

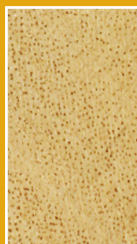
WOULD YOU BELIEVE IT?

We've travelled all over the world to bring you some of the best quality wood, from sustainable forests, to create the Crescent collection of mouldings.

We travelled to Africa to bring you Ayous.

Qualities:

This light and flexible wood is exceptionally bright in colour and is made from solid wood.



So during production:

It's easy to join and offers some wonderful natural wood finishes.

Then we went to Northern Italy & Austria to bring you Spruce.

Qualities:

It's a heavier and sturdy wood, which is also resinous.



So during production:

It's easy to join and you'll be able to create really strong joints, with finger joints providing greater stability to the moulding length. Woodworm is unable to penetrate this tough moulding option.

Then we went to Brazil to bring you Pine.

Qualities

Another heavier and sturdy moulding, which is also resinous.



So during production:

It's easy to join and you'll be able to create really strong joints, with finger joints providing greater stability to the moulding length. Woodworm is unable to penetrate this tough moulding option.

MOULDINGS QUALITY ASSURANCE

Following Crescent's ingenious quality assurance standards GOOD, BETTER, BEST - the company has ensured that similarly high standards of quality, reliability and consistency have been achieved for its new mouldings collection.

Framers can rest assured that every piece of moulding is inspected by hand before dispatch to maintain consistently high standards.

Crescent = Quality

MOULDINGS ON LINE

Following the launch of Crescent's up-to-the-minute web-site in 2007, customers can go on-line to view the brand new collection of mouldings, from the end of February 2008.

The Crescent site is packed with information about the company, industry news and events and of course Crescent's fantastic and growing portfolio of products.

So click on...

WWW.CRESCENT-EUROPE.COM

to find out about...

Matboards
Backing Boards
Picture Framing Glass
Tapes
Mouldings NEW
Foam Boards
Accessories



The site features stunning photography, which allows you to look at and get a close up feel for the entire range; whilst the Sample Shop allows you to order specifiers, brochures or samples of the products you are interested in.

DISTRIBUTED BY:

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create.inspire.protect

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CUTTING EDGE

THE LATEST NEWS AND VIEWS
IN THE FRAMING INDUSTRY
FROM CRESCENT EUROPE
ISSUE 1/2008

THIS ISSUE: Moulding the future

A brand new mouldings collection from Crescent Europe...
... creates the 'one-stop-shop' for framers

- 12 families of mouldings within this comprehensive NEW collection
- The latest on-trend colours, styles & finishes to stimulate sales
- An all wood mouldings collection from sustainable sources



Quality Partnership

Crescent has worked hand-in-hand with the internationally recognised standards body, the Fine Art Trade Guild, based in London, UK. All Crescent products comply with the standards set by the Fine Art Trade Guild.
www.fineart.co.uk

MOULDING THE 'ONE-STOP-SHOP' CONCEPT TOGETHER

First there were matboards, backing boards and foam boards
 ... then there was glass and tapes
 ... and now Crescent has completed the 'one-stop-shop' concept, with the addition of a comprehensive and all embracing collection of mouldings.

On trend styles & colours

Crescent has taken considerable time and care to research the most popular styles and colour palettes, to deliver an on-trend collection of mouldings that look set to be a big hit with your customers.

Wood every time

There are many consumers who love the look and feel of a wood frame and many framers who relish handling and working with real wood - so our entire mouldings collection is made from wood. Somehow you can't beat the real thing.

The circle of life

With global warming and deforestation, two of the biggest concerns around the planet, Crescent has put the environment at the top of the agenda and only sources wood from forests that have an active re-forestation programme.

Hand finishing

The metallic leafing is lovingly applied by hand, adding a touch of class and a hand finished feel to this quality collection of mouldings.

Crescent moulds a whole family

The new mouldings collection features 12 families, with each family comprising one or two profiles (in small and large sizes) and a choice of up to eight finishes. This comprehensive collection ensures you will have the right size and look for almost every type of framing job - be it a cutting edge abstract, or a classic watercolour.



THE CRESCENT FAMILY

Family 1 – Eleganza

Featuring two profiles (in a small & large size), this imposing yet elegant design is available in four classic finishes:
 • black • antique black & gold lip • antique black & silver lip • golden ivory



Family 2 – Maxima

Featuring **Maxima Marble** this ornate yet classic profile, in two sizes, is available in two subtle variations:
 • antique black & gold lip • antique black & silver lip



+ Maxima Tender

comes in two sizes. This streamline interpretation of Maxima Marble is available in two subtle variations:
 • antique black & gold lip • antique black & silver lip

Family 3 – Nobila

Featuring the ornate **Nobila Indu** design, in one profile size, there are three finishes available:
 • silver • golden copper • emerald



Nobila Roman

is the grand relation, with this imposing profile available in one size and three finishes:
 • silver • golden copper • emerald

Family 4 – Gloriosa

Featuring the patterned, yet muted, matt finish of the **Gloriosa Matt**, the profile is available in two sizes and two finishes: • black • white



The attention seeking big sister, **Gloriosa Gloss**, comes in two profile sizes and is available in eight racy colours, in a 'get yourself noticed' gloss effect: • white • yellow • apricot • red • green • steel blue • caffe latte • black

Family 5 – Classica

As its name suggests, this classic profile in two sizes, comes in four of the most popular finishes:
 • black • white • silver • copper



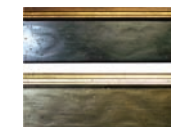
Family 6 – Unita

This contemporary profile comes in two sizes and five finishes: • silver • gold • platinum • copper • black

THE CRESCENT FAMILY

Family 7 – Ambrosia

This simple, unfussy profile comes in one size and six finishes:
 • silver • gold • platinum • copper • grey • black & gold lip



Family 8 – Rotunda

A subtle masculine profile, Rotunda comes in one profile size and six finishes:
 • silver • gold • platinum • copper • grey • black



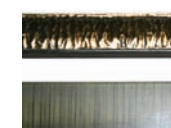
Family 9 – Moderna

Linear and contemporary, this profile comes in two sizes and four finishes:
 • silver • gold • brown • black



Family 10 – Structura

Featuring **Structura Fold**, and a 'folded' texture, this interesting profile comes in one size and three finishes:
 • gold • copper • black



+ Structura Scratch

features a linear 'scratched' texture, comes in two profile sizes and two finishes:
 • olive • brown

Family 11 – Terra

Celebrating the rich look of real wood, this profile is available in two sizes and four finishes:
 • white • copper • red • black



Family 12 – Splendida

Living up to its splendid reputation this dramatic, yet contemporary profile is available in two sizes and four finishes:
 • silver • gold • platinum • copper

