

# Your Claim To Frame

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## 10 Years of Framing Memories

Nineteen ninety-eight ... Bill Clinton was in the White House (along with Monica Lewinsky), the Backstreet Boys were at the top of the music charts (for the first time), the New York Yankees won the World Series (again), and Your Claim to Frame opened its doors for business (the highlight of my year).

That's right ... Your Claim To Frame is celebrating its 10<sup>th</sup> anniversary this year. It's been ten years of providing high quality custom picture framing. Ten years of honoring births, graduations, weddings, and other life events by preserving the

reminders of the day. Ten years of supporting local art, civic, and educational organizations.

In recognition of our ten years in business, we'd like to offer you a coupon for 10% off your next custom framing order. The coupon can be downloaded from [www.yourclaimtoframe.com](http://www.yourclaimtoframe.com). It expires November 29<sup>th</sup> and provides the perfect way to get a start on your holiday shopping.

## You Framed What?

Over the past ten years, we've framed more than a few family portraits, diplomas, and over-the-sofa paintings. We've also been fortunate enough to have been entrusted with some priceless family heirlooms and quite a number of rather unusual framing requests. So far, we haven't been presented with anything we couldn't find some way to frame.

Throughout this newsletter and upcoming issues, we'd like to share some of the more interesting projects we've

framed. We've preserved exotic items purchased on vacation, sports memorabilia signed by iconic coaches, family heirlooms, collections garnered over a lifetime, and historical documents.

Please visit one of our three locations to see how we can help you with your framing projects.

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## **Framing Services in Pottstown and St. Peters**



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*Over 8 million U.S. households purchased custom framing last year ... more than half were purchased at local, independent frame shops.*

In addition to the art and framing services that are offered at our original location in Exeter Township, Your Claim To Frame also offers custom framing at two satellite locations.

Our Pottstown location, which resides within Gallery on High, opened in 2004. It is fully stocked with thousands of frame samples and the staff at Gallery on High is available to help you select the perfect materials for your framing project.

Our third, and newest, location is in St. Peters Village. Situated on

the banks of the French Creek in an historic village, St. Peters Art & Framing has been serving the art and framing needs of northern Chester County for just over a year. In addition to framing, the gallery carries art in a variety of mediums from over twenty-five local artists.

Regardless of which location you order your framing from, your project will be completed by a Certified Picture Framer.

## **Buying Art and Framing**

Buying art and custom framing can be a daunting task for some clients. Following these five tips can help you become a more confident art collector and help you choose appropriate framing for your projects.

1. Ask questions. Any reputable art dealer or custom framer should “know their stuff” and be happy to share information with you.
2. Buy what you like. Unless you are a collector developing a body of work, your choices should be based on what you will enjoy.
3. When pricing, compare apples with apples. Artwork and framing may look

similar, but may actually have been created in different ways or used different materials that affect the value, longevity, etc.

4. Read a book or use the internet to learn about different types of art.
5. Go out and see “the real thing.” Visit museums, galleries, and attend local art shows for a first hand view of the differences between various types of art and framing.



## You Framed What? (continued)

### Memories from Childhood

Even as a young boy, Gary, was a Penn State football fan. One of his favorite childhood memories was the day he got his football signed by Joe Paterno. He didn't know until years later that a photograph of that moment had been included in a book written by the football icon. As a surprise from his wife, the photograph from the book and the signed football were preserved in an acrylic box as a reminder of the excitement from that day.

### A Piece of Family History

Margaret's family had been farmers in the South since before the Civil War. As generations

moved away and passed on, the unique practices of their day-to-day existence on the farm were being lost. As a gift for her mother, Margaret found a way to preserve her family's heritage by framing tobacco leaves that were tied for drying by a favorite aunt. The side of the shadowbox was hinged to open for cleaning.

### Unique Home Décor

Janet and her husband were looking for something unique to adorn the walls of the bar area of their new family room. The solution? They framed a collection of antique corkscrews framed in a shadowbox.

### What Can We Frame For You?



*A Joe Paterno-signed football and photo brings back memories from childhood*

## Holiday Gift Giving

Custom framing adds a new dimension to holiday gift-giving. After all, no gift is more distinctive than one that is custom made for the recipient. So if you find yourself stumped for a gift idea this holiday, check our list here for some special ideas.

- A framed print or other piece of art by a favorite artist or in a favorite theme.
- A mirror frame or other decorative accessory, especially for a new homeowner.
- A family portrait, children's school pictures, or other photos for distant and not-so-distant relatives and friends.
- A shadow box frame with special photos and other items

from an important event, special occasion, or vacation.

- For the collector: a new addition to their collection (a signed baseball, an old or new stamp), framed so that it can be displayed proudly.
- A unique piece of artwork by a child, framed for a parent, grandparent, or other relative.
- Something to celebrate the season, such as an antique Christmas tree ornament, a holiday plate, or vintage Christmas cards, framed to help decorate for the holidays.
- A group of photo frames—empty or filled—to start a new collection.
- Still not sure? Then give a gift certificate and let the recipient choose!

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*Gift certificates can be purchased for any amount and make a thoughtful gift for any holiday.*

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## **Holiday Open Houses**

Join us for seasonal snacks, music, activities, and discounts on framing ... just in time for holiday gift-giving.

Your Claim To Frame— Pottstown  
Saturday, November 29 1-4 pm

St. Peters Art & Framing

Sunday, November 30 1-4 pm

Your Claim To Frame— Exeter  
Saturday, November 29 1-4 pm

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*Visit our websites often for more information on upcoming exhibitions and events, including "Fourth Friday" gallery openings at St. Peters Art & Framing.*

## **Preservation Framing – It's All We Do**

If you're taking the time and spending the money to have something custom framed, it's important to consider the benefits of preservation. There are many framing materials created just for this purpose—to preserve items and artwork for years to come. Specially treated boards, acid-free materials, and coating glass and acrylic are just a few examples of the products designed to be gentle on treasured items. There are also

special techniques can be used so that if, in the future, you want to take the piece apart for any reason, the framing can be undone with no harm to your item.

As custom framers, we are here to help you create a special piece that's all your own. Tell us what you want, ask us about the preservation options, and we'll create a beautiful piece both inside and out.

### **Your Claim To Frame**

6520 Perkiomen Avenue  
Birdsboro, PA 19508

610-404-4640

mail@yourclaimtoframe.com

### **Your Claim To Frame**

254 High Street  
Pottstown, PA 19465

610-326-2506

mail@yourclaimtoframe.com

### **St. Peters Art & Framing**

3421 St. Peters Road  
St. Peters, PA 19470

610-469-2299

mail@stpetersart.com

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**We're on the Web!**

[www.yourclaimtoframe.com](http://www.yourclaimtoframe.com) or [www.stpetersart.com](http://www.stpetersart.com)