

# Industry News

## Wizard launches direct lease program

### Wizard International

Inc., Mukilteo, Wash., has introduced Wizard Financial, a new in-house division offering direct lease-to-own services for Wizard products.



Wizard Financial enables customers to lease Wizard CMCs, Integrated Framer Suite software products, and accompanying hardware packages. Framers can create customized “solution” packages by bundling multiple products specific to the needs of their businesses. Packages can then be leased-to-own directly through Wizard Financial for payments as low as \$61 a month.

In addition to lease-to-own programs, Wizard also offers direct purchase, month-to-month rentals, and subscription programs.

For more information, visit [www.wizardint.com](http://www.wizardint.com), or call (888) 855-3335.

## Church Hill Classics expands its services

Monroe, Conn.-based **Church Hill Classics**, a staple in the college and university diploma and credential frames market, now offers a design-your-own option tailored toward high school graduates.

The interactive online program allows customers to create a fully customized diploma frame. Options include tassel box; a place for a graduation or sports portrait; and the addition of sports, activity, or academic insignias and personalization.

The High School Create-A-Frame program can be accessed at [www.highschoolframe.com](http://www.highschoolframe.com). For more information, call (800) 477-9005.

## Elder receives GCF certification

**Karla Elder**, CPF, GCF, owner of **Jackson's Extraordinary Custom Framing**, Spruce Grove, Alberta, Canada, is the latest PPFA member to achieve Guild Commended Framers status.

Education has always been encouraged at Jackson's; so after Elder passed the CPF exam in 2005, she found herself wanting more. “Having those three letters behind my name sets me apart from everyone in the area and tells the public I have a certain level of professionalism. I'm still a year away from qualifying for my MCPF [Master Certified Picture Framer], so the GCF was an excellent option.”

Developed by the **Fine Art Trade Guild** ([www.fineart.co.uk](http://www.fineart.co.uk))



to identify high-quality bespoke (“custom” in the United Kingdom) framers, the GCF exam is in three parts. First, three pieces preframed by the candidate are dismantled and graded by GCF examiner(s). The pieces must include one double-mounted and glazed picture, a canvas stretched over timber stretcher bars, and artwork framed to conservation level with two sets of ruled lines. The second part of the exam is a multiple-choice test, and the third part involves performing a series of three framing tasks (not complete projects) on site.

The exam is offered in several locations each year, but most are in Europe; so when **Folkgraphis Frames**, Edmonton, Alberta, Canada, sponsored the exam this spring, Elder jumped at the chance to add more letters after her name. The exam was administered by **Vivian Kistler**, MCPF, GCF, an authorized GCF tester.

Elder believes the cost of certification – about \$500 in study materials and exam fees for each test – is more than offset by the additional revenue it brings into a shop. “It comes down to this,” she says. “Education is important because your clients want and deserve the very best from you. Being certified is another way to show you are at the top of your game.”

## Graphik Dimensions partners with newspaper archivist

**Graphik Dimensions Ltd.**, High Point, N.C., has been selected by **NewspaperARCHIVE.com**, provider of more than 85 million digitized newspaper pages in searchable format, to offer customers a selection of custom frames for their historic newspaper print orders.

The Graphik Dimensions framer plug-in will enable users to view their selected prints in various frames before ordering. The framer will integrate into the existing website shopping cart, providing an easy and fast experience for the user. All prints will ship directly from Graphik Dimensions, preframed and ready to be hung.

Visit [www.pictureframes.com/business](http://www.pictureframes.com/business) for more information.

## New website for Bienfang

**Bienfang Framing Products**, a division of **Elmer's Products Inc.**, Statesville, N.C., has launched a new, easy-to-navigate website, [www.bienfang.com](http://www.bienfang.com). From the home page, users can explore all the Bienfang Products websites, including Bienfang Sign and Display, Bienfang Framing, and Elmer's Crafters.

Highlights include information about the company sustainability statement and commitment to the environment. Bienfang has provided environmentally conscious products in an energy efficient workplace for more than 70 years, according to the site.

Call (888) 240-6021 for more information. ♦

## See you at the Corner!

How do you control those annoying flyaway graduation tassels? Do you know how the Gravity Groove helps when framing a violin, so the violin may be removed and replaced while the frame remains attached to the wall? Want to join a discussion about how to attract new customers, or pick up great sales tips from fellow framers?

Then hurry to the new, improved Framers' Corner, the PPFA online forum at [www.ppfa.com](http://www.ppfa.com). Login at the upper right-hand corner of the home page, and then join the fun at the forum. Moderators are **Mike Labbe**, **Jim Miller**, MCPF, GCF; **Merrill Grayson**, MCPF; **John Ranes II**, CPF, GCF; and **Diane Day**, CPF.

For assistance, contact **Nick Shaver** in PPFA membership at [nshaver@pmai.org](mailto:nshaver@pmai.org), or call him at (800) 762-9287. ♦