

The Final Touch

How to Sell & Use Optium Museum Acrylic®



Optium®
Acrylic Glazing
 **TRU VUE**
www.tru-vue.com



	UV Blocking	Anti-Static	Light Transmission	Light Reflection	Shatter-Resistant	Light-weight
ANTI-REFLECTIVE GLAZING						
Optium Museum Acrylic®	99%	•	>98%	<1.5%	•	•
UltraVue® Laminated Glass	99%		>98%	<1.2%	•	
Museum Glass®	99%		>97%	<1%		
NON-GLARE GLAZING						
Conservation Reflection Control® Glass	99%		89%	8%		
Conservation Reflection Control® Acrylic	99%		92%	8%	•	•
OTHER HIGH PERFORMANCE GLAZING						
StaticShield™ Acrylic	99%		92%	8%	•	•
Conservation Clear® Glass	99%		89%	8%		
Conservation Clear® Acrylic	99%		92%	8%	•	•

Determining the real value of artwork

We're not asking you to be an appraiser. But, if there's one thing you've probably learned in your time as a framer, it's that "value" is a variable term. It is not necessarily indicative of monetary worth. "Value" is also a measure of emotional connection. Family treasures or articles that reflect personal achievement can be more valuable to the owner than an original Picasso. Therefore, the foundation of any Optium® recommendation lies in understanding the true importance of what your customer has brought to you and how it should be best displayed and preserved.

Not all acrylic glazing is created equal

Chances are that most of you are familiar with standard acrylic glazing materials and some of the drawbacks associated with these products—such as scratching, static, and the need for special care during cleaning. That is why we know you'll be very impressed by Optium Museum Acrylic®. It's unlike any acrylic you've ever worked with. And, yes, it is more expensive. However, don't immediately assume your customers will go running out the door when they hear the price. Once you understand just how exceptional and versatile Optium Museum Acrylic is and have properly educated your customers, you may be pleasantly surprised.

And then there's always glass

Keep in mind glass will probably be foremost in your customer's consideration set because it is still what most customers assume will be used to frame their artwork or mementos. That is why it's essential to take a "compare and contrast" approach to selling Optium Museum Acrylic. The chart above evaluates the properties of several different anti-reflective glazing, non-glare glazing and standard glazing options.

Optium Museum Acrylic® does it all

What puts Optium in a league of its own? It's like a hybrid that combines all the best features of glass with acrylic. Excellent UV protection. Fantastic clarity. Shatter-resistant. Abrasion resistant. Lightweight. Optium is everything a discerning customer should want to enhance their viewing experience, protect the artwork and make care and handling convenient. But just like most of you, your customers aren't familiar with this "super acrylic." That is about to change!

When should you recommend Optium Museum Acrylic®?

Naturally, we'd love you to recommend it all of the time. Realistically, you need to use your best judgment on when this premium product would be most applicable. Here are some instances in which using Optium Museum Acrylic® would be absolutely well-advised.



Optium Opportunity #1: Antique document

A customer brings in a large, finely detailed Civil War battle plan. It has been well-preserved, but it is still fragile. Framing a high-quality reproduction of the battle plan is recommended, but the customer insists on framing the original. This is an Optium Opportunity because:

- The anti-reflective properties of Optium provide best viewing conditions for the finely-detailed document.
- It's anti-static protection helps to protect the document as thin paper can pull forward, away from framing backboard when glazed with standard acrylic.
- Optium greatly reduces the risk of condensation which could cause permanent damage to the document.
- 99% UV protection provides the best possible protection from light exposure, helping to prevent deterioration.
- Shatter-resistance ensures the document will not get torn if the piece falls as it would from broken shards of glass.



Optium Opportunity #2: Large canvas painting

An oversized, valuable oil painting on canvas is to be framed for display in the home's foyer along the stairway, a high traffic area in the home. Using glazing on the oil painting will protect the canvas from accidental damage and everyday wear and tear. This is an Optium Opportunity because:

- The optically-coated, anti-reflective Optium is nearly invisible vs. ordinary glazing, minimizing mirror-like reflections. This allows viewers to see every detail of the painting, including brush strokes.
- Since Optium is about half the weight of glass, the large painting does not require reinforcements in the framing and will be more securely mounted to the wall.
- If it ever got knocked off the wall, Optium is shatter-resistant to protect people and the painting.
- Optium is abrasion resistant, so it will reduce the risk of the glazing being scratched from traffic or from cleaning.



Optium Opportunity #3: Charcoal portrait

Normally, you would recommend glass for friable media. However, Optium Museum Acrylic is a great recommendation for this charcoal piece. It would be important to advise your customer that a piece such as this is unstable and can literally "fly apart" when regular acrylic is used in framing. This is an Optium Opportunity because:

- Optium Museum Acrylic offers anti-static protection on both sides of the sheet, greatly reducing the chance of charcoal or pastel particles from being drawn to it.
- Weighs about 50% less than glass—perfect for an oversized piece.
- Protects against condensation that can compromise the integrity of friable media.



Optium Opportunity #4: Valuable sports memento

Your customer brings in an authentic football jersey signed by Walter Payton. He would like to hang it in his "man-cave"—a finished basement. The jersey is going to be placed near the pool table where there is a lot of activity. This is an Optium Opportunity because:

- Optium Museum Acrylic is shatter-resistant, unlike glass, and will be safer in a high-traffic area.
- Optium weighs about 50% less than glass, which is important with such a large piece because it ensures a stable installation and might reduce the frame's structural requirements.
- Optium is abrasion resistant and anti-static, so it would be easier to clean.
- Optium offers UV protection to help protect the signature on the jersey.



Optium Opportunity #5: Other applications

- Cross stitch/sampler/needlepoint/other needle-artworks
- Textiles/garments/silk fans/shawls/scarves
- Valuable artwork including oil paintings/photography
- Certificates/documents/diplomas/letters

*A conservator should be consulted for any work that has a high monetary or sentimental value. The American Institute for Conservation (AIC) provides a free conservator referral service on their website www.conservation-us.org



Some general framing tips

You'll find Optium Museum Acrylic® is very easy to work with. It is similar to working with other acrylic sheets. We recommend leaving the masking on the sheet while cutting. You may need to score the sheet several times before snapping to break. Once you are ready, remove the masking by pulling the masking from one corner towards the opposite side of the sheet without stopping.

The abrasion resistance of Optium gives you an extra bit of assurance while you're handling it, and its anti-static property makes it easy to clean. Do not use acrylic cleaner. Optium cleans like glass. We recommend wearing cotton gloves while handling Optium and using a dry micro fiber cloth to clean. If a cleaning solution is needed an ammonia-free glass cleaner is recommended. For additional Optium care and handling tips, please visit our website at www.tru-vue.com/Framers/

A world of Optium® opportunities awaits you

Offering Optium Museum Acrylic can definitely help expand your business. Every time a customer decides to spend more on Optium and experiences the incredible value, quality and preservation it offers, he or she will not only become a repeat Optium user, but also generate great word-of-mouth for your store!



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