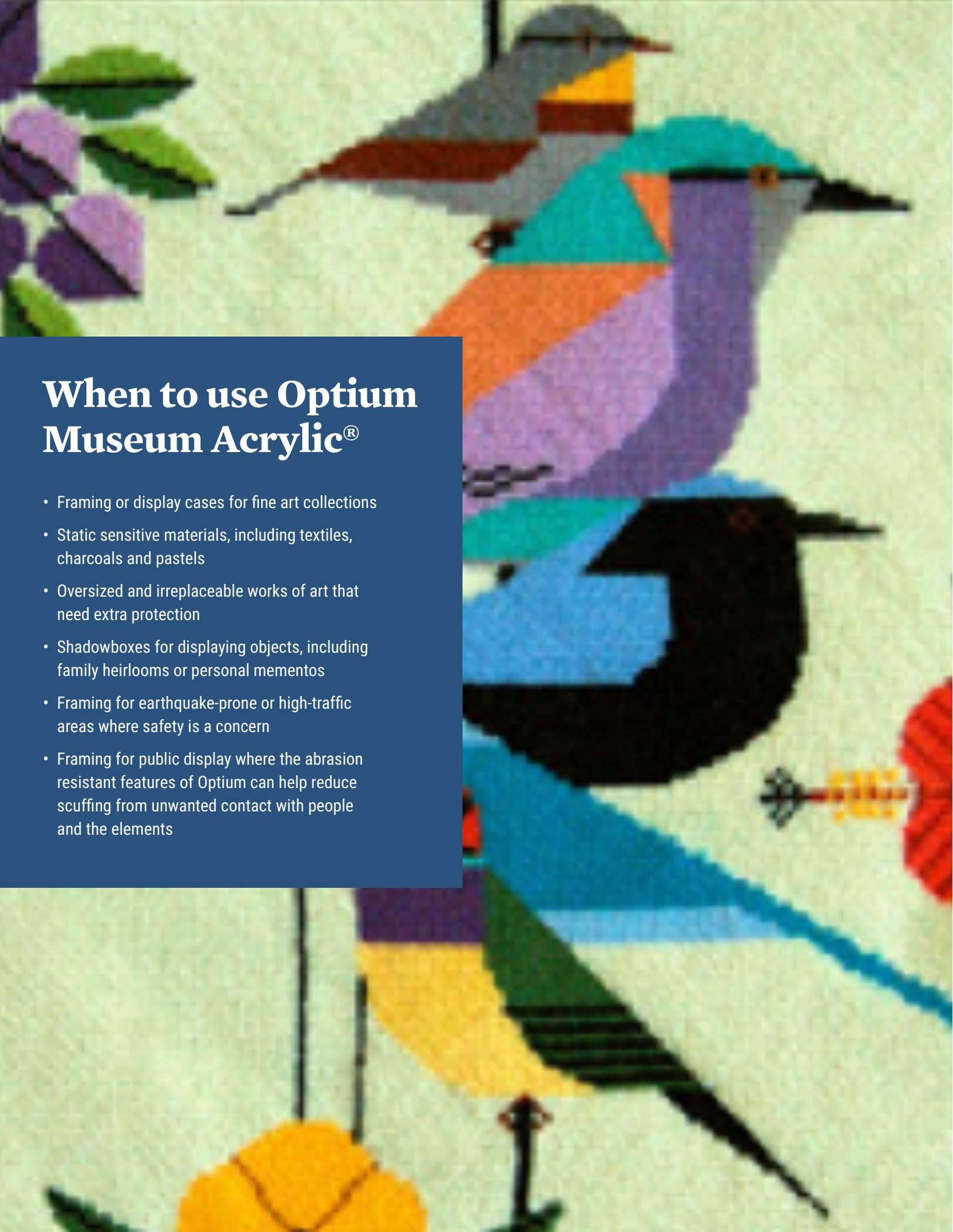


Optimize your custom frame shop



As successful custom frame shop owner, you're keenly aware of the role that artistry, craft, and business acumen play in helping your business prosper. When you utilize the right materials in your frame shop, you are empowered to create high-quality work that differentiates custom framing and attracts new customers. As you stock and educate your clients on state-of-the-art Optium Museum Acrylic® your art, craft and business will **grow to new heights.**



When to use Optium Museum Acrylic®

- Framing or display cases for fine art collections
- Static sensitive materials, including textiles, charcoals and pastels
- Oversized and irreplaceable works of art that need extra protection
- Shadowboxes for displaying objects, including family heirlooms or personal mementos
- Framing for earthquake-prone or high-traffic areas where safety is a concern
- Framing for public display where the abrasion resistant features of Optium can help reduce scuffing from unwanted contact with people and the elements

Optium Museum Acrylic is especially appropriate for framing textile pieces.

Optium filters 99% of UV light which can damage the vibrant colors of textile pieces. It protects the high-surface area pieces from dust and other forms of environmental contamination. And Optium is exceptionally clear, allowing full enjoyment of the artwork's details.



Charcoal drawings are another application that calls for the anti-static properties of Optium Museum Acrylic®. Lower-quality acrylics are lightweight like Optium® but they are prone to holding static charges which can dislodge the charcoal particles over time and damage the very artwork they are designed to protect.

Optium® is easier than you think

If concerns about ordering and cutting Optium Museum Acrylic® are holding you back from including it in your glazing offerings, you'll be happy to hear that Optium® can be ordered in sizes as small as 24x36 inches and that most distributors offer cut-to-size services. Tru Vue® and our distributors have made it simple to order the perfect glazing for high-quality framing in the perfect size.

Pricing premium products for a win-win

Some frame shop owners shy away from offering premium products because they are unsure of how best to price them. Tru Vue® has worked with hundreds of custom framers throughout the years and we recommend an excellent pricing strategy that we call “The Rule of Three.”

Let’s start by looking at a standard product like a 24” x 36” piece of Conservation Clear® Glass. Your cost may be \$3.76 and, using a standard markup multiplier of 7, you would set a retail price of \$26.32. If you were to offer the same size piece of Optium Museum Acrylic® your cost may be \$31.32, but using the same multiplier of 7 would put your retail cost at an unattainable \$219.24.

Here’s where “The Rule of Three” comes in. Take your retail price for the standard Conservation Clear® product (\$26.32) and subtract your cost (\$3.76) to find your Standard Product Markup. In this case, it is \$22.56. Take that number and multiply it by three for your Premium Product Markup: \$67.68.

Add your Premium Product Markup to the cost of your 24” x 36” piece of Optium® (\$31.32) and you have your retail price: \$99.

By using “The Rule of Three” to price your premium products, you make three times the profit you’d earn from selling a standard product and your customer gets the many benefits of premium materials at a more affordable price point. Everybody wins.



Credit: Ken Bower

Using your free Optium Museum Acrylic® counter display

Did you know that Tru Vue® will ship you a beautiful, interactive display to help demonstrate the benefits of Optium® to your customers for free? The display consists of two side-by-side images of a peacock adorned with a quality framing materials like Optium Museum Acrylic® and watch your business grow.



Finding Custom Framing Opportunities

There are more people interested in custom framing in your area than just those coming into your shop. Here are some ways you can connect with them.

Google AdWords: Reach out to potential customers using Google Adwords. You can select key search words to run short three-sentence ads against. For example, you could run ads against searches for “Wall Design Ideas” or the names of competing shops. Learn more at [Adwords.google.com](https://adwords.google.com)

Email Marketing: Develop an email list of clients and market to them around major framing events such as graduation season, Mother’s Day, and Christmas. Visit <https://tru-vue.com/custom-framing/email-marketing/> for free email templates you can use to promote your business.

Retail Events: Host a customer appreciation day with refreshments and discounts on framing. Or connect with local artists and host a gallery showing in your shop to bring in local art enthusiasts. Ideas like these and more can be found on the Tru Vue® custom framer blog: <https://tru-vue.com/articles/custom-framers/>

High-quality custom framing is a business that benefits from customer education. Try and find creative ways to acquire customers and talk up high quality framing materials like Optium Museum Acrylic® and watch your business grow.