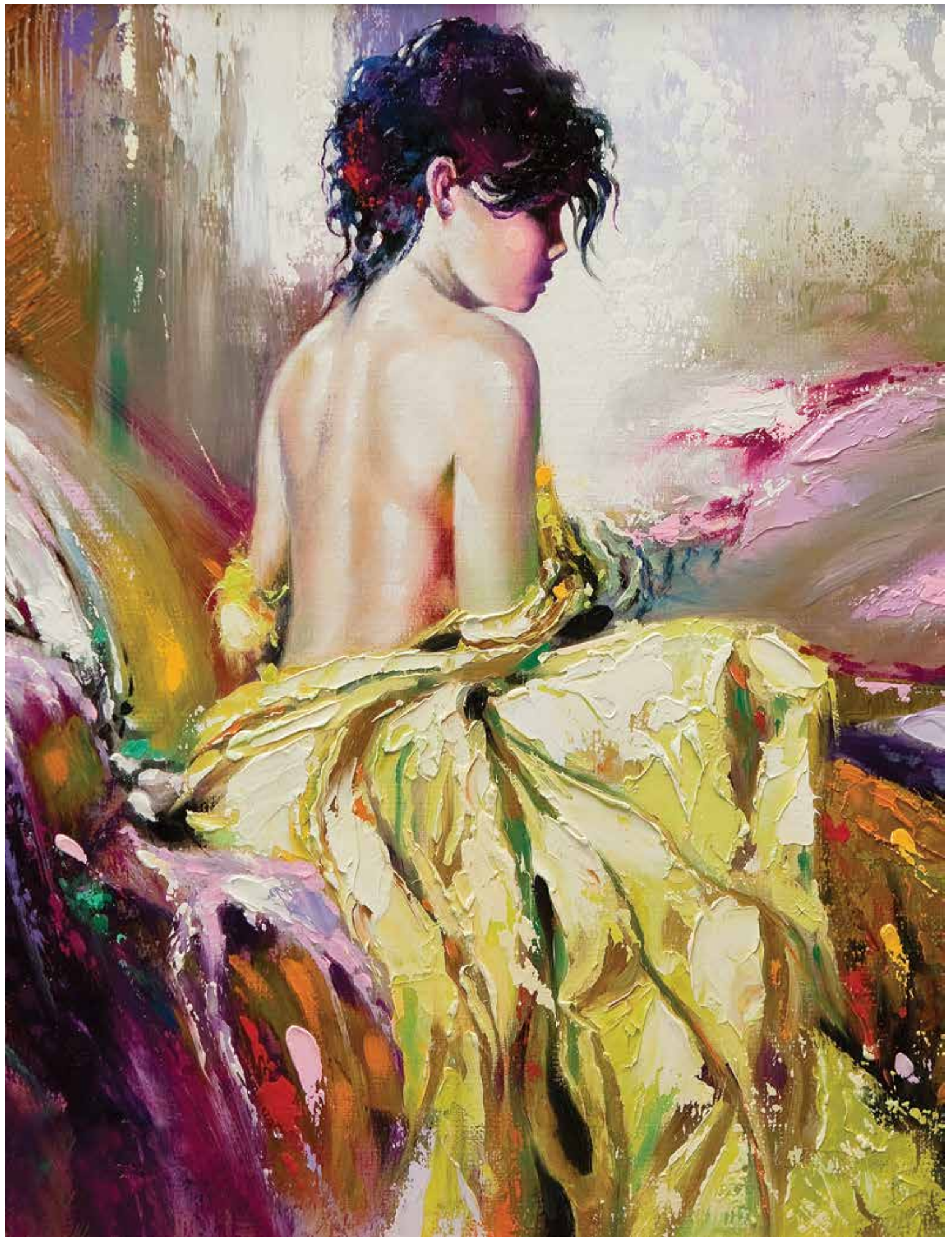
AR Reflection-Free® glass is the best anti-reflective glass solution when preservation is not a concern. This high-quality, anti-reflective glass product provides 78% UV protection and is optically coated to create a virtually invisible finish. Similar to its other anti-reflective products, Tru Vue uses its proprietary coating process using Magnetron Sputtering technology, which deposits precisely controlled layers of highly energized metal oxides onto a color neutral substrate, to produce this product. Plus, AR Reflection-Free just got even more amazing. Its newly enhanced coating makes it easier to clean and more durable.



### AVAILABLE SIZES

Size	Number of lites per box
16 x 20 inches	3
24 x 36 inches	4
32 x 40 inches	3
36 x 48 inches	2
40 x 60 inches	2

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.





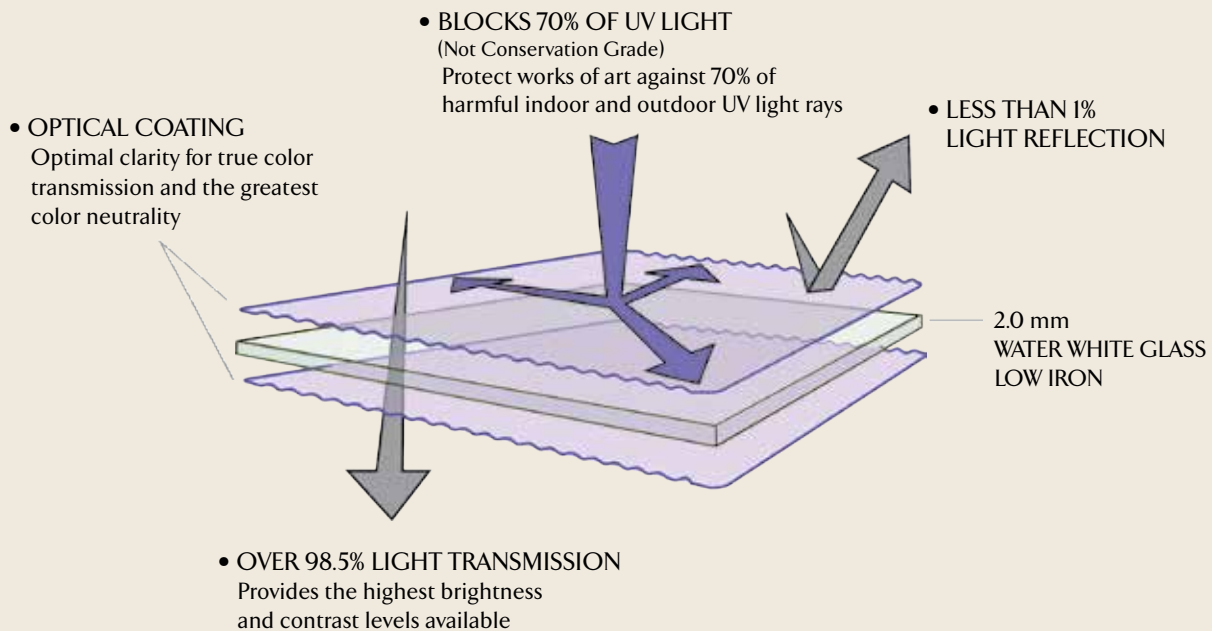
## WHEN TO USE

- Ideal for reflection-free viewing when conservation grade UV protection is not a concern
- To enhance colors, brightness and contrast levels of all types of artwork, such as photographs

GLASS  
**UltraVue®**  
*Now Easier to Clean & More Durable*

UltraVue® glass offers the same superior anti-reflective properties you've come to expect from Tru Vue, on a water white substrate.

This high-quality, anti-reflective glass product provides 70% UV protection and is optically coated to create a nearly invisible finish. Similar to its other anti-reflective products, Tru Vue uses its proprietary coating process using Magnetron Sputtering technology, which deposits precisely controlled layers of highly energized metal oxides onto a 2 mm water white substrate to produce the UltraVue product. Plus, UltraVue just got even more amazing. Its newly enhanced coating makes it easier to clean and more durable.



### AVAILABLE SIZES

Size	Number of lites per box
24 X 36 inches	4
32 x 40 inches	3
36 x 48 inches	2
40 x 60 inches	2
48 x 68 inches	2

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.



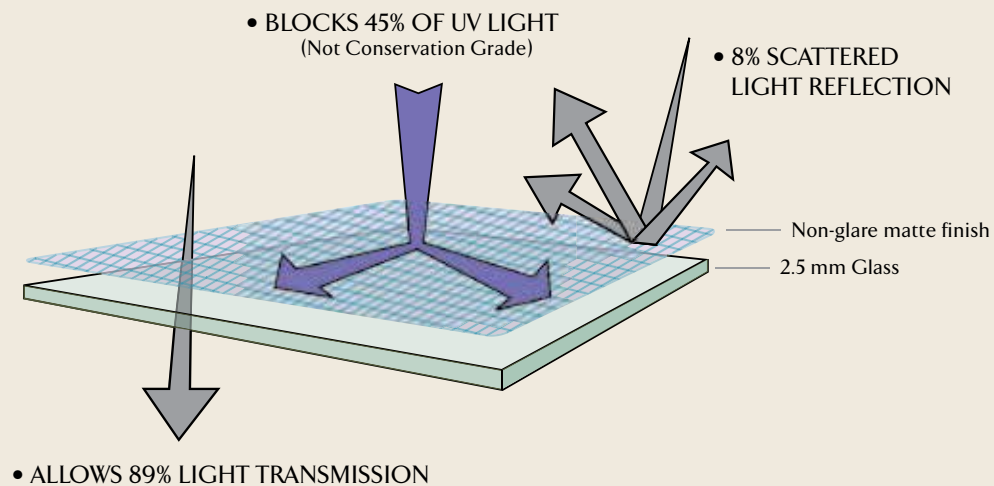


## WHEN TO USE

- Ideal for minimizing glare and reflection when conservation grade UV protection is not a concern
- Use on any framing project with up to two mats away from artwork without significant resolution loss

# GLASS Reflection Control®

Reflection Control® is the non-conservation grade, non-glare glass solution. Different from the invisible finish of an anti-reflective glass product, Reflection Control has a matte-like finish that scatters light to minimize unwanted glare.



### AVAILABLE SIZES

Size	Number of lites per box
11 x 14 inches	47
14 x 18 inches	29
16 x 20 inches	23
18 x 24 inches	17
20 x 24 inches	15
22 x 28 inches	12
24 x 30 inches	10

### AVAILABLE SIZES

Size	Number of lites per box
24 x 36 inches	8
26 x 32 inches	9
30 x 36 inches	7
32 x 40 inches	6
36 x 48 inches	4
40 x 60 inches	2

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.



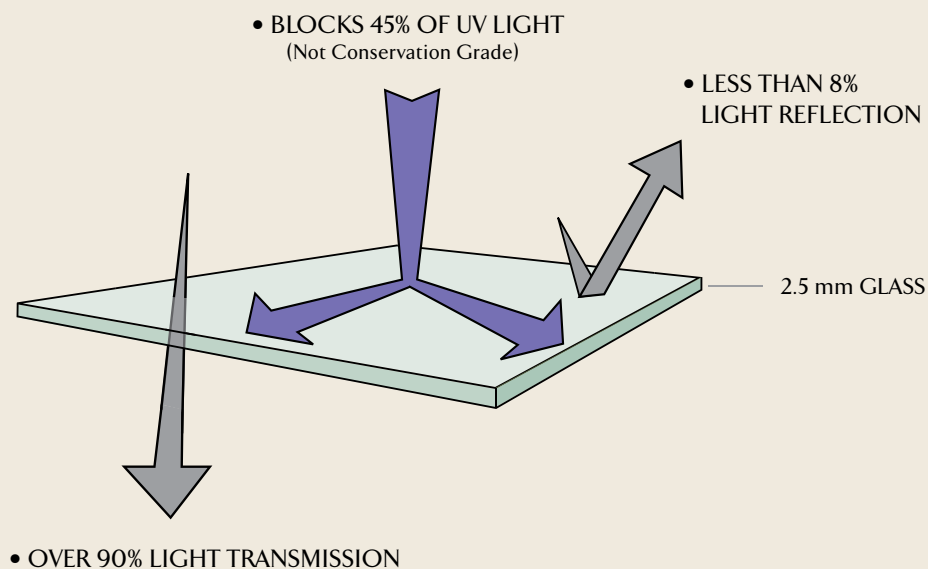


## WHEN TO USE

- Works well in any presentation hung in a controlled lighting environment
- Can be used with any number of mats

# GLASS Premium Clear

Premium Clear glass is the highest quality regular framing glass available.



### AVAILABLE SIZES

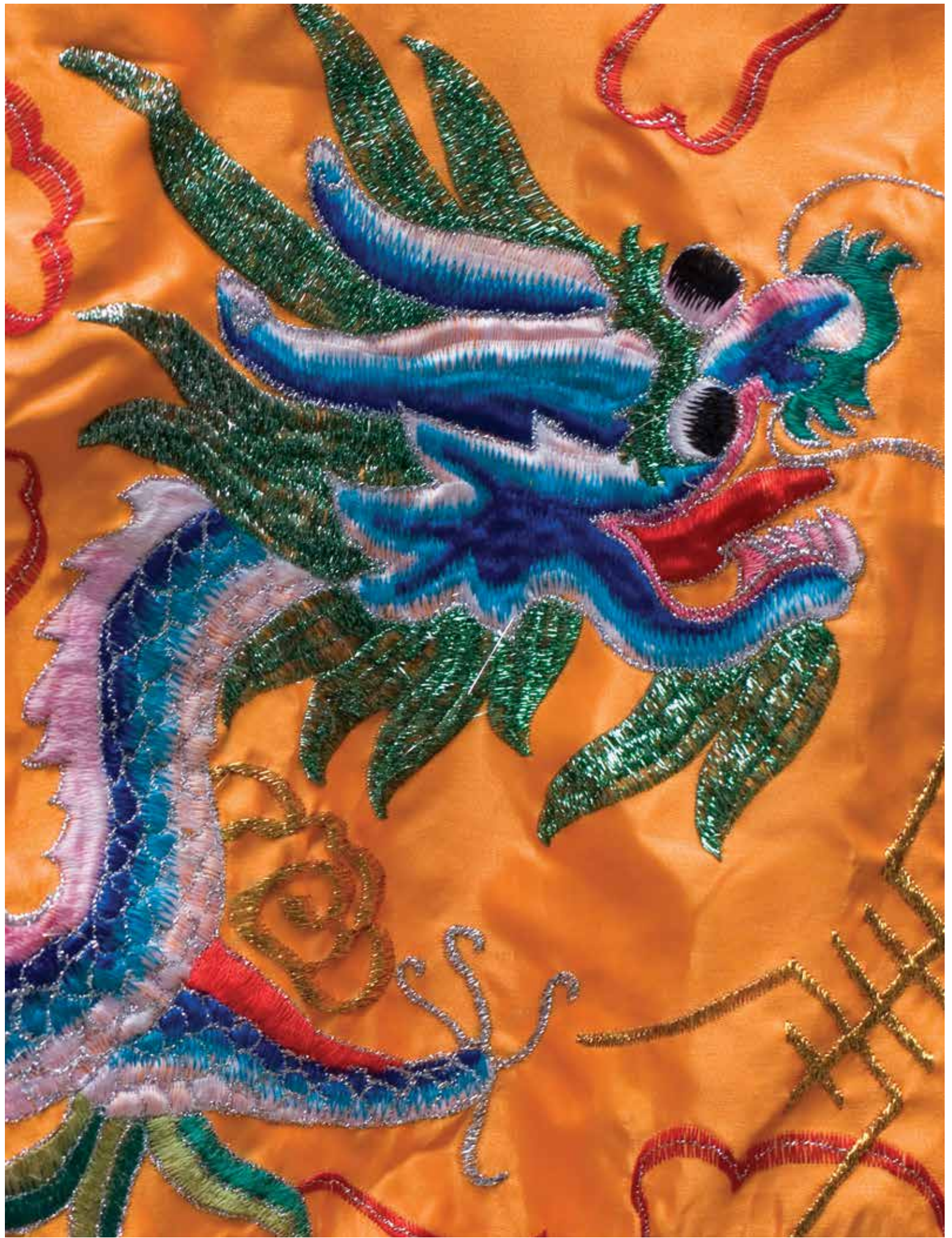
Size	Number of lites per box
8 x 10 inches	90
11 x 14 inches	47
12 x 16 inches	38
14 x 18 inches	29
16 x 20 inches	23
18 x 24 inches	17
20 x 24 inches	15
22 x 28 inches	12
24 x 30 inches	10
24 x 36 inches	8

### AVAILABLE SIZES

Size	Number of lites per box
26 x 32 inches	9
26 x 36 inches	8
28 x 36 inches	7
28 x 38 inches	7
30 x 36 inches	7
32 x 40 inches	6
36 x 48 inches	4
40 x 50 inches	2
40 x 60 inches	3

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 50.









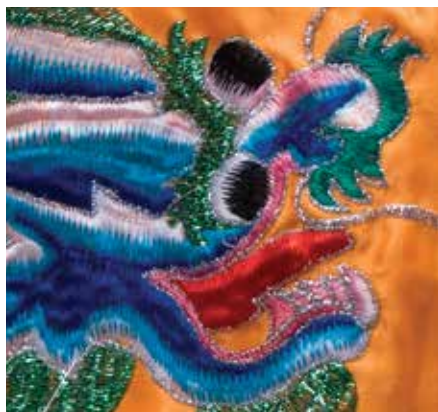
## ACRYLIC / UV *Conservation Grade Protection*


 / Optium Museum Acrylic®

 / StaticShield™ Acrylic

 / Conservation Reflection Control® Acrylic

 / Conservation Clear® Acrylic



 *Tru Vue® Conservation Grade glazing products meet ISO 18902:2013 Imaging Materials – Processed Imaging Materials, Albums, Framing and Storage Materials, which requires that all framed prints be displayed behind glazing of optical density at least 1.5 in the 300nm to 380nm range and passes the photographic activity test (PAT) described in ISO 18916. An optical density of 1.5 is equivalent to blocking 97% of UV in the 300nm to 380nm range.*







## WHEN TO USE

- For virtually invisible glazing that will enhance colors, brightness and contrast levels of all types of artwork, including shadow boxes
- For protecting valued, irreplaceable artwork against damage and fading caused by UV light
- Ideal for oversized framing applications and static sensitive pieces, such as pastels and charcoals
- When lightweight, shatter and abrasion resistant glazing is essential for protection

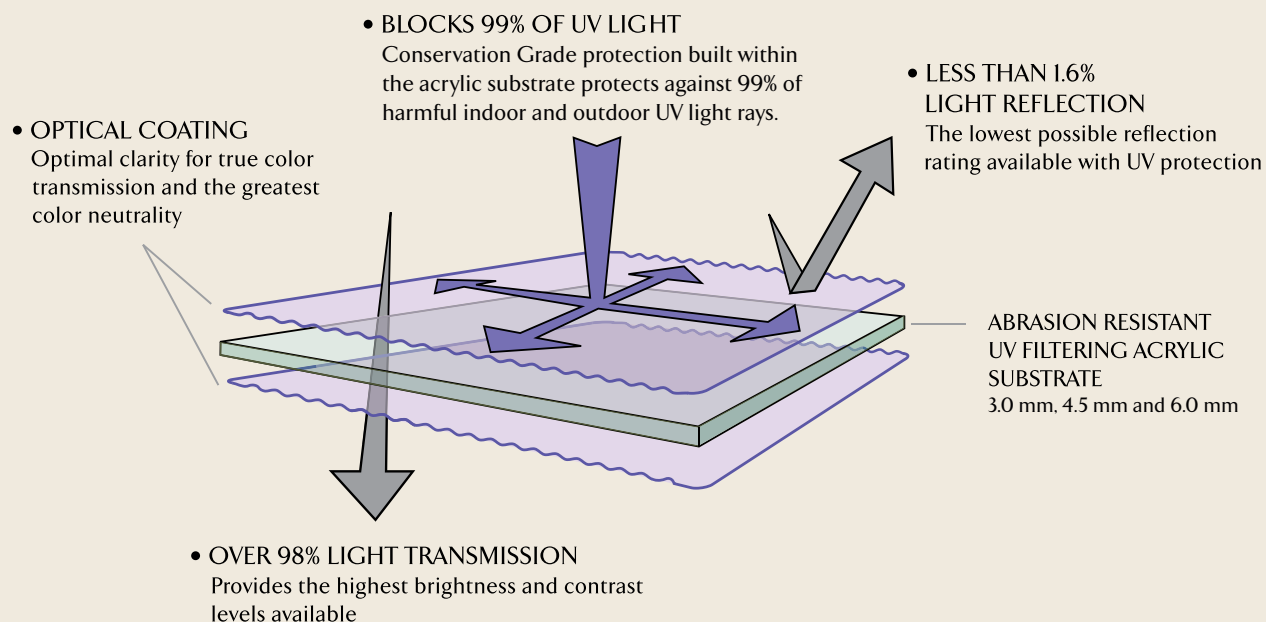
ACRYLIC / UV



**Conservation Grade Protection**

**Optium Museum  
Acrylic®**

Optium Museum Acrylic® is the ultimate glazing product that performs more like glass than acrylic. This state-of-the-art acrylic product provides 99% UV protection to help protect against fading and is optically coated. Tru Vue's proprietary coating process using Magnetron Sputtering technology creates a nearly invisible surface. Like most acrylic products, Optium Museum Acrylic is half the weight of glass and is shatter-resistant. However, unlike typical acrylic sheets, Optium Museum Acrylic performs like glass with its anti-static and abrasion resistant features.



### AVAILABLE SIZES

Size	Thickness	Sheets per box
24 x 36 inches	0.118 inches / 3.0 mm	2
32 x 40 inches	0.118 inches / 3.0 mm	2
36 x 48 inches	0.118 inches / 3.0 mm	1
40 x 60 inches	0.118 inches / 3.0 mm	1
48 x 96 inches	0.118 inches / 3.0 mm	1
72 x 96* inches	0.177 inches / 4.5 mm	
72 x 120* inches	0.237 inches / 6.0 mm	

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.

\*72" x 96" 4.5 mm and 72" x 120" 6.0 mm sheets are available and can be ordered cut-to-size from your authorized Tru Vue Fine Art Market distributor.





## WHEN TO USE

- For protecting artwork against damage and fading caused by UV light if reflection-free viewing is not important.
- Ideal for oversized framing applications and static sensitive pieces, such as pastels, charcoals, and textiles.
- When light weight, shatter and abrasion resistant glazing is essential for protection.

ACRYLIC / UV

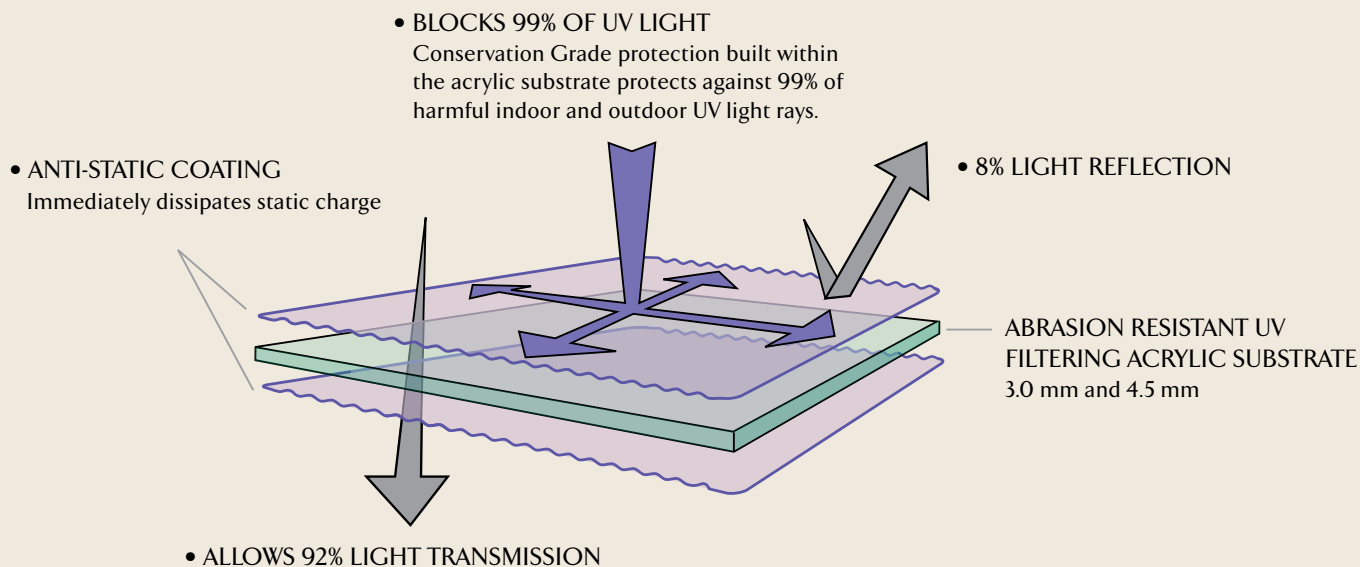


**Conservation Grade Protection**

**StaticShield™**  
**Acrylic**

## StaticShield™ Acrylic

StaticShield™ Acrylic is not your typical acrylic product. This recent addition to the Tru Vue acrylic collection is the anti-static acrylic solution, when reflection-free viewing is not important. Developed with cutting edge technology, it is the perfect glazing solution when working with friable media, such as charcoals, pastels, or textiles. This lightweight, abrasion resistant acrylic glazing will not attract dust or lint, making it an excellent choice for large scale framing projects, worry free of debris. StaticShield™ Acrylic is a Conservation Grade acrylic that provides 99% UV protection, helps protect against fading overtime.



### AVAILABLE SIZES

Size	Thickness	Sheets per box
48 X 96 inches	0.118 inches / 3.0 mm	1
72 x 96* inches	0.177 inches / 4.5 mm	

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.

\*72" x 96" 4.5 mm sheet is available and can be ordered cut-to-size from your authorized Tru Vue Fine Art Market distributor.







## WHEN TO USE

- To minimize glare while protecting artwork against harmful UV light rays
- When lightweight and shatter-resistant glazing is essential for protection
- Use on any framing project with up to two mats away from artwork without significant resolution loss

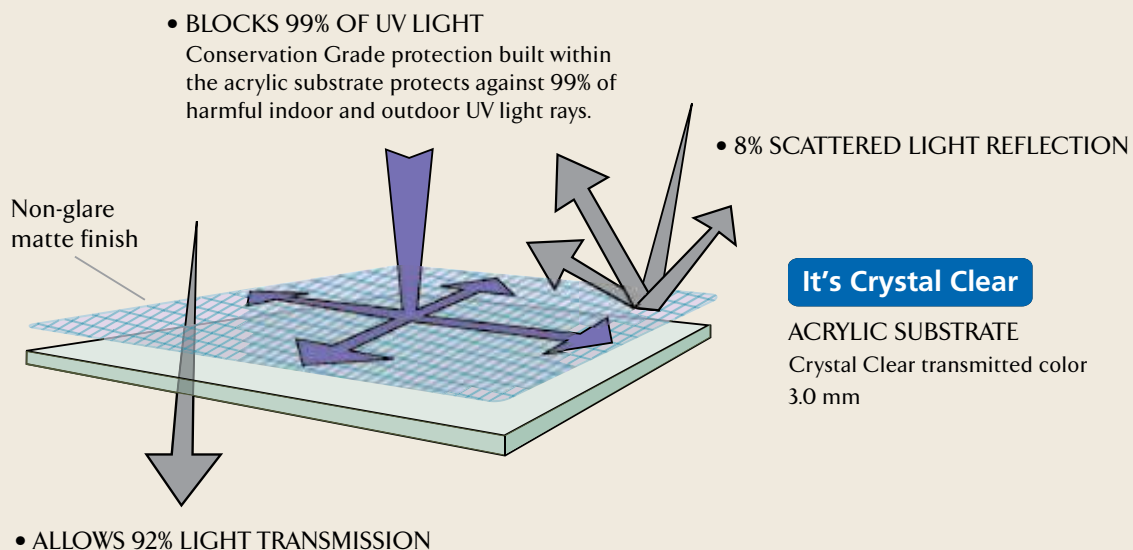
ACRYLIC / UV



**Conservation Grade Protection**

# Conservation Reflection Control® Acrylic

Conservation Reflection Control® Acrylic is the conservation grade, non-glare acrylic solution. Built with conservation grade UV filtering technology, this acrylic product provides 99% UV protection to help protect against fading. This acrylic product has a matte-like finish that scatters light to reduce unwanted glare.



## AVAILABLE SIZES

Size	Thickness	Sheets per box
32 x 40 inches	0.118 inches / 3.0 mm	3
40 x 60 inches	0.118 inches / 3.0 mm	2
48 x 96 inches	0.118 inches / 3.0 mm	5

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.





## WHEN TO USE

- For protecting artwork against damage and fading caused by UV light
- When lightweight and shatter-resistant glazing is essential for protection
- Ideal for any framing application, if reflection-free viewing is not important

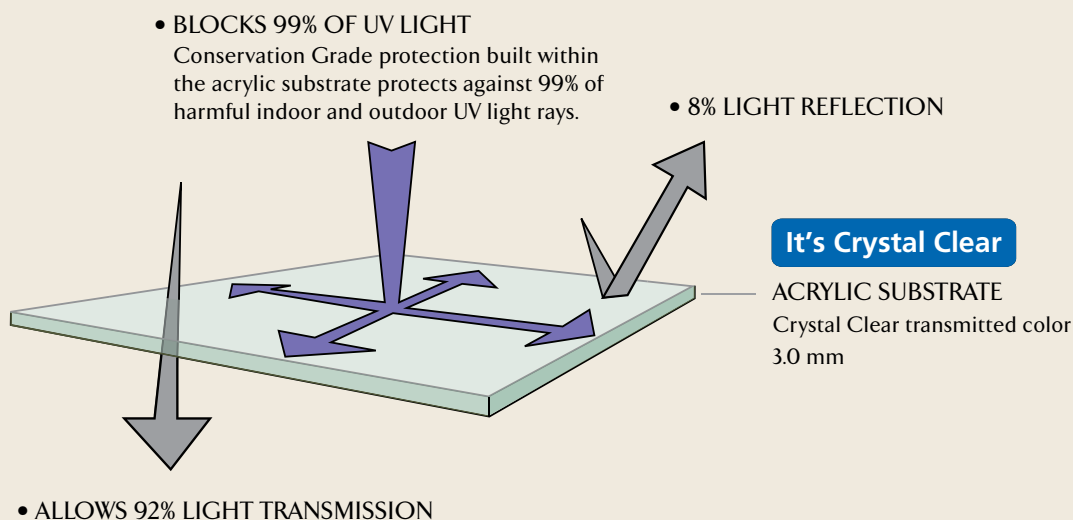
ACRYLIC / UV



**Conservation Grade Protection**

**Conservation  
Clear® Acrylic**

Conservation Clear® Acrylic is the standard conservation grade acrylic product. Most frame shops use this product as their default acrylic option. Built with conservation grade UV filtering technology, this acrylic product provides 99% UV protection to help protect against fading.

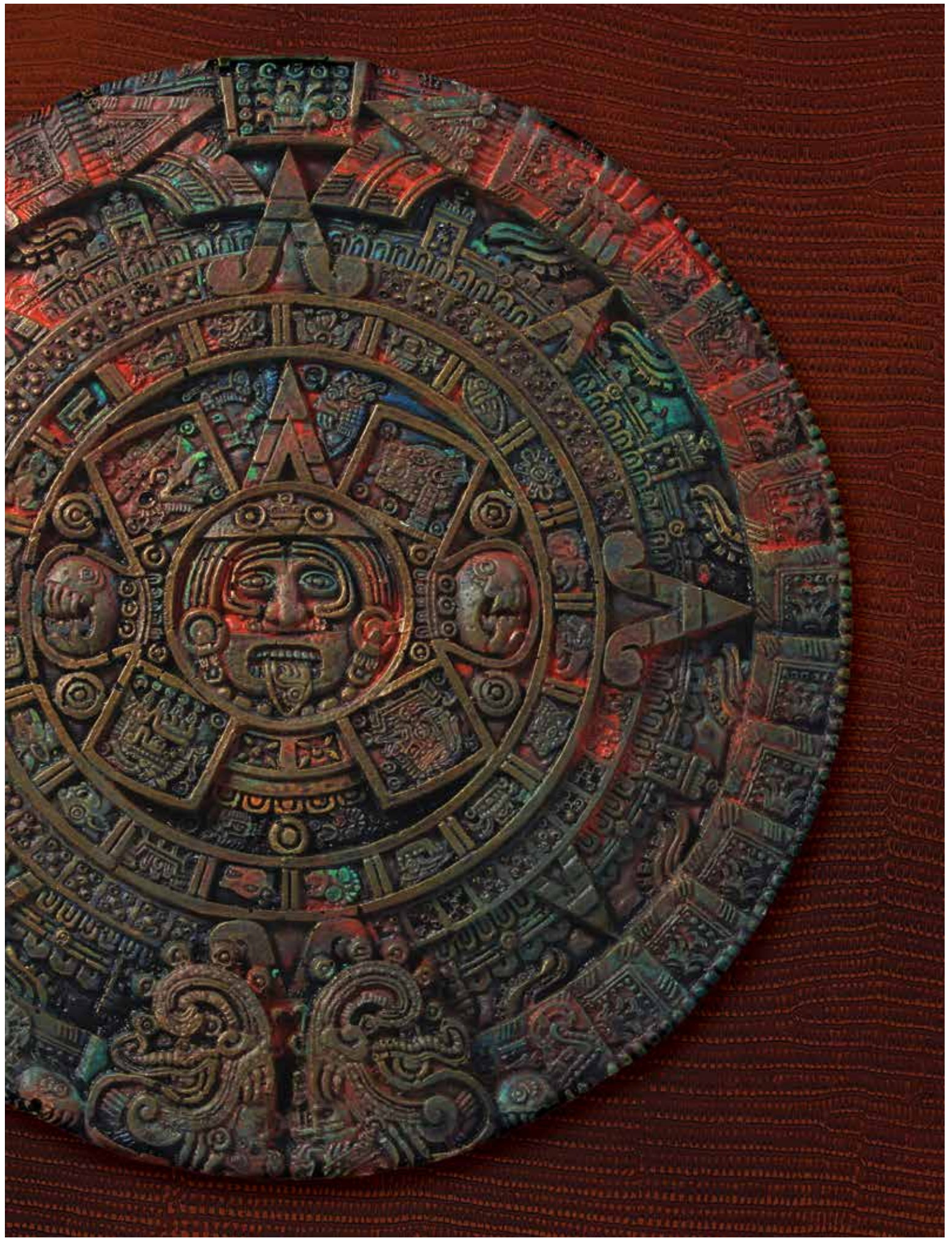


### AVAILABLE SIZES

Size	Thickness	Sheets per box
32 x 40 inches	0.118 inches / 3.0 mm	3
40 x 60 inches	0.118 inches / 3.0 mm	2
48 x 96 inches	0.118 inches / 3.0 mm	5

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.







# ACRYLIC

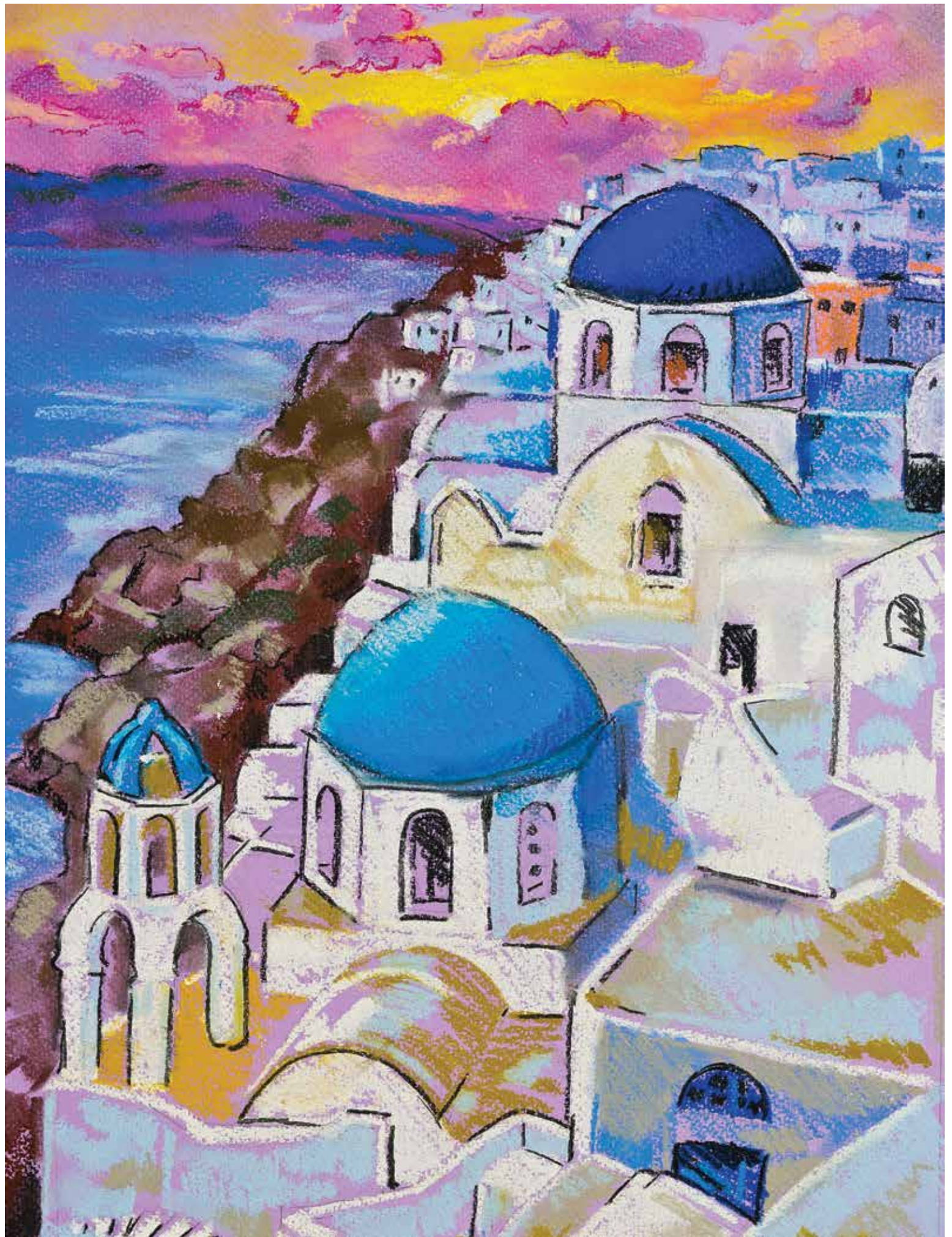
/ Optium Acrylic®

/ Reflection Control® Acrylic

/ Premium Clear Acrylic









- Ideal for reflection-free viewing when conservation grade UV protection is not a concern
- To enhance colors, brightness and contrast levels of all types of artwork, such as photographs
- Ideal for oversized framing applications and static sensitive pieces, such as pastels and charcoals
- When lightweight, shatter and abrasion resistant glazing is essential for protection

ACRYLIC  
Optium  
Acrylic®

The diagram illustrates the properties of a 3.0 mm acrylic substrate with an optical coating. It shows a cross-section of the material with a wavy optical coating layer on top. Arrows indicate the following:

- OPTICAL COATING:** Optimal clarity for true color transmission and the greatest color neutrality.
- BLOCKS 93% OF UV LIGHT:** Acrylic substrate protects against 93% of harmful indoor and outdoor UV light rays.
- LESS THAN 1.6% LIGHT REFLECTION:** The surface reflects less than 1.6% of the light.
- OVER 98% LIGHT TRANSMISSION:** The material transmits over 98% of the light.
- ABRASION RESISTANT ACRYLIC SUBSTRATE 3.0 mm:** The base material is 3.0 mm thick and abrasion resistant.

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.

Size	Thickness	Sheets per box
48 x 96 inches	0.118 inches / 3.0 mm	1



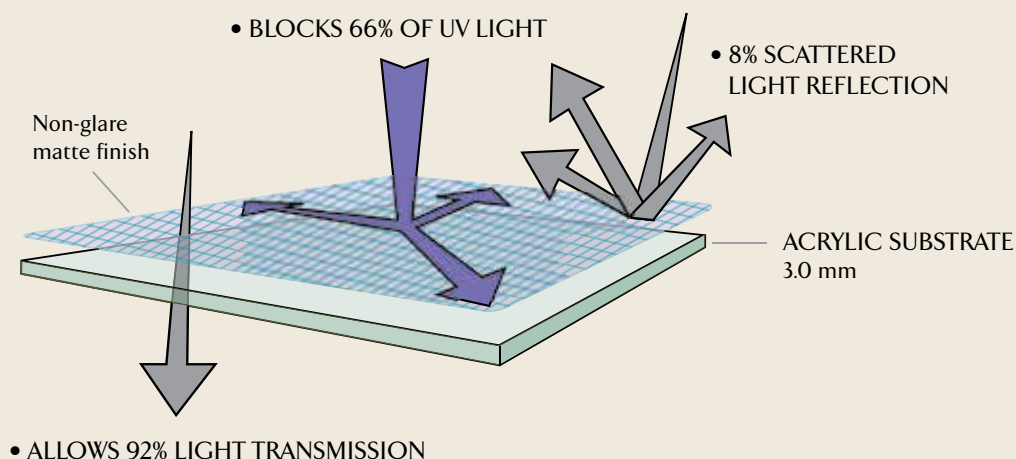


## WHEN TO USE

- Ideal for minimizing glare and reflection when conservation grade UV protection is not a concern
- When lightweight and shatter resistant glazing is essential for protection
- Use on any framing project with up to two mats away from artwork without significant resolution loss

# ACRYLIC Reflection Control® Acrylic

Reflection Control® Acrylic is the non-conservation grade, non-glare acrylic solution. This acrylic product has a matte-like finish that scatters light to reduce unwanted glare.



## AVAILABLE SIZES

Size	Thickness	Sheets per box
32 x 40 inches	0.118 inches / 3.0 mm	3
40 x 60 inches	0.118 inches / 3.0 mm	2
48 x 96 inches	0.118 inches / 3.0 mm	5

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.



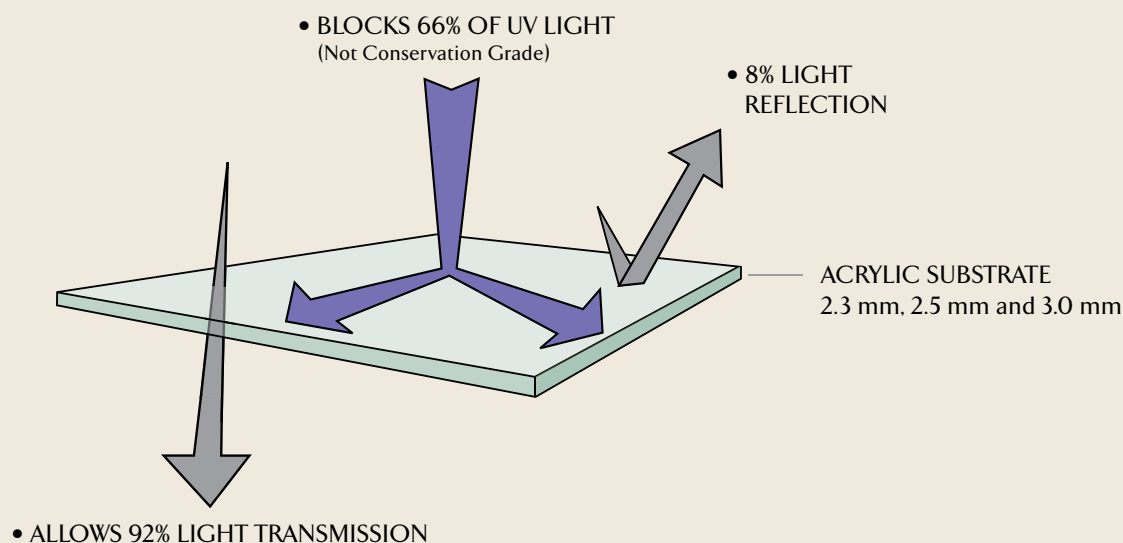


## WHEN TO USE

- Works well in any presentation hung in a controlled lighting environment
- Any framing project that would benefit from lightweight acrylic

# ACRYLIC Premium Clear Acrylic

Premium Clear Acrylic is a general-purpose glazing for indoor framing.

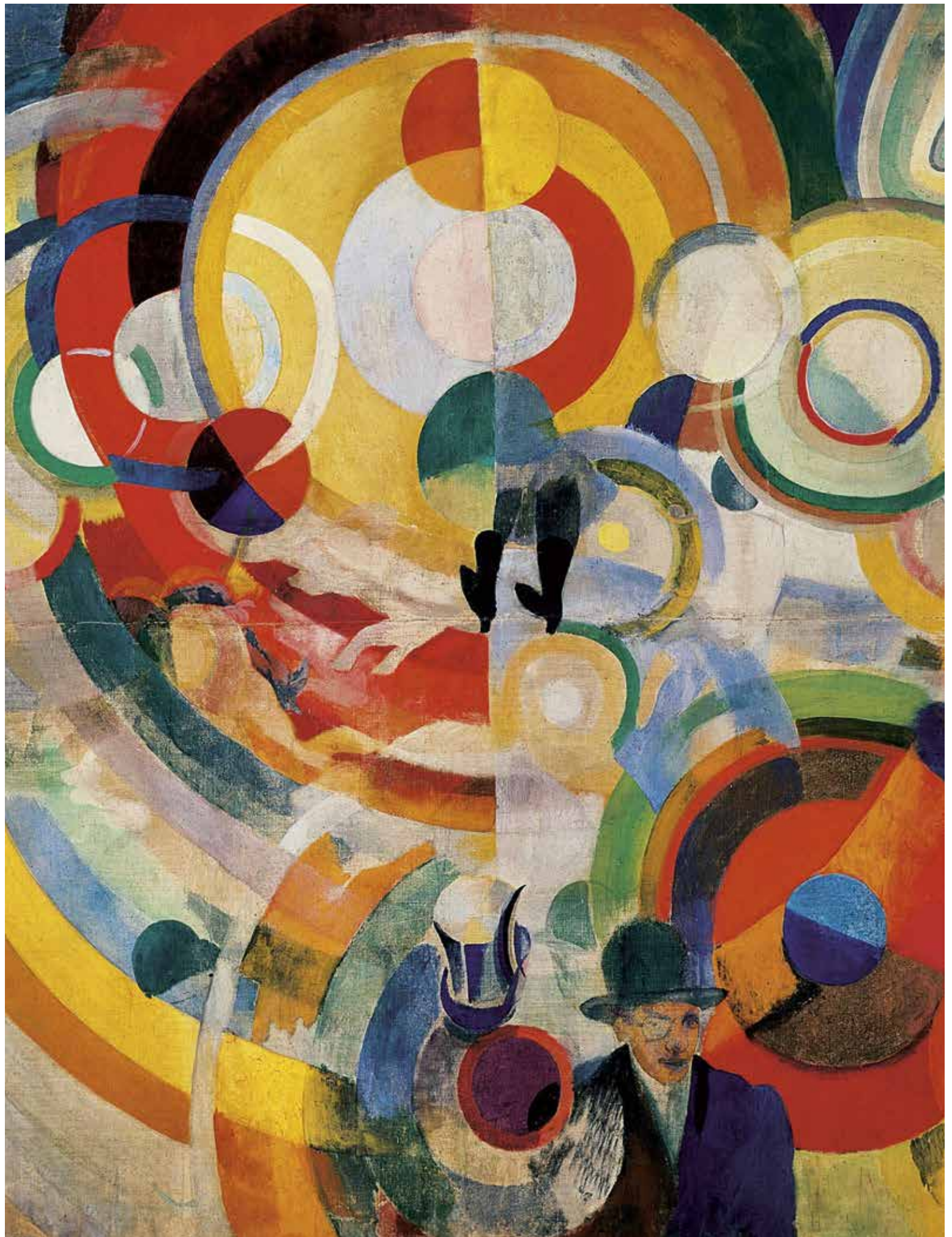


## AVAILABLE SIZES

Size	Thickness	Sheets per box
32 x 40 inches	0.090 inches / 2.3mm	3
40 x 60 inches	0.118 inches / 3.0 mm	2
48 x 96 inches	0.098 inches / 2.5 mm	5
48 x 96 inches	0.118 inches / 3.0 mm	5

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 51.





## SPECIALTY GLAZING

/ UltraVue® Laminated Glass

/ TruLife™ Anti-Reflective Single-Sided Acrylic









## WHEN TO USE

- For virtually invisible glazing that will enhance colors, brightness and contrast levels of all types of artwork, including shadow boxes
- For protecting valued, irreplaceable artwork against damage and fading caused by UV light
- When shatter and abrasion resistant glazing is essential for safety and protection
- For applications that require rigidity and strength

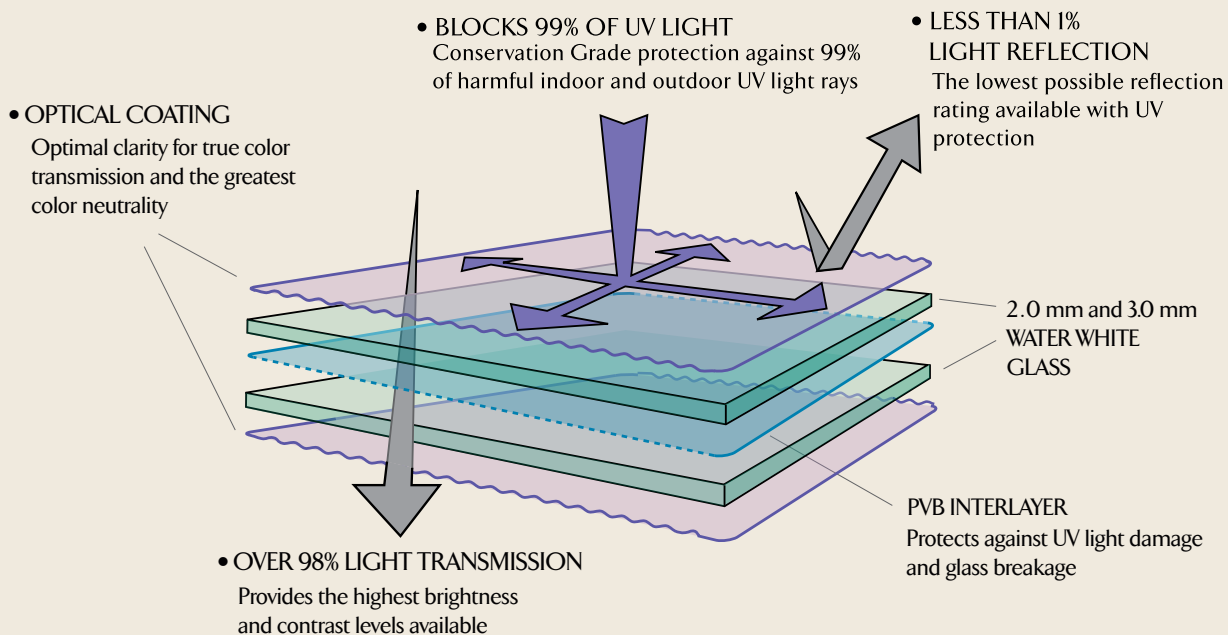
SPECIALTY GLAZING / UV



**Conservation Grade Protection**

# UltraVue® Laminated Glass

UltraVue® Laminated Glass provides 99% UV protection and anti-reflective optical viewing on a water white glass, all with the safety and security of a laminate. Similar to its other anti-reflective products, Tru Vue's magnetron-sputtered anti-reflective coating is bonded to the lite at an atomic level. This ensures long-lasting protection that doesn't oxidize and degrade over time.



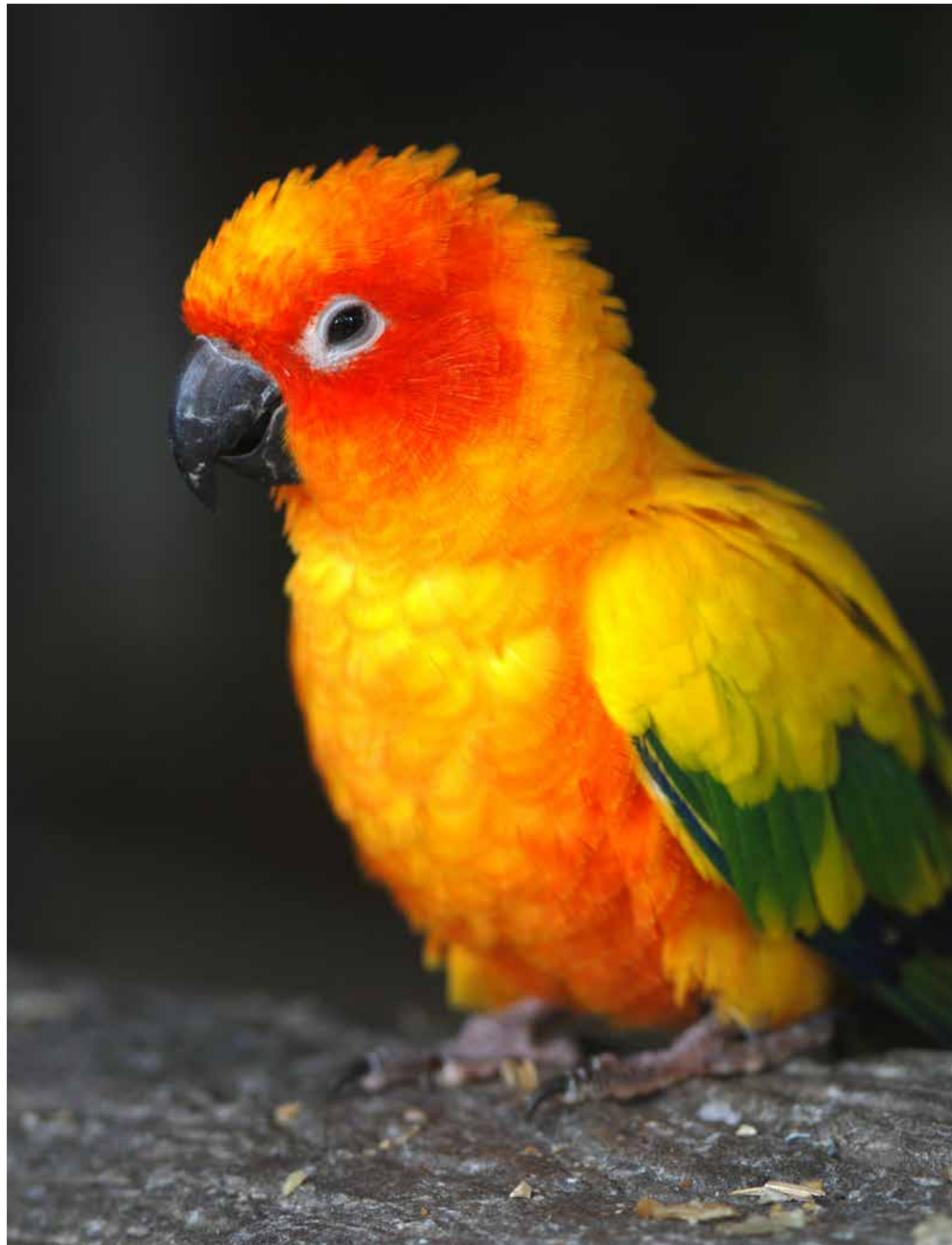
## AVAILABLE SIZES

Size	Thickness	Sheets per crate
63 x 85 inches	0.18 inches/4.4 mm	1
63 x 85 inches	0.25 inches/6.4 mm	1
75 x 120 inches	0.25 inches/6.4 mm	1

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 52.

\*63" x 85" 4.4mm, 63" x 85" 6.4mm and 72" x 120" 6.4mm sheets are available and can be ordered cut-to-size from your authorized Tru Vue Fine Art Market distributor.





## WHEN TO USE

- For face/second surface mounting or direct printing to substrate
- For a contemporary look with superior quality, enhanced colors, brightness and depth
- For easy cleaning and less dust. No special acrylic cleaners. No abrasions associated with frequent cleaning

## SPECIALTY GLAZING / UV

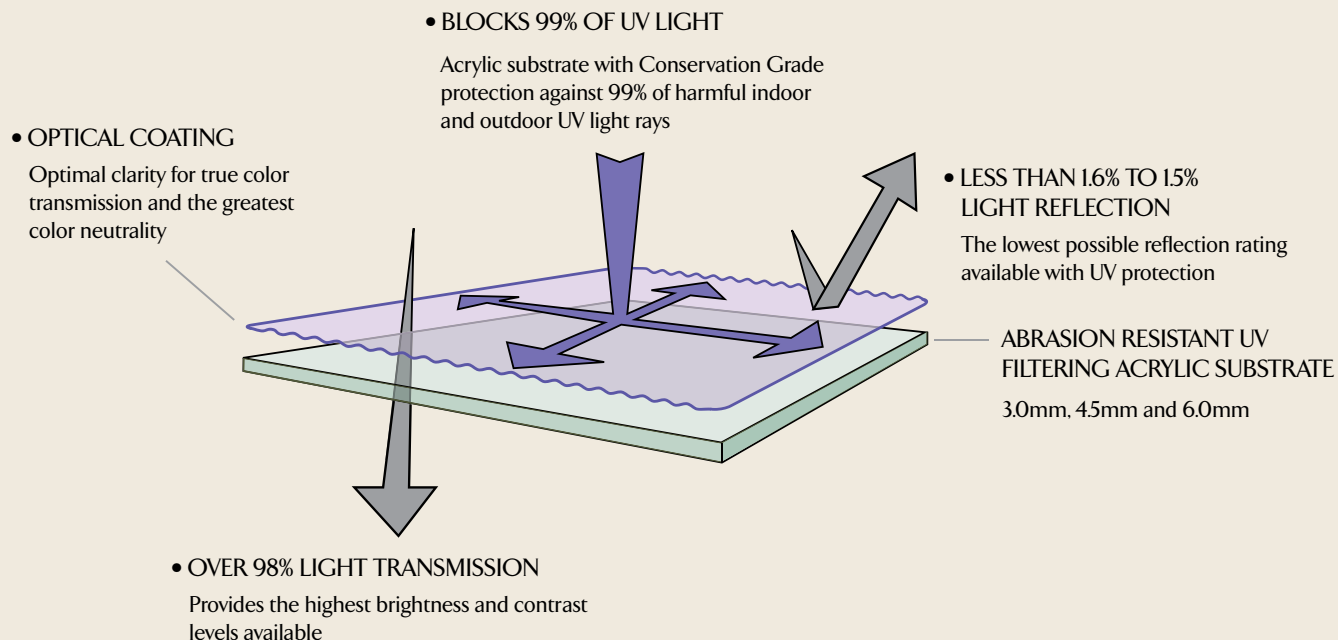


**Conservation Grade Protection**

# TruLife™ Anti-Reflective Single-Sided Acrylic

*For Facemounting and Printing*

TruLife™ Anti-Reflective Single-Sided Acrylic is a unique and specialized acrylic product was developed specifically for face/second surface mounting and direct printing on the substrate. Using TruLife™ provides a contemporary look for fine art and photography, ensuring brilliant colors and a true to life appearance that other acrylic products simply can't match. That's because it is manufactured with our proprietary anti-reflective coating that creates a nearly invisible surface, eliminating distracting reflections and annoying glare associated with other acrylics. Unlike other acrylics that attract dust and scratch easily, TruLife™ is anti-static and abrasion resistant. A truly brilliant idea!



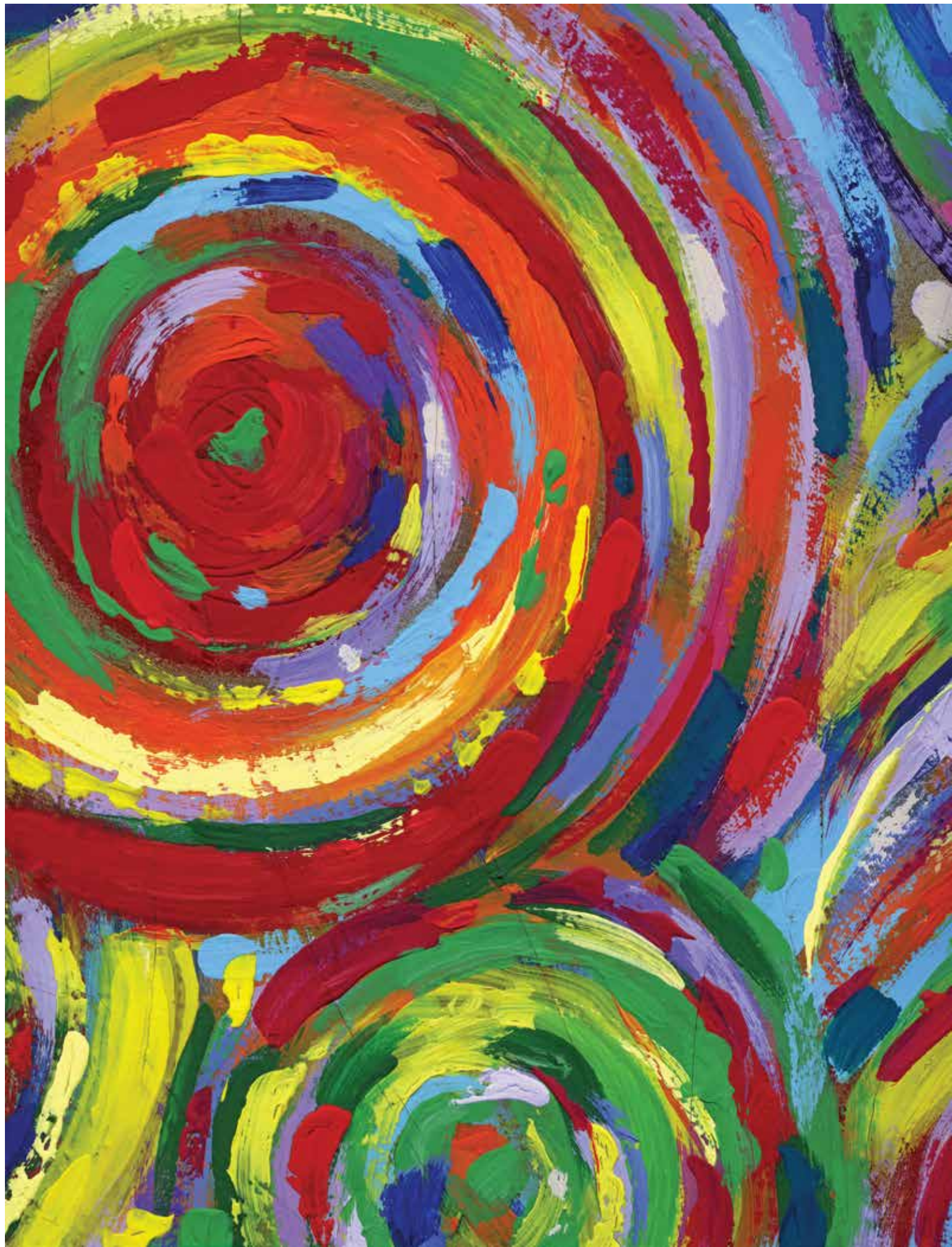
### AVAILABLE SIZES

Size	Thickness	Sheets per crate
48 x 96 inches	0.118 inches/3.0 mm	1
72 x 96 inches	0.177 inches/4.5 mm	
72 x 120 inches	0.237 inches/6.0 mm	

HANDLING, CUTTING and CLEANING information can be found in the AT A GLANCE section, page 53.

\*72" x 96" 4.5mm and 72" x 120" 6.0mm sheets are available and can be cut-to-size from your authorized Tru Vue distributor.







## AT A GLANCE

/ Properties - Sizes

/ Handling

/ FAQs

/ About Tru Vue

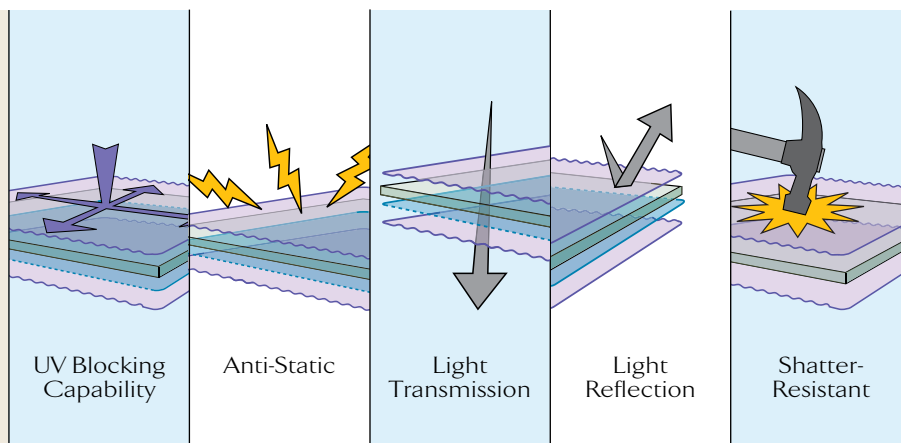
/ Importance of UV Protection

/ Glass Displays





# PROPERTIES



## ANTI-REFLECTIVE GLAZING

UV	Optium Museum Acrylic®	99%	X	>98%	<1.6%	X
UV	UltraVue® Laminated Glass	99%		>98%	<1.2%	X
UV	Museum Glass®	99%		>97%	<1%	
UV	TruLife™ Anti-Reflective Single-Sided Acrylic	99%	X*	>98%	<1.6%	X
	Optium Acrylic®	93%	X	>98%	<1.6%	X
	AR Reflection-Free® Glass	78%		>97%	<1%	
	UltraVue® Glass	70%		98.5%	<1%	

## NON-GLARE GLAZING

UV™	Conservation Reflection Control® Acrylic	99%		92%	8%	X
UV™	Conservation Reflection Control® Glass	99%		89%	8%	
	Reflection Control® Acrylic	66%		92%	8%	X
	Reflection Control® Glass	45%		89%	8%	

## STANDARD GLAZING

UV™	StaticShield™ Acrylic	99%	X	92%	8%	X
UV™	Conservation Clear® Acrylic	99%		92%	8%	X
UV™	Conservation Clear® Glass	99%		89%	8%	
	Premium Clear Acrylic	66%		92%	8%	X
	Premium Clear Glass	45%		90%	8%	

\*Look for this symbol to find Tru Vue® Conservation Grade glazing products that meet ISO 18902:2013 Imaging Materials – Processed Imaging Materials, Albums, Framing and Storage Materials, which requires that all framed prints be displayed behind glazing of optical density at least 1.5 in the 300nm to 380nm range and passes the photographic activity test (PAT) described in ISO 18916. An optical density of 1.5 is equivalent to blocking 97% of UV in the 300nm to 380nm range.


\*Anti-static properties on the viewing side.

UV Conservation Grade Protection




# SIZES

## GLASS / UV

	Museum Glass®																								
	2.5 mm	(# of Lites)					16*	12	11	8	7	6						4*	3		2	2			
	Conservation Reflection Control®																								
	2.5 mm	(# of Lites)					23	17	15	12	10	8	9					6	4						
	Conservation Clear®																								
	2.5 mm	(# of Lites)		47	38	29	23	17	15	12	10	8	9					6	4		2	2			

## ACRYLIC / UV

	Oprium Museum Acrylic®***																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	3.0 mm / 0.118 inches	(# of Sheets)															2								2	1		1		1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

\*16" x 20" size is also available 4 lites per box. 32" x 40" is also available 1 lite per box.

\*\*\*72" x 96" 4.5 mm and 72" x 120" 6.0 mm sheets are available and can be ordered cut-to-size from your authorized Tru Vue Fine Art Market distributor.

## GLASS

AR Reflection-Free®																								
2.5 mm	(# of Lites)					4					4						3	2		2				
UltraVue®																								
2.0 mm	(# of Lites)									4							3	2		2	2			
Reflection Control®																								
2.5 mm	(# of Lites)		47		29	23	17	15	12	10	8	9			7		6	4		2				
Premium Clear																								
2.5 mm	(# of Lites)	90	47	38	29	23	17	15	12	10	8	9	8	7	7	7	6	4	2	3				

## ACRYLIC

	<b>Optium Acrylic®</b>																								
	3.0 mm / 0.118 inches (# of Sheets)																				1				
	<b>Reflection Control® Acrylic</b>																								
	3.0 mm / 0.118 inches (# of Sheets)																3			2		5			
	<b>Premium Clear Acrylic</b>																								
	2.3mm/0.090 inches (# of Sheets)																3								
	2.5 mm / 0.098 inches (# of Sheets)																					5			
	3.0 mm / 0.118 inches (# of Sheets)																			2		5			

## SPECIALTY GLASS

UV	UltraVue® Laminated Glass**																											
	4.4 mm	(# of Sheets)																								1*		
	6.4 mm	(# of Sheets)																									1*	1*
UV	TruLife™ Anti-Reflective Single-Sided Acrylic																											
	3.0 mm	(# of Sheets)																								1		
	4.5 mm	(# of Sheets)																									1**	
	6.0 mm	(# of Sheets)																										1**

\*63"x85" and 72"x120" sheets are available and can be ordered cut-to-size from your authorized Tru Vue Fine Art Market distributor.

\*\*4.5mm and 6.0mm sheets are available and can be cut-to-size from your authorized Tru Vue distributor.

**UV** Conservation Grade Protection



# HANDLING GLASS



## HANDLING

- Glass should be handled with care. Gloves should be worn to minimize injury.
- Avoid dragging the lites of glass against one another when removing from the box.
- Do not slide the lite of glass into place. Lift it up to adjust position.

## CUTTING

- Place a non-slip surface (such as suede or kraft paper) between the glass and the back of the wall cutter to avoid scratching.
- For Tru Vue Conservation Grade glass products, place the lite of glass in the wall unit with the UV coated side towards the wall, facing the slip sheet. Do not score the UV coated side. The inkjet printing stating "this side faces artwork" indicates the UV coated side. For all other Tru Vue glass products, either side can be scored.
- Keep the glass cutter clean of glass chips by brushing away fragments frequently with a horse hair brush.

## CLEANING

Tru Vue glass products are clean and ready to use. If spot cleaning is needed, use the following techniques:

- Place the glass on a clean, non-abrasive surface for cleaning.
- Use a clean, soft, lint-free cloth to clean the glass. Tru Vue recommends using a micro-fiber cloth.
- Remove a pesky fingerprint by breathing on the glazing and wiping your cloth in circular motion.
- Spray a small amount of ammonia-free cleaner (or make your own cleaning solution by mixing 1 part water and 1 part isopropyl alcohol) onto the cloth. Spraying on the cloth will prevent streaking and overspray.
- Press the cloth against the glass and clean in round, circular motions to reduce streaking or leaving spots.

\*For UltraVue® Laminated Glass, please see instructions on Page 52.



# HANDLING ACRYLIC

## OPTIUM® & ACRYLIC

### HANDLING

- Gloves should be worn to minimize prints and other particles.
- Tru Vue acrylic products are covered with a protective film masking on each surface. This masking prevents scratching and should be left in place on the sheet as long as possible during handling and cutting.
- To remove the masking, start at one corner and pull towards the opposite side of the sheet slowly and evenly without stopping.
- The masking should never be exposed to excessive sunlight or outdoor conditions for extended periods of time.
- SIZES 40"x 60" AND LARGER: to prevent bowing, twisting, and/or warping provide reinforcing support of the acrylic sheet during framing.

### CUTTING

- For 3.0 mm and 4.5 mm acrylic products
  - Place on a clean, dust-free work area.
  - Cover the work table with a soft, clean, lint-free felt.
  - Use a Multi-Material cutter "scribe and break" method.
- 6.0 mm Optium Museum Acrylic®
  - Fabricate using a power saw with a saw blade specifically designed to cut acrylic. Contact us for saw blade recommendations or visit [www.tru-vue.com](http://www.tru-vue.com).

### CLEANING

- Place the acrylic on a surface clear of debris and lint particles.
- Spot-clean with a dry lint-free or micro-fiber cloth by wiping in a soft, circular motion.
- For Optium® and StaticShield™ Acrylic only: When needed use an ammonia-free glass cleaner or make cleaning solution by mixing 1 part water and 1 part isopropyl alcohol. Apply cleaner to cloth and then wipe. Do NOT use an acrylic cleaner or polishing agent on these products as it may cause damage to the coating.
- For all other acrylic products use a mild soap and water solution. Apply solution to cloth and wipe with light pressure. Rinse with clean water and dry with another soft, lint-free cloth. Do NOT use glass cleaners or solutions that contain ammonia, alcohol or acetone. Do NOT use acrylic cleaners or polishing agents on Conservation Reflection Control® Acrylic. Acrylic cleaner and polishing agents may be used on Conservation Clear® Acrylic.



# HANDLING

## ULTRAVUE® LAMINATED GLASS



### HANDLING

- Glass should be handled with care. To avoid injury, gloves should be worn.
- Avoid dragging the lites of glass.
- Do not slide the lite of glass into place. Lift it up to adjust reposition.
- Do not use coarse or abrasive materials or scrapers as they may scratch the coating.

### CUTTING

- Place on a clean non-slip surface.
- Score first side with straight edge or T-square.
- Apply light, even pressure to snap/break.
- Carefully turn the laminated glass over and avoid dragging or scratching.
- Score directly over first side score with straight edge or T-square. (This is critical to achieving a good break.)
- Apply light, even pressure to snap/break.
- Heat score with small propane torch (OSHA recommends a hot air blower) along score until PVB interlayer softens.
- Cut PVB interlayer with a thin utility blade.
- Separate
- Keep the glass cutter clean of glass chips by brushing away fragments frequently with a horse hair brush.
- You can contact an authorized Tru Vue Distributor to order cut-to-size pieces.

### CLEANING

- To remove fingerprints, spot clean with a clean, dry microfiber cloth by wiping in a soft, circular motion.
- Spray 1:1 mix of distilled water and isopropyl alcohol on clean micro-fiber cloth and wipe in circular motions.
- Alternate cleaning - UltraVue Laminated Glass is easy to clean with commercially available, Ammonia-free glass cleaner.



# HANDLING

## TRUELIFE™ ACRYLIC

### HANDLING

- TruLife™ Anti-Reflective Single-Sided Acrylic is covered with a protective film masking on both sides, plus a product identification tape.
- The product identification tape will be labeled with "PRINT/MOUNT TO OPPOSITE SIDE" to identify the printable/mountable side. Do not remove the protective film or product identification tape before determining which side to print/mount. Do not print/mount to the anti-reflective side (the side with the product identification tape).
- To remove the masking, start at one corner and pull towards the opposite side of the sheet slowly and evenly without stopping.

### CUTTING

- Many distributors offer cut-to-size services, which can eliminate this step all together. Contact your distributor for cut-to-size availability [www.tru-vue.com/Find-ADistributor](http://www.tru-vue.com/Find-ADistributor).
- If you are cutting the acrylic on your own, make sure your cutting surface is clean and clear of debris. Using a multi-material cutter, score the sheet multiple times and then apply firm pressure to snap and break. We also recommend leaving the protective film on the sheet while cutting and fabricating.
- Gauges 6.0mm and above should be fabricated with a power saw and saw blade specifically designed to cut acrylic. For a list of recommended saw blades, contact the Tru Vue Helpline at 800-282-8788.
- Do NOT attempt to cut TruLife™ Anti-Reflective Single-Sided Acrylic with a laser. The extreme heat may cause crazing, which may lead to delamination of the coating.

### CLEANING

TruLife™ Anti-Reflective Single-Sided Acrylic cleans easily, just like glass. No special acrylic cleaners are needed. Here are some simple cleaning tips to follow:

- Place the acrylic on a surface clear of debris and lint particles.
- Spot-clean with a dry lint-free or micro-fiber cloth by wiping in a soft, circular motion.
- When needed, use a non-ammonia glass cleaner or make cleaning solution by mixing 1 part water and 1 part isopropyl alcohol. Apply cleaner onto cloth and then wipe.
- Do NOT use an acrylic cleaner or polishing agent. Do NOT try to hand polish or buff scratches in this product as it may cause damage to the coating.



# FAQs - Glazing



## **What is glazing?**

Glazing is a term that describes the protective covering used in picture framing. It refers to glass or acrylic.

## **FRAMING WITH GLASS**

### **What is a lite of glass?**

A lite of glass is simply a piece of glass, regardless of size or thickness.

### **What is the difference between paper-packed and powder-packed glass?**

Powder-packed glass has a fine powder interleaving material (plastic beads and an acidic stain inhibitor) that must be removed prior to use. Cleaning powder-packed glass can be very labor intensive, impacting a framer's productivity.

Paper-packed glass is cleaned and packaged with buffered paper interleaving material so that it arrives ready to use. Tru Vue uses paper-packed glass.

### **Is there a recommended thickness for picture framing glass?**

Professional picture framers use either 2.0 mm or 2.5 mm glass. The 2.5 mm thickness is the preferred choice as it is more resilient, which reduces chipping and makes it easier to handle. It also will not bow on large size pieces. 2.5 mm glass is 130% the strength of 2.0 mm glass.

### **Which side of Tru Vue® Conservation Grade glass should be placed towards artwork?**

It is recommended that the UV coated side of the glass face the artwork. This side can be identified by the inkjet printing, which appears along the edge of the lite. However, the UV blocking capabilities are in no way diminished by the placement of the lite.

## **FRAMING WITH ACRYLIC**

### **When should I use acrylic?**

Tru Vue recommends using acrylic for hanging and shipping heavy oversized artwork, in children's rooms, in earthquake zones, in high traffic areas or anywhere where safety is a concern. You should use 3mm acrylic when the frame's size exceeds 36" x 48". Tru Vue also offers 4.5 mm and 6.0 Optium Museum Acrylic® for oversized framing projects over 40" x 60".

### **Does acrylic have out-gassing?**

All Tru Vue Products are out-gassing free. Some framing grades of acrylic have out-gassing. However, to be certain, we recommend only buying acrylic made in North America.

### **Which side of Tru Vue Conservation Grade acrylic should be placed towards artwork?**

Either side of the conservation grade acrylic can face the artwork. Both sides carry the protective technology.

### **How much space should I allow for expansion and contraction of acrylic?**

The standard 1/16" is recommended for every 12".

## **HANDLING GLASS**

### **How should glass be handled?**

Care should be given when handling glass. To avoid injury, Tru Vue recommends wearing gloves when handling glass. Avoid dragging the lites of glass against one another when removing from the box. Do not slide the lite of glass into place. Lift it up to adjust and reposition.

## HANDLING ACRYLIC

### How should acrylic be handled?

Care should be given when handling acrylic. To minimize finger prints and other particles, Tru Vue recommends wearing gloves when handling acrylic. Tru Vue acrylic products are covered with a protective film masking on each surface. This masking prevents scratching and should be left in place on the sheet as long as possible during handling and cutting. To remove the masking start at one corner and pull towards the opposite side of the sheet slowly and evenly without stopping. The masking should never be exposed to excessive sunlight or outdoor conditions for extended periods of time.

## CLEANING GLASS

### How do I clean Tru Vue® glass products?

All of Tru Vue glass products are clean and ready to use out of the box. If spot cleaning is needed, spray a small amount of ammonia-free glass cleaner (or make your own solution 1 part water 1 part isopropyl alcohol) on a micro-fiber cloth or a clean lint-free cotton rag. To prevent overspray, do not spray the cleaner directly on the glass. Press the cloth against the glass and clean in a round, circular motions.

### How do I clean UltraVue® Laminated Glass?

Spot clean any finger prints with clean, dry micro-fiber cloth by wiping in a soft, circular motion. Spray 1:1 mix of distilled water and isopropyl alcohol on clean micro-fiber cloth and wipe in circular motions. Alternately, UltraVue Laminated Glass is easy to clean with commercially available, ammonia-free glass cleaner. You can also mix a couple drops of detergent with distilled water and use on a micro-fiber cloth to clean surface of glazing. Rinse with distilled water to ensure removal of any detergent residue and dry off with second cloth.

### Why does Tru Vue recommend using an ammonia-free glass cleaner?

Cleaning glass products with harsh chemicals such as ammonia can be harmful to your customers' valued pieces. Ammonia can cause out-gassing within the framing package.

### How can I remove the inkjet printing from the lite of glass?

The inkjet printing is printed at the very edge of the lite of glass and is small enough to be hidden by the rabbet of the frame. If you choose to remove the inkjet printing, apply a small amount of acetone (fingernail polish remover) to a cotton swap to wipe the lite clean.

## CLEANING ACRYLIC

### How do I clean Tru Vue acrylic products?

Working with acrylic just became a little easier. The anti-static properties of Optium® Acrylic, StaticShield™ and TruLife™ eliminate dust and minimizing cleaning. Their durable abrasion-resistant coating also helps to prevent mild scratches sometimes associated with cleaning acrylic. Plus, these products clean like glass.

**For Optium® Acrylic, StaticShield™ and TruLife™ Glazing products,** use the following cleaning techniques. Place the acrylic on a surface clear of debris and lint particles. Spot-clean with a clean, dry lint-free or micro-fiber cloth by wiping in a soft, circular motion. When needed, use a non-ammonia glass cleaner or make cleaning solution by mixing 1 part water and 1 part isopropyl alcohol. Apply cleaner onto cloth and then wipe. **DO NOT USE AN ACRYLIC CLEANER OR POLISHING AGENT ON THIS PRODUCT.** Do not use coarse or abrasive cleaning agents or dirty cloths. Do NOT try to hand polish or buff scratches in this product as it may cause damage to the coating.

**For Conservation Clear® Acrylic, Conservation Reflection Control® Acrylic, Reflection Control® Acrylic and Premium Clear Acrylic,** use the following cleaning techniques. Place the acrylic on a surface clear of debris and lint particles. Spot-clean with a soft, damp lint-free or micro-fiber cloth by wiping lightly in a circular motion. When needed, use a mild soap and water solution. Apply solution to cloth and wipe with light pressure. Rinse with clean water and dry with another slightly soft, lint-free cloth. Do NOT use window cleaning sprays, kitchen scouring compounds or solvents such as acetone, gasoline or lacquer thinner to clean acrylic materials. Avoid using cleaners that contain ammonia or alcohol. Do NOT use acrylic cleaner or polishing agents on Conservation Reflection Control® Acrylic. Acrylic cleaners and polishing agents can be used on Conservation Clear® Acrylic. Fine scratches can be removed by hand polishing the sheet with an acrylic polish or paste wax. Apply the polish or wax to a soft, lint-free cloth and rub. When scratches have disappeared, remove all residue and polish with another soft, lint-free cloth.



## CUTTING GLASS

### What type of cutter is recommended for cutting Tru Vue® Conservation Grade glass?

Any glass cutter that is used for cutting regular glass may be used.

### How do I cut Tru Vue glass products?

Place a slip sheet or a non-slip matboard between the glass and the back of the wall cutter. For Tru Vue® Conservation Grade glass products, including Museum Glass®, Conservation Clear® and Conservation Reflection Control®, place the lite of glass in the wall unit, with the UV coated side towards the wall, facing the slip sheet or matboard. Do not score the UV coated side. Premium Clear can be scored on either side, so placement in the cutter doesn't matter. Be sure to keep the glass cutter clean of glass chips by brushing away fragments frequently with a horse hair brush.

### How can I tell which side of the Tru Vue Conservation Grade glass has the UV coating?

The inkjet printing or static cling sticker will indicate which side to score. The side to be scored is the non UV coated side, so the UV coating is on the opposite side. For Museum Glass and Conservation Clear, the UV coated side is always the side with the inkjet printing or static cling sticker. For Conservation Reflection Control, the UV coating is on the opposite side of the inkjet printing. For UltraVue Laminated Glass, the PVB interlayer provides the UV protection.

The UV coated side will also bead water or glass cleaner more than the non UV side. Using a razor blade you can apply a small light scratch on the edge of the glass which will be hidden by the rabbet of the frame. The UV coating will be scratched, the glass will not. Wear gloves while doing this to prevent cuts.

### How do you cut UltraVue® Laminated Glass?

It is recommended that you contact your local distributor

## CUTTING

- To ensure your safety be sure to wear safety glasses and gloves.
- Score first side with straight edge or T-square.
- Apply light, even pressure to snap/break.
- Turn the laminated glass over.
- Score directly over first side score with straight edge or T-square.
- Apply light, even pressure to snap/break.
- Heat score with small propane torch (OSHA recommends a hot air blower) along score until PVB interlayer softens.
- Cut PVB interlayer with a thin utility blade.
- Separate
- Keep the glass cutter clean of glass chips by brushing away fragments frequently with a horse hair brush.

## CUTTING ACRYLIC

### How do I cut Tru Vue® acrylic products?

**For 3.0 mm and 4.5 mm acrylic products,** place the acrylic sheet on a clean, dust-free work area. Cover the work table with a soft, clean, lint-free felt. Use a multi-material cutter "scribe and break" method.

**For 6.0 mm Optium Museum Acrylic® and TruLife™ Acrylic** fabricate using a power saw with a saw blade specifically designed to cut acrylic. Contact Tru Vue directly for saw blade recommendations. Optium® Acrylic and TruLife™ Acrylic Glazing should NOT be cut with a laser. The extreme heat can cause crazing, which may lead to delamination of the coating.

- Many distributors offer cut-to-size services, which can eliminate this step altogether. Contact your distributor for cut-to-size availability at [www.tru-vue.com/Find-A-Distributor](http://www.tru-vue.com/Find-A-Distributor)

## STORAGE

Avoid storing glass or acrylic where condensation might occur. Use acid-free paper interleaf for long term storage.

- The masking should be left on the sheet during storage and fabrication to prevent damage. If the protective film has been removed, use 2-ply rag board or pH neutral paper for interleaf during storage.
- When storing acrylic vertically, lean sheets at an approximate 10 degree angle to prevent bowing.
- If storing acrylic horizontally, stack larger sheets at the bottom to prevent bowing.
- If storing framed pieces, please note that acrylic expands and contracts, so allow for size variations in the frame.
- Excessive temperatures over 140 degrees F or under -30 degrees F are not recommended for storing or shipping.

## SHIPPING GLAZING

- If shipping pieces framed with acrylic horizontally, be sure to accommodate for flexing of the sheet to avoid vibrations or rubbing against the surface of the artwork.
- Works glazed with acrylic or laminated glass do not need film/glass skin when shipping.
- Allow 24 hours for climatizing after shipping before working with or displaying a piece with glass or acrylic. Condensation will leave water spots on the coating.



## FAQs - Glazing

### UV PROTECTION

#### Is all UV filtering glazing the same?

**No.** There is a distinct difference between UV filtering glazing and glazing that provides UV protection. According to PPFA Guidelines for Framing Works of Art on Paper, for glazing to be labeled as providing UV protection, it must block at least 97% of the UV light rays in the 300 to 380 nanometer range.

Tru Vue® Conservation Grade glazing products are the only glazing products available in the industry that offer this level of protection. In providing at least 97% UV protection (or an optical density of 1.5), Tru Vue Conservation Grade glass products are considered “photo-safe” by meeting ISO 18902 and passing ISO 18916.

#### What percentage of UV rays does the coating block?

Tru Vue Conservation Grade glazing products, including Museum Glass®, Conservation Reflection Control®, Conservation Clear®, Optium Museum Acrylic®, StaticShield™ Acrylic, Conservation Reflection Control Acrylic®, Conservation Clear® Acrylic and TruLife™ Acrylic effectively block 99% of all harmful indoor and outdoor UV light rays.

#### Is the UV coating permanent?

**Yes.** Tru Vue manufactures its Conservation Grade glass products by applying an inorganic silica-based UV inhibiting coating to the surface. The UV coating is “baked” into the glass, producing a permanently bonded coating. Tru Vue Conservation Grade glass products have been field tested for over 20 years and do not delaminate or degrade over time. Tru Vue does not apply a UV coating to its Conservation Grade acrylic products. Tru Vue Conservation grade acrylic products have been field tested for 10 years. The UV protection located within the acrylic substrate and is permanent.

#### When should UV protection glazing be over used?

Since UV light rays come from indoor and outdoor light sources, all items on display are vulnerable to the damaging effects of UV light exposure. That's why it is important to use glazing with at least 97% UV protection on all of your custom framing jobs.

Conservation framing materials and techniques should always be used on sentimental, valuable, limited edition and one-of-a-kind artwork. Also use UV protection glass on all works of art your customers want to protect, especially posters and open edition prints. Posters or open edition prints are more susceptible to UV light damage since the inks, papers and other materials used to create them are more likely to deteriorate than those used in higher end reproductions.

#### Why is UV protection important?

Without at least 97% UV protection framed pieces will age and fade more rapidly. Indoor and outdoor UV light rays contribute to severe color loss, paper embrittlement and deterioration of framed pieces. These effects are both cumulative and irreversible. The materials that make up the piece, the paper or fabric on which the image is displayed, may become brittle. Photos may appear yellow or stained with ghostly silver deposits rising to the surface. Once damage from light has occurred, it can never be reversed. That's why it is important to understand what you can do to minimize this type of damage before it happens.



**Are there forces other than UV light that can contribute to damage to items on display?**

**Yes.** While it is very important to reduce UV light exposure, this alone will not eliminate fading and other deterioration. All light, not just UV light can be damaging. Heat, pollution, moisture, the materials that make up the piece as well as poor quality framing materials are all contributing factors. Using conservation framing techniques and materials as well as educating your customer on how to properly display and care for their framed piece will help minimize the risk of damage caused by these factors.

Remind your customers that care should be given when displaying their framed piece to avoid unnecessary exposure to light. Since some light is required for your customers to enjoy and see their framed pieces, it is all the more important to reduce any damage from UV light, by using glazing with at least 97% UV protection.

**How can I help my customers protect their framed pieces?**

Help your customers select framing materials that will protect their framed pieces for years to come. Educate your customers on the damaging effects of all light, visible and invisible, and recommend that they select glazing with at least 97% UV protection to reduce the damaging effects of UV light. Give your customers simple instructions for displaying and caring for their framed piece. UV protection will not eliminate fading, so your customers should use care when displaying their framed pieces. Direct light exposure for any duration should be avoided. Hanging or displaying the piece in a controlled lighting environment with low humidity is recommended.

For additional tips, Tru Vue recommends reading *A Consumer Guide to Materials for Preservation Framing and the Display of Photographic Images*, created by the Image Permanence Institute. To download this guide go to [www.imagepermanenceinstitute.org](http://www.imagepermanenceinstitute.org).

**Is fluorescent light harmful?**

**Yes.** All light can be harmful. While fluorescent lighting can have a higher output in the UV range compared to incandescent lighting, the more important factor is the overall brightness of the light source. To minimize light damage, avoid placing artwork near sunlit windows or bright sources of light.

**The windows in my customer's home have UV coating. Should I still use UV filtering glass?**

**Yes.** Unfortunately, the sun is not the only source of harmful UV light rays. All light sources, whether natural or artificial, have some of their components in the ultraviolet range.

**REDUCING REFLECTIONS****How does anti-reflective glazing reduce reflection?**

The thin film coatings on Tru Vue anti-reflective glazing disrupt the energy contained in light waves causing them to flow out of sync. This disrupted wave pattern virtually eliminates all reflection from the surface of the glazing. Diagrams of how this process works are included with the descriptions of all anti-reflective products.

**What is non-glare glazing?**

Non-glare glass and acrylic products finished to diffuse reflected light. This process also gives the glazing surface a matte finish. Tru Vue Conservation Reflection Control®, Reflection Control®, Conservation Reflection Control® Acrylic and Reflection Control® Acrylic are non-glare glazing options.

**ANTI-STATIC****What type of glazing should I use for pastel or charcoal based art?**

Pastel or charcoal based art can become damaged using most acrylic products due to the inherent static charge of the substrate. Optium Museum Acrylic®, Optium Acrylic®, StaticShield™ Acrylic and TruLife™ Acrylic immediately dissipates static charge to help protect art from damage.

**How can I control static on acrylic products?**

All of Tru Vue anti-reflective glass and acrylic products are anti-static. For regular acrylic products, spray with a de-ionizing air gun, then wipe with a clean, damp, high performance cleaning cloth. This will reduce static temporarily.



# ABOUT TRU VUE

**With Over 40 years of dedication to the custom picture framing industry, Tru Vue remains unmatched.**

## Unmatched UV Performance

- Tru Vue Conservation Grade anti-reflective glazing products are the only products in their class that meet and exceed ISO 18902, a standard that calls for a minimum of 97% UV protection.\*
- All of Tru Vue Conservation Grade products are photo safe and pass the photographic activity test (PAT) ISO 18916.
- Preserving and protecting the integrity of your customer's framed piece is our primary concern and theirs. According to Art, Wall Décor, Custom Framing & Picture Frame Report 2013, by Unity Marketing, the #1 reasons consumer custom frame is for preservation and protection.

## Unmatched Quality

- All of Tru Vue products are subjected to a rigorous inspection process to ensure we deliver high quality products.
- Museums around the world depend on our products to perform to their exacting standards.
- Tru Vue stands behind the quality of its products. If you are not fully satisfied with the quality of the product you receive, we want to know.

## Unmatched Service

- Made in the USA, Tru Vue products are readily and widely available.
- Our national network of authorized Tru Vue distributors offers speed and flexibility to bring you products, as you need them.
- Our robust website enables you to order free materials such as glazing displays, gloves and stickers as well as gives you turnkey marketing tools such as eblasts and website pages.
- And when you have questions, our dedicated framer's helpline is available for support.

**To access our free marketing materials, go to [www.tru-vue.com/Custom-Framers/](http://www.tru-vue.com/Custom-Framers/)**



# IMPORTANCE OF CONSERVATION GRADE UV PROTECTION



## Only Tru Vue offers glazing products developed specifically for preservation framing.

### Did you know?

Guidelines from the International Organization for Standardization, ISO 18902 recommends choosing glazing products that block at least 97% of UV energy.\*

### What factors cause damage to art, photographs and other personal keepsakes?

- All light sources emit harmful UV light rays. Sunlight and indoor lighting, such as fluorescent and tungsten, contain different amounts of UV energy that can cause irreversible UV light damage. Colors may fade and shift and the materials that make up the piece may become brittle or yellow.
- UV protection reduces fading and other damage caused by UV light over time.
- All light, not just UV light, can be damaging. Heat, pollution, moisture, the materials that make up the piece, as well as poor quality framing materials, are all contributing factors.

### How can you help you customers protect their framed piece?

- Help your customers preserve their framed piece by recommending materials that meet conservation framing standards.
- Recommend glazing with at least 97% UV protection to reduce the damaging effects of UV light.\*
- Educate your customers on the factors that cause damage.

Tru Vue offers a FREE consumer brochure that discusses the importance of UV protection. To order a supply for your store, please call the Framer's Helpline at 800-282-8788 or go online at [www.tru-vue.com/Custom-Framers/](http://www.tru-vue.com/Custom-Framers/)
- Recommend displaying their framed piece in a well controlled lighting environment, with low humidity.

\*Tru Vue Conservation Grade glazing products meet ISO 18902:2013 Imaging Materials – Processed Imaging Materials, Albums, Framing and Storage Materials, which requires that all framed prints be displayed behind glazing of optical density at least 1.5 in the 300nm to 380nm range and passes the photographic activity test (PAT) described in ISO 18916. An optical density of 1.5 is equivalent to blocking 97% of UV in the 300nm to 380nm range.

# Looking for the Right Marketing Tools to Build Your Business?



## You'll Find Them In Frameworks for Success.

It takes a lot to build a successful business: you need to generate awareness, build customer loyalty, manage inventory, pay bills, and turn a profit, all while doing the work you love. Tru Vue® wants to help. That's why we created Frameworks for Success, an online resource specifically for custom framers that offers essential business-building tools, including:

- Displays, demo kits, email templates, and videos
- Expert advice on SEO and online marketing
- Invaluable promotional tools, such as customized Tru Vue® Glazing Stickers—beyond cleaning tips, these stickers offer a lasting reminder of your craftsmanship and shop

For all of this and more, visit Frameworks for Success at [www.Tru-Vue.com/Custom-Framers](http://www.Tru-Vue.com/Custom-Framers)



# GLASS DISPLAYS

Impactful in-store displays are the easiest way to help customers make the right choice.

Consumers want to know their options and they look to you to present them. Your Tru Vue glass displays show your customers the visual differences between Tru Vue's Conservation Clear®, Conservation Reflection Control® and Museum Glass® options and help them sell themselves on Museum Glass.



"Brush Strokes" Wall Display



"Origami" Counter Display

## Research proves it...

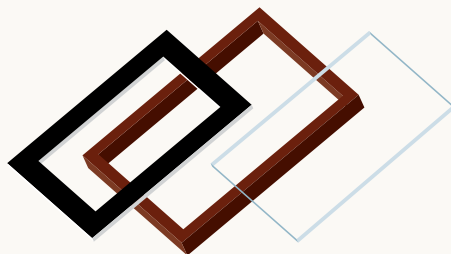
- When customers see the comparison between regular glass and Museum Glass more than 50% will choose Museum Glass.\*
- 58% of consumers would pay an additional \$75 to upgrade to Museum Glass for their posters, paintings, prints and more.\*
- 85% of consumers go with the advice of the framer.\*

Call 1-800-282-8788 or visit [www.tru-vue.com](http://www.tru-vue.com) to order your free display today.

\*Synovate® Consumer Segmentation Study 10/16/2006. \*\*Invoke Solutions® Consumer Segmentation Study 6/7/2007

# GLASS DISPLAYS

Every time a customer comes into your shop, **it's Show Time!**  
You show them the three important parts of a great design:



## ELEMENTS OF A GREAT DESIGN

MATting ♦ MOULDING ♦ GLAZING

When you are ready to show your customer glazing choices:



**1** *Show them*  
the Tru Vue glass  
display, just like  
showing matting and  
moulding choices.

**2** *Tell them*  
about the features—the  
99% UV protection and  
the amazing clarity.

**3** *Let them*  
choose the glass.

Once you show your customers Museum Glass, they're sure to love what they see. And by letting them make the choice, you don't risk losing the sale. So what are you waiting for?

**Make it Show Time, Every Time, for a great design!**

To learn more, watch our online video at [www.tru-vue.com/Custom-Framers](http://www.tru-vue.com/Custom-Framers). Log in and click on "Videos".

Then call 1-800-282-8788 or visit [www.tru-vue.com](http://www.tru-vue.com) to order your free display today.





## GLASS & ACRYLIC GLAZING CATALOG

Contact Us:

### NORTH AMERICA

**Distributors:** contact your Tru Vue sales representative

**Framers:** contact the Tru Vue Framer's Helpline 800-282-8788  
or [framers@tru-vue.com](mailto:framers@tru-vue.com)

### INTERNATIONAL

**Distributors:** contact your Tru Vue representative

**Framers:** contact your distributor or [info@tru-vue.com](mailto:info@tru-vue.com)

To find an authorized Tru Vue distributor in your area, go to  
[www.tru-vue.com/find-a-distributor](http://www.tru-vue.com/find-a-distributor)



[www.linkedin.com/company/tru-vue](http://www.linkedin.com/company/tru-vue)



[www.facebook.com/TruVueGlazing](http://www.facebook.com/TruVueGlazing)

\*Tru Vue® Conservation Grade glazing products meet ISO 18902:2013 Imaging Materials – Processed Imaging Materials, Albums, Framing and Storage Materials, which requires that all framed prints be displayed behind glazing of optical density at least 1.5 in the 300nm to 380nm range and passes the photographic activity test (PAT) described in ISO 18916. An optical density of 1.5 is equivalent to blocking 97% of UV in the 300nm to 380nm range.

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