

The Most Important Framing Material is What You Can't See

About Glass and Acrylic

After selecting the moulding and matboard, a professional custom picture framer will typically recommend covering your framed artwork with glass or acrylic. The purpose of the glass or acrylic is to protect the items being framed from dust, pollutants, humidity and UV energy.

Generally, the primary reason for custom framing is to display the art. To showcase the art in its truest form, some glass and acrylic products are treated with an anti-reflective coating, engineered to reduce light reflectivity. The effect is a nearly invisible finish that allows you to see the art without inhibiting the view.

About UV Damage

All light sources emit harmful UV light rays. Sunlight and indoor lighting, such as fluorescent and tungsten, contain different amounts of UV energy that can cause irreversible damage to your artwork. Colors may fade and shift and the materials that make up the piece may become brittle or yellow.

To effectively defend against UV damage, some glass and acrylic products are built with a protective coating engineered to filter out a greater percentage of UV energy than regular glass.



Displaying and Caring for Your Artwork

All light, not just UV light can be damaging. Heat, pollution, moisture, and the materials that make up the piece, as well as poor quality framing materials, are all contributing factors.

To further safeguard your framed piece, a well controlled lighting environment, with low humidity is always recommended. Avoid displaying artwork in direct indoor or outdoor light sources. When some lighting of artwork is desirable, using special low watt halogen-based bulbs that redirect damaging UV and infrared rays of light are a good compromise.

For additional care and handling tips, visit www.tru-vue.com.

Thank you for exploring your custom framing options with us. You will discover that custom framing provides you with the unique framing designs, high quality craftsmanship and preservation framing products needed to make your treasures last for years to come.

Make it last.

Enjoy the beauty of your framed piece for years to come with conservation grade 99% UV protection.



Treated or Coated Glass
(99% UV Protection)



Regular Glass
(45% UV Protection)

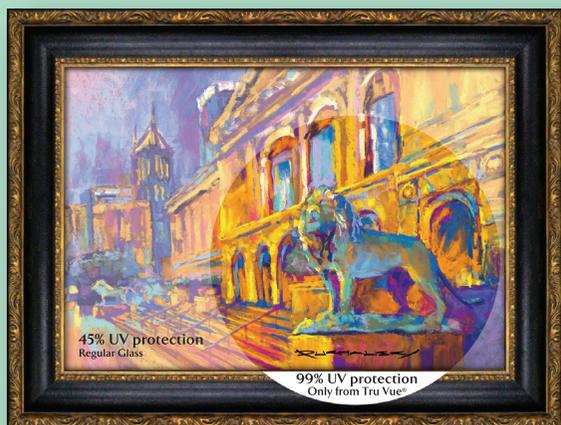


About Tru Vue® Glazing Products

Tru Vue is the most trusted source for the highest quality glazing products. Solely dedicated to custom framing, Tru Vue® glazing products and preservation framing products are used by professional custom framers, world-class museums and fine art collectors worldwide. For more information, visit us at www.tru-vue.com.

See the Brilliance and Protect it from Fading

To preserve photographs, art, keepsakes and other prized possessions, leading authorities on image preservation recommend using glazing that blocks at least 97% of UV light* to help prevent fading.



Museum Glass is layered with a 99% UV coating for maximum UV protection and an anti-reflective coating for amazing clarity.

The UV protective coating contains UV blocking agents developed specifically for preservation framing and filters out 99% of harmful UV energy.

The anti-reflective coating drastically reduces light reflectivity, so you can see the art as it was intended: colors are vivid and contrast levels are high, as if there is no glass at all.

*According to the Consumer Guide to Materials for Preservation Framing and the Display of Photographic Images ©2010 Image Permanence Institute, guidelines from the International Organization for Standardization, ISO 18902, recommend using glazing that blocks at least 97% of UV energy.

Artwork: *Kingdom of Color*, Matt Pulchalski owner of Masterpiece Framing in Bloomingdale, IL

You Have a Choice When it Comes to Conservation Grade 99% UV Protective Glass and Acrylic

Museum Glass®

99% UV protection. Amazing clarity.



For long lasting beauty and UV protection, nothing compares to Museum Glass.

- Nearly invisible appearance, as if the glass isn't there at all.
- Colors are vivid and bright and images are crisp.
- Maximum 99% UV protection helps prevent fading caused by damaging UV light rays.
- Similar product available in Optium Museum Acrylic®.

Conservation Clear®

99% UV protection protects your art from fading.



For long lasting UV protection that protects art from fading.

- Same look and appearance as regular glass.
- Maximum UV protection blocks out 99% of harmful UV light.
- Reduces the damaging effects caused by UV light.
- Similar product available in Conservation Clear® Acrylic.