

What Is Conservation framing?

Specifying Conservation framing is an important form of insurance for your valuable artwork, keeping it as lovely as it is today for your enjoyment for years to come.

As consumer, we bring our valuables in to be framed for a number of different reasons. Sometimes we frame an item to create an attractive decoration for our home. On the other hand, sometimes we frame the very things we value most-whether that be commercial or sentimental value-in order to protect them from damage.

If It's Worth Framing... Frame It to Last!

What is Conservation Framing?

Put simply, conservation Framing employs the use of materials that have been proven to protect and maintain art in as close to its original condition as possible.

When should I ask for Conservation Framing?

Value is, at best, a subjective thing. If it's worth framing, it's worth protecting. Use Tru Vue's Conservation Quality Glass featuring TruGuard UV Protection on everything you have framed.

How can I be sure that I am getting Conservation Quality?

Let your Framer know that you want conservation Framing employed on your project. Specifically, request the following

1. Specify TruGuard UV Protection Glass.

Ultraviolet light rays are one of the most dangerous elements that your artwork can encounter. It will not only cause your colors to fade to a mere shadow of their former glory, but will cause the materials themselves to begin to break down right in the frame.

Conservation Quality picture framing glass is specially formulated to protect framed works of art from the damaging effects of ultraviolet light. By specifying Tru Vue Conservation Series Glass, you are insuring that at least 97% of these most damaging light rays are filtered out before ever coming into contact with your valuables.

2. Specify Conservation Quality artboard

Ordinary pulp-based matboard contains acids and lignins which, over a period of time, damage the artwork they come in contact with.

When going over your artboard options with your framer, ask him or her to show you only conservation quality artboard.

Conservation quality artboard is free of all acids, lignins and other impurities found in ordinary “pulp” board. The result is an inert or pH neutral board which will cause no damage to the artwork in encase as time goes on.

3. Request a careful adherence to proper conservation techniques for mounting the artwork (something called “hinging”) and sealing your artwork.

The framer you patronize should be fully versed in the specifics of conservation hinging. Be sure to impress upon him or her how much the piece means to you, and demand that proper conservation standards be upheld.

But even if a piece has value of a more personal nature, it can deserve Conservation framing. Most pieces we bring to a framer should be framed with conservation in mind. As a rule of thumb, if the item you are framing is an irreplaceable, one-of-a-kind photograph, document or a piece of art or a limited edition, it should be framed using Conservation techniques and materials. The cost premium for Conservation Framing is marginal-and certainly well worth it.

Where do I go to receive Conservation Framing?

The framer that gave you this information did so because he or she believes in and practices Conservation framing. It is important that you entrust your valuable framing projects only to a trained professional who cares about the conservation process, has experience and the necessary skills and techniques, and who is committed to using high quality conservation materials throughout your entire project.