

# Why frame pictures?

## ***A frame provides the necessary distinction from the wall***

- ▶ A frame makes the picture visually stand out from the wall. A wide matboards increases this effect. It is important to choose the correct matboards and an appropriate frame molding to put the picture perfectly in the limelight.

## ***Good framing enriches the subject***

- ▶ Sophisticated framing will turn every subject into an „eyecatcher“.The many different varieties of molding profiles and surfaces make it possible for you to define and have a lasting effect on the ambience.

## ***The frame makes hanging easier***

- ▶ The frame is not least a technical solution for attaching a subject or an object to the wall for display and decoration purposes.

## ***Framing protects the object***

- ▶ The use of suitable materials and framing techniques protects the subject from harmful UV rays, insects or harmful substances, for example. It is imperative to preserve subjects to be protected in the long term.

## ***What exactly are object and showcase frames?***

A framer uses showcase frames when he wishes to present a three-dimensional object or when he wishes to portray extreme depth in the frame. Showcases are also suitable for framing collections of small items (mussels, coins, pocket watches).

# Wood or aluminum?

*The frame market is defined essentially by two materials:  
wood and aluminum.*

**Wood** is by far the most commonly used material for framing. It is so popular because it radiates warmth, is authentic and is easy to handle. Wooden picture moldings are used in both natural and purified form. As a natural raw material, wood reacts to moisture and temperature changes. This is why picture moldings are produced only very seldomly from solid material. Industrially produced picture moldings are mostly laminated or zinc-plated in order to provide the necessary stability. Almost without exception, the wood used for the production of picture moldings grows in plantations. The best-known raw woods are pine, Ilomba, Abachi and Ayous.

By contrast, **aluminum** captivates the viewer with its clear lines and elegant appearance and offers the chance to choose from a wide variety of colors. Aluminum is a stable and robust material which is resistant to moisture and temperature changes and is easy to handle. Modern coating processes ensure a long-lasting color and the color fidelity of the harmless coat is guaranteed by a number of production cycles. From coating to anodizing, whether matt, gloss or textured, aluminum offers a broad spectrum for modern or classic subjects, large and small formats.

# Which surface is suitable?

## ***Gilding - a craft with centuries of tradition***

A gilder works with wood, glue, chalk, natural bolus, paints, gold leaf and silver leaf. The production of gilded moldings requires many working steps, the ability to craft and an enormous amount of time. It takes more than 10 working steps to gild a picture molding. Gold alloys such as red gold, yellow gold and white gold are distinguished. The most attractive property of real gold is its light-fastness. Real gold transmits light, does not oxidize and can be polished beautifully. Pure gold has 24 carats.

## ***Schlag metal (imitation gold leaf)***

Schlag metal is an inexpensive way of providing picture moldings with the appearance of a gilded molding. The most common Schlag metals are copper and aluminum.

## ***Staining***

The most popular way of treating picture moldings is to stain them or coat them. This is done using varnishes and also scumbles and oils. The moldings may fade depending on the light-fastness of the materials used.

## ***Veneer molding***

A traditional form of treatment is the veneering of moldings. In this process, very thin layers of mostly fine hardwoods are applied to the backing moldings. This is much more favorable than producing picture moldings from solid fine hardwood. The most common veneers are maple, cherry, olive and oak.

## ***Films***

A very favorable form of treatment involves bonding a film to the molding. Films are also used when a complex appearance needs to be constantly retained over several production cycles. Very favorable gold or silver moldings are also produced by means of films.

## ***Burn printing***

Burn printing involves burning patterns into the molding using a hot roller.

## ***Root wood veneer***

Root wood veneer is used to emphasize the rustic nature of the wood. These veneers can be recognized by the irregular black knots in the veneer.

## ***Natural wood***

Natural wood moldings are usually only sealed with a transparent coating. Light ages the wood and makes it darker, sometimes even gray. As a result, visible differences in the grain are to be expected and are no cause for complaint.

# Why use a matboards?

*It is sensible to use matboards not only for the perfect presentation of pictures but also to protect valuable works of art.*

***The effect of the matboards:***

- ▶ It provides a calm environment for the picture
- ▶ The expressiveness of the picture is promoted
- ▶ Details are emphasized
- ▶ The impression of optical three-dimensionality of the picture is promoted
- ▶ The value and aspiration of the presentation are increased
- ▶ The matboards opens up a large number of creative and individual framing variants adapted to suit the subject and ambience.

The matboards protects:

- ▶ It prevents damage arising from direct contact with the glass
- ▶ Alphamat ArtCare quality museum board permanently protects against yellowing and damage owing to aging but not against light damage!

# Glass!

## ***A visibly important material***

Anti-reflection coating - rely on the suitable solution!

People frequently neglect to choose the correct glass, but this choice contributes greatly to the successful overall impression of the framing. Anti-reflection and matt glasses are in fact etched window glasses. Even if these glasses reduce reflection, the colors and contrast of the picture become considerably blurred (cloudy). As a result, it is often better to use simple float glass or window glass instead.

The perfect solution is to use a true picture glass such as @claryl. The example below shows how important the choice of the correct glass can be.



*Conventional float glass/window glass*    *@claryl - The Picture Glass*

## ***@claryl - The Picture Glass***

With a residual reflection of 1.2% and a light transmission of 98%, this picture glass provides an optimum view of your subject: reflection that can scarcely be perceived, sharp presentation and light-fast colors at a reasonable price/performance ratio - it is worth comparing it with others.

## ***Float glass/window glass***

This standard glass is commonly also referred to as window glass. Since it is greenish and has a high amount of reflection, it is not the ideal solution for framing.

## ***Matt glass***

Anti-reflection and matt glasses have a surface which is not smooth but instead has been „roughened“ by etching. These fine unevennesses scatter the impinging light (called small angle scattering). Although this reduces the amount of reflection and glare, the intensity of the reflecting light remains the same. When viewing the glass from the front, the intensity remains at about 8% - the same amount as with a glass without an anti-reflection coating.

The contours and contrast of the picture behind the glass become blurred; this is an undesirable effect for art lovers.