

ENDUR ART

P R O C E S S

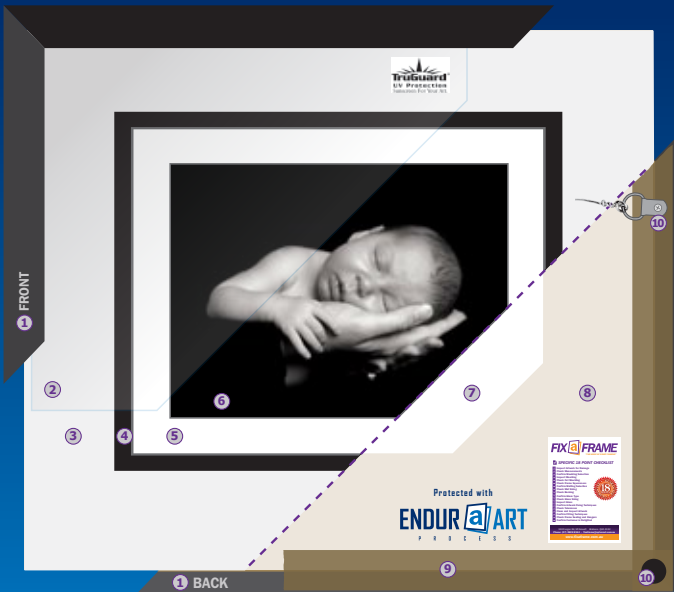
Your Best Choice Today
To Enjoy your Pictures Tomorrow



A simple guide to
preserving your pictures

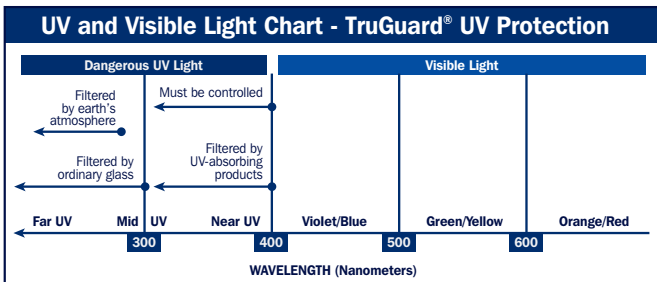


FIX  FRAME
"THE HOME OF GREAT FRAMING"



THE BEST CHOICE FOR YOUR PICTURE

- | | |
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| <ol style="list-style-type: none"> 1. FRAME (Front and Back) 2. CONSERVATION GLASS 3. TOP MAT (Artcare® or RagMat®) 4. STEP MAT (Artcare® or RagMat®) 5. STEP MAT (Artcare® or RagMat®) | <ol style="list-style-type: none"> 6. ARTWORK 7. ACID FREE BARRIER 8. ACID FREE BACKING BOARD 9. SEALING TAPE OR DUST COVER 10. FITTINGS (D-Rings and Bump-Ons) |
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For detailed information on materials and processes used in the ENDURART PROCESS visit: www.fixaframe.com.au

Remember choose the
ENDURART PROCESS
to give your pictures the
protection future
generations deserve.

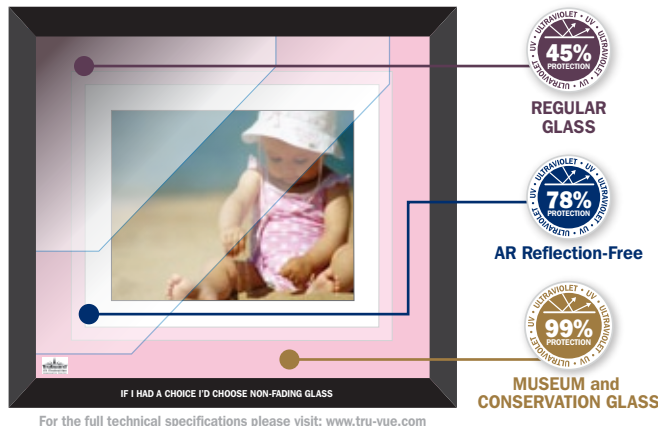
Fix-a-Frame is continually developing the ENDURART PROCESS.

ENDURART encompasses our philosophy and commitment to creating the right frame for your pictures. The process ensures that your pictures are assessed before custom framing. This assessment helps to identify any damage or potentially harmful practices or inherent faults that may shorten the lifespan of your framed picture. After assessment your consultant can provide you with advice that will offer you the best protection with a view to adhering to internationally accepted framing practices.

The basic outline of the ENDURART PROCESS is as follows:

- Identify the type of picture and document any damage or inherent faults
- Thoroughly explain the benefits of conservation framing to the client
- Document the procedures that Fix-a-Frame will apply to the job
- Our craftsmen will then frame the picture using best practice techniques

Each and every artwork/picture has individual requirements, some of which include using TRU-VUE™ conservation and museum glass, Alphamat Artcare™ products, Crescent™ museum rag products and various other archival and acid-free materials.



For a more in-depth look at the ENDURART conservation processes please visit our website www.fixaframe.com.au

Wouldn't it be great to have the wisdom of hindsight



The choices you make when framing your pictures can dramatically affect how long you can enjoy your treasured piece. Just as we have had advancements in technology we also have had advancements in framing techniques and materials.

Since the birth of mankind every new generation enjoys and reveres the artwork from the generations of the past. From simple cave paintings and Egyptian hieroglyphs to renaissance masterpieces the value of these to society is immeasurable.

The value you place on your family photos, treasured heirlooms and any items you might frame for protection is a personal one...

...something we hear often is ***“Oh, I wish I had looked after this a little better”***.

As qualified picture framers it is our duty to protect and conserve your memories through sound tried and tested techniques.

We urge you to consider the added benefits of protecting your pictures by using the latest technology.

There are several factors that shorten the life of pictures. The common risks include exposure to UV radiation or harmful chemicals. More pervasive risks include insect damage or mould. These risks can be minimized or insured against by the choices you make today.

Please consider choosing Fix-a-Frame's ENDURART PROCESS to protect your pictures.

ENDUR **a** ART

P R O C E S S

How a picture ages without ENDURART conservation process



Con·ser·va·tion [kon-ser-vey-shuhn]

DEFINITION

- to protect from loss or harm; to use carefully or sparingly
- the restoration and preservation of works of art
- a careful preservation and protection of something; especially: planned management of a natural resource to prevent exploitation, destruction, or neglect
- the preservation of a physical quantity during transformations or reactions
- the act of conserving; prevention of injury, decay, waste, or loss; preservation: conservation of wildlife; conservation of human rights

ORIGIN

First Known Use: 14th century (1350–1400)
Middle English, from Middle French, from Latin conservation-, conservatio, from conservare.

***Fix-a-Frame, the home of great framing,
is committed to creating the right frame
for your pictures....guaranteed.***



David Schummy
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Mt Gravatt Homemaker Centre
1230 Logan Rd, Mt Gravatt
Brisbane QLD 4122
Phone 07 3849 8164
Fax 07 3349 9653
fixaframe@optusnet.com.au

www.fixaframe.com.au

OPEN 7 DAYS

Mon-Fri 8.30 - 5pm | Thurs 8.30 - 6pm
Sat 8.30 - 12.30pm | Sun 10 - 2pm