



This Slip-Over frame allows quick and easy access to perfume bottles resting on shelves within. The cover simply lifts off – no hinges, latches, or tools are involved. See Chapter 3 for details of the Slip-Over and other easy-open frame designs.

Introduction

Object framing, also called shadowboxing, is a specialty of the picture framing industry that has always been inadequately served. It represents an exceptional growth opportunity for framers who are prepared to serve this special segment of the framing market. As evidenced by the explosive growth of scrapbooking in recent years, consumers are interested in safe-keeping their possessions of high sentimental value. Consumers save hobby collections, heirloom items, and other collectible objects in greater numbers than ever before. And even more of those objects would be framed if consumers only realized that it could be done and if they could find a framer who specializes in that kind of work and promotes it.

Unlike ordinary, two-dimensional framing, object framing requires special information, uncommon skills, and a new, innovative approach to framing design. Customers who recognize that object framing is a high-skill specialty come to rely on object framers for their routine framing needs as well. By enhancing the buyer/seller relationship in this way, object framing sets the specialist apart from the competition.

In the past, this kind of framing has not appealed to mass production framing companies. Object framing designs are more time-consuming and intricate than ordinary projects. Shadowbox construction is often labor intensive and more difficult for off-site, centralized production. However, object-framing specialists can create a profitable niche within a changing industry. Relatively few framers possess object-framing skills, so competition is greatly reduced, assuring profitability for those informed, professional framers who capitalize on the opportunities.

The key to success with this framing specialty is learning how to do it right, and that's what this book is about. Design ideas flow freely for professional framers, but other facets of object framing require more than imagination. They require planning, careful design, intelligent pricing, and precise assembly. Constructing unique, compound/stacked frames; quick-release mounts; and non-invasive, reversible mounts for three-dimensional items calls for advanced skills. So, let's get started.



This locket offers a good example of the objects that many consumers want to have framed. Old, fragile family heirlooms of significant personal and/or monetary value should be mounted using non-invasive, reversible methods and materials and placed in a protective frame package. Clear film mounting techniques are described in Chapter 4.