



What's New on Fifth Avenue?

April 2007

REED ARTS

FINE CUSTOM FRAMING • EXTRAORDINARY OBJECTS



Internet Coupon Available on our Website

Our website is www.reedarts.com. There you'll find examples of our creative framing designs, information about the artists we feature, links to arts organizations and arts events around town, a little bit about the staff, and more. You can also find an *internet coupon* to print and bring with you on your next visit. It's just our way of saying thank you for trusting us with your art, your photos, and your cherished articles through the years. We don't call you our customers, you're our *clients* – and we want to be the source for all your framing needs for years to come!

What's New?

The answer is "Quite a bit!" Things always seem to be changing here at the shop – new frame moulding styles, new framing techniques, and new art items. If you haven't been to see us in a while, we want to remind

you that Reed Arts is your one-stop destination for ALL your custom picture framing and home accessory needs! This newsletter will give you a peek at some of the newer services we offer.

Picture It First™ Technology Lets You See How Your Finished Frame Will Look!

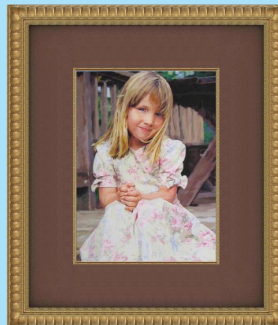
Often, we have clients who have a difficult time visualizing what their finished framing project will look like, working with only our matboard and moulding corner samples. Our **Picture It First™** software makes picture frame design a breeze. Digital cameras suspended over our design tables capture a picture of your artwork with our matboard and moulding samples. A few clicks later on our computer, and you can see what the completed project will look like. **Picture It First™** makes it simple! Once we've created an image, we can change the mat color or width, print it, save it for future reference or even email it to you.



Go from this...



to this...



or this...



in seconds!

FINE CUSTOM FRAMING



From the Reed Arts Sports Section:

Sports Jersey Boxes Take on a Whole New Look

Imagine a shadowbox with no corner joints, no seams, and shaped like the jersey inside it! These seamless shadowboxes come in both adult and youth sizes, and in four sports jersey styles: football, baseball or soccer, basketball and hockey. Each jersey frame comes with Plexiglas® glazing for safety. We have a couple of these never-seen-before frames on

display in the shop, so come in and take a look at how you can create a totally unique display for the sports fanatic in your life. 🇺🇸



Since all objects are held in place by their respective dome, no adhesives or any other harmful products come in contact with the ball. The domes and Plexiglas® glazing are sized so a photo, name plate, game program or scorecard can be designed into the framing. Four styles are available for football, golfball, baseball or soccerball. The baseball holder can be used for a tennis ball if preferred, and the football holder can be used to hold a ballcap. 🇺🇸



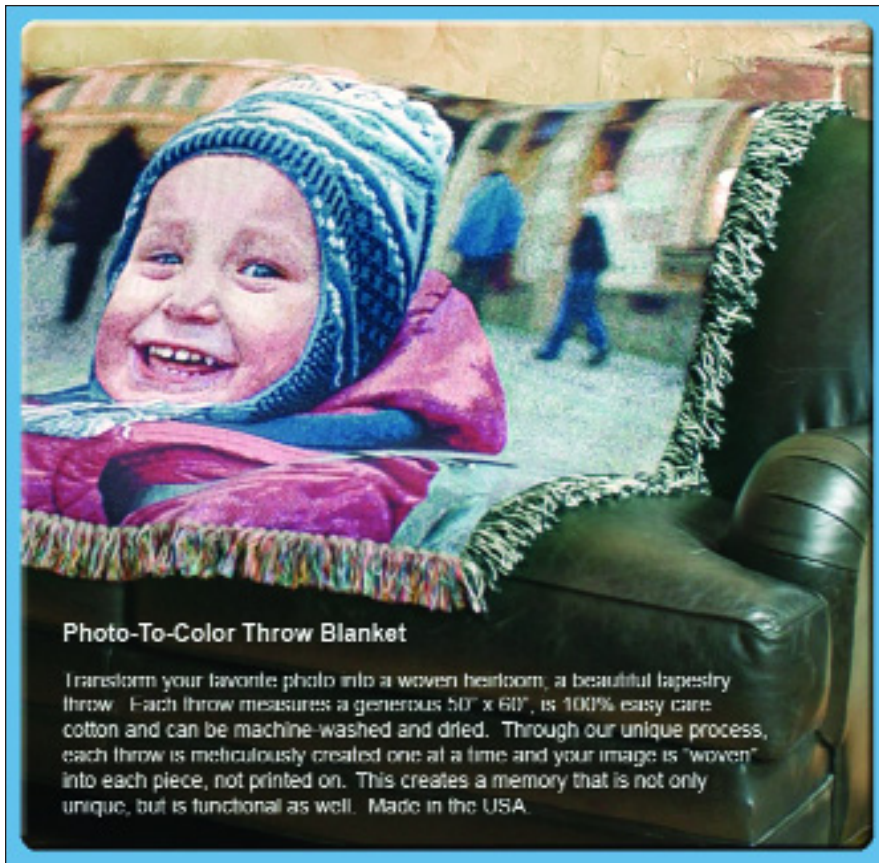
create a totally unique display for the sports fanatic in your life

Also from the Reed Arts Sports Section: Sportsball Display Domes

Check out this new way to display your favorite game ball. Display domes allow us to frame objects without the added expense of a shadowbox moulding, and when finished can be viewed from all angles as opposed to a shadowbox view.

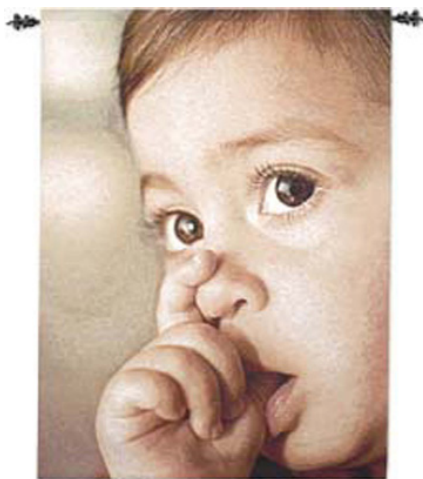



EXTRAORDINARY OBJECTS



Transform Your Photo Into a Woven Work of Art

May is National Photo Month! We've recently picked up a new service and a new product, both of which relate to photography.




We can take a digital photo image and have it transformed into a throw blanket or tapestry wall hanging! The image is woven into the blanket, not just printed on. Simply provide us with your photo or digital image file, and we'll do the rest. Truly THE perfect gift for all occasions! Each woven photo blanket is 100% easy care cotton and measures 50"x60". Each tapestry wall hanging measures 26"x36" and is fully lined on the back with a pocket for a decorative metal rod with finials; hanging hardware included. These products are woven in the USA, and we have samples on display in our showroom. Your woven heirloom will arrive within 6 weeks! 

Photoframes Go Digital



Reed Arts now carries TAO Digital Photo Frames. Simply connect the frame via USB cord to your PC, and drag your photos directly to the frame! Or, insert a memory card into the frame and instantly display photos, movies, or play your favorite music in the background. Upload some special photos before giving it as a brilliant gift with a personalized touch! An ultra-thin battery powered remote control is included.



And...why fumble for your wallet to share photos when you can store up to 56 photos on your keychain? This little gadget will brim with 2½ hours of "on" time (which roughly translates to a week or two of standard show-and-tell). The keychain has still and slideshow modes, and since we're all a little forgetful now and then, will turn off after 3 minutes of neglect. Includes a rechargeable lithium battery. 

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Saturday 9am - 4pm
closed Sunday

Title Company Owners

Buy Our W. Fifth Avenue Property

Some of you noticed the “Building For Sale” signs in front of our shop last year – in fact, a few of you thought we were moving or closing! No, building owners Barbara Baker and Steve Vicars wanted to devote their time and energy to their llama farm, so they put the building up for sale. Last May, we met our new landlords J.D. and Helene DeFrangia, who operate Integrated Title Company. They’ve set up shop directly behind our space, and are thrilled to have Reed Arts as a tenant (and we’re thrilled they like having us here!). J.D. has some creative ideas for our building, so we’re looking forward to putting our “right brains” together! 🧠



Reed Arts is a member of **PPFA**, the Professional Picture Framers Association, the international trade association for the art and framing industry. **PPFA** members strive for excellence in framing, and have access to the most current products and trends available to the trade.