

NEWSLETTER

DECEMBER 2019 - JANUARY 2020



SERVING THE FRAMING TRADE SINCE 1977



L2716 BROMPTON in Olive & L2820 MINERALE in Azurite

THIS EDITION

- › BARE WOODS FOR SUSTAINABLE FRAMING
- › MUSINGS FROM OUR FOUNDER, MARTIN HARROLD
- › FRAMING INSPIRATION
- › THE GUILD WEEKEND 2020
- › AND LION BARS!

lionpic.co.uk



NEW LOOK

We've refreshed our newsletter to give us more space to tell you about new products and framing techniques.

We hope you enjoy reading.



Moulding: Bare Wood Oak L1760



SUSTAINABLE FRAMING WITH BARE WOODS

Environmental sustainability is an increasingly important issue for all of us in the framing trade. Using FSC® Certified mouldings wherever possible is one way you can help.

LION were one of the first moulding suppliers to receive FSC Chain of Custody Certification in August 2007, with 9 certified mouldings at the time and now over 470 FSC certified mouldings. With over 95% FSC certified, our Bare Wood range of moulding is most suitable choice for sustainability.

With the design trend towards natural and neutral interiors, Bare Woods may be an increasingly popular choice for your customers.



'Rainstorm, Deansgate' by Photographer Simon Buckley in MAPLE

Klein Imaging chose to frame this image named 'Rainstorm, Deansgate' by photographer Simon Buckley in MAPLE and the use of a simple, clean Bare Wood which perfectly complements this image.

A number of our customers choose to hand finish Bare Wood mouldings, to create an entirely unique look. We have a wide range of products for staining, waxing and gilding Bare Wood mouldings.

See LION55 p96 – 105 or visit lionpic.co.uk/supplies/finishing-decoration/

LION BARS

As always there'll be a LION bar in every parcel during December - a small energy boost during your busiest time. We thank you for your custom and wish you a very Happy Christmas and a prosperous New Year.

Thank You



CHRISTMAS CLOSING AND LAST DELIVERIES

LION will be closed from Friday 20th December 2019 until Thursday 2nd January 2020 for the festive period. We strongly recommend placing all orders for mainland UK delivery by Wednesday 18th December. **Please contact craig@lionpic.co.uk for last orders dates for export markets.** Online orders can of course still be placed while we're closed but will ship from Thursday 2nd January 2020 onwards.



SAVE TIME AND MONEY BY ORDERING ONLINE

With free delivery over £125 and:

- Next day delivery on all orders completed before 12pm (mainland UK only)
- Quickly add products saved in your favourites
- Add products to your basket throughout the week and confirm the order when you're ready
- Order 24/7 when it's most convenient to you
- Use Chop Service with ease
- Watch video guides and read detailed supporting information
- Easy to use search function, find exactly what you need
- Live stock information with delivery due dates available
- Up to date price, product and volume discounts
- Click and Collect from our Trade Counter



PRODUCT SPOTLIGHT

LION MICROFIBRE CLOTHS



Part no. 9984

LION Soft-Touch Microfibre Glass Cloths are great for all kinds of cleaning; dry, damp or wet. With or without water or glass cleaner.

- Can remove grease and oily film without chemicals
- Leaves no scratches or lint
- Absorbs much more liquid than any other fibre
- Wash (no bleach or softener) and dry quickly. Can be used repeatedly

see lionpic.co.uk or LION55 p74



DID YOU KNOW?

We've been supplying the framing industry for over 42 years. Based in Birmingham, just around the corner of several famous Peaky Blinders landmarks, we're a family run company with innovation at the heart of everything we do.

Pictured above is LION founder Martin Harrold alongside the team at our third premises located in the Jewellery Quarter, Birmingham.



FRAMING INSPIRATION

Our exclusive **HAND FINISHED** mouldings make really eye catching slips.

Pictured above are 1. BROMPTON in Olive (91mm) with TEMPEST in Storm and Silver (30mm), 2. BROMPTON in Black (91mm) with MINERALE in Azurite and 3. GALERIA in Warm Silver with TORINO in Smoke & Gold.

You'll find each of these mouldings in your copy of Mouldings2020

SpringLOCK



Part no. 4647

A consistently popular hanging system, designed and made in the UK, the **SpringLOCK** has been proven in 1000's of hotels, public buildings and restaurants around the world.

- Easy to fit
- SpringLOCK consists of one Bridge and one Lock
- Supplied as kits for single frames or bulk packs for multiple frames

For guidance on how to use SpringLOCK see LION55, p.155 or PUB052 at lionpic.co.uk



UNBEATABLE CUSTOMER SERVICE

The only framing
industry supplier
with thousands of
**VERIFIED
REVIEWS**

With over ten Fine Art Trade Guild Industry Awards for Customer Service and an average rating of **4.81 stars** from over 4,000 reviews, we believe our service to customers is unmatched in the industry.

If you'd like to add your feedback visit www.reviews.co.uk to give your feedback!



"The staff at Lion Picture Framing Supplies Limited are always friendly and very helpful when speaking on the telephone or in store. I have been using their excellent products for over thirty years." **GS, Hereford**

SHARE YOUR WORK WITH US ON SOCIAL

Here at LION, we love to see how our customers put our products to use and there is no better way than sharing your work on Social Media. If you're not already following our account you'll find us **@lionpfs**



GuildWeekend Be part of it! 16 & 17 May 2020

The Guild Weekend 2020 returns to Stratford on May 16th & 17th. This year promises to be even better than last, and sees the return of the extremely popular workshops for framers. The workshops cover subjects such as Pricing, Wash Lining, Textile Framing, Hinging Artwork, Morso Maintenance, Canvas Stretching & Box Making, Float Mounting and NEW for 2020, Creative Mountcutting.

Also on the go are the annual awards for framers – Best Hand Cut Mount, Best CMC Cut Mount, the Guild Framing Challenge (these awards are open for entry now!) and NEW for 2020, the Up and Coming Framers Award.

For more information see >>
www.fineart.co.uk/awards-for-framers

Martin's Musings



Hi, I'm Martin Harrold, founder of LION 42 years ago and now Chairman. That means that I get to do some of the fun stuff while others, much more capable than me, do all the real work. Well something like that! I've been invited to do a personal column for the LION Newsletter and the picture shows me with sales colleague Tony Walker doing a presentation on hangers and hooks for frames at a recent meeting of the London FATG Branch.

Mounting Brass Panels



A customer with enamel art on large 1mm brass panels who wanted them framed with bevel-cut mounts stumped Sharmaine Guthrie of Opal. An answer seemed to be to bond panels to MDF backs, then build up with mountboard to the level of the panel. Seal the MDF with PVA 9101, diluted 50/50 with water. Clean backs of panels with wipes, 9837. Use HD Bonding Tape, 6918, in strips. This tape has recently been lab tested and went off the dial at 100kgs load!

Help Stop Pictures Getting Knocked off the Wall



Locally developed and made, HD Safety Hooks, 9487A, have a special spring clip allowing a picture, with cord or D-rings, 5964, to be hung by pulling it down past the clips. If knocked, the frame will jump up and be retained by the clips. Remove the picture by pulling it up and out.

If you have any product questions for Martin, he'd love to hear from you, contact him via social media **@lionpfs** or email martin@lionpic.co.uk

