

## INDUSTRY NEWS

# THREE LEVELS OF EXCELLENCE

Crescent Europe has worked hand in hand with the industry standards body – The FATG – to deliver the GOOD, BETTER, BEST levels of framing and three high standards in backing boards.

### What's in the GOOD range of backing boards?

Greyboards  
Pulpboards  
Silkscreen on Pulpboard  
Self-adhesive Boards  
Corri-Cor® Mark 1 & Mark 3

### What's in the BETTER range of backing boards?

Corri-Cor® Conservation (with or without water-resistant coating)  
Corri-Cor® Archival (with or without water-resistant coating)  
Conservation Barrier Paper

### What's in the BEST range of backing boards?

RagMat Museum Solids  
Museum Barrier Paper

## ESSENTIAL BACK UP

### Backing board specifier

Crescent Europe has produced a concise, 15 page colour-coded backing board specifier to help you identify the full range of GOOD, BETTER, BEST backing boards.

### Branded boxes

All your backing boards are delivered in a clearly branded GOOD, BETTER, BEST packaging, so you can instantly know which category of backing board you have ordered.

### Customer labels

A quality seal of approval is a great way to reinforce the GOOD, BETTER, BEST message to your customers. So we have produced branded labels, with tick boxes, for you to indicate which of the three quality backing boards is supporting your customer's artwork.



## ADVICE

# WHICH BACKING BOARD SHOULD I RECOMMEND?

The simplicity of Crescent Europe's GOOD, BETTER, BEST standards means you can instantly know which level of backing board is the perfect complement to each type of artwork.

### Green is for GOOD

If your customer brings in an open edition print, poster, decorative art or a general presentation – recommend a standard backing board from the GOOD collection.

standard **GOOD** backing board = standard backing board  
for minimum & commended framing

### Red is for BETTER

If your customer arrives with a fine art print, limited edition print, valuable document, photography, or images that are 'valuable' because of their sentimental value – then recommend a conservation backing board from the BETTER collection.

conservation **BETTER** backing board = Alpha Cellulose backing board  
for conservation level framing

### Blue is for BEST

If your customer brings valuable works of original art, rare and antique documents, valuable fine art prints, valuable photographs – always recommend the BEST – backing board.

cotton **BEST** backing board = Cotton backing board  
for museum framing

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# CUTTING EDGE

THE LATEST NEWS AND VIEWS  
IN THE FRAMING INDUSTRY  
FROM CRESCENT EUROPE  
ISSUE 2



THIS ISSUE:  
Crescent Europe backs  
a winner with revolutionary  
new backing board



### Quality Partnership

Crescent has worked hand-in-hand with the internationally recognised standards body, the Fine Art Trade Guild, based in London, UK. All three Crescent levels of backing board comply with the standards set by the Fine Art Trade Guild.  
[www.fineart.co.uk](http://www.fineart.co.uk)

## PRODUCT NEWS

# CRESCENT EUROPE OPENS THE GOOD, BETTER, BEST UMBRELLA OVER ITS BACKING BOARD RANGE

Crescent Europe is delighted to unveil its comprehensive range of backing boards under the GOOD, BETTER, BEST umbrella of framing standards.

### THE IMPRESSION:

After consulting with the industry, Crescent Europe was surprised at how backing board often takes a back seat in the framing job:

“The backing board is hidden away, so it doesn’t really matter what I use... does it?”

“I’ve encouraged my customers to upgrade to a BETTER quality of glass and matboard, so who will notice if I cut corners with a cheap backing board?”

### THE FACTS:

**100 per cent contact = 100 per cent perfection or 100 per cent damage**

Backing board is the only product in the framing process that has 100 per cent contact with the artwork, so cheap backing boards will cause ageing and acid spotting right across your customer’s artwork.

If you’ve taken the trouble to recommend our UV protective glass and conservation matboard, this won’t ‘compensate’ for a poor quality backing board; it will simply undermine all your good work.

“ Just as any reputable builder invests in solid foundations for a new build, the backing board is the foundation of a good framing job: cracks will show in a poorly built house, whilst acid spotting and signs of ageing will appear across your customers’ artwork. In the Crescent Europe philosophy – we believe a quality framing job, demands a quality backing board. We want framers to make a lasting impression with their customers, but make sure it’s for all the right reasons! ”

Peter Royle, Managing Director, Crescent Europe

All the Crescent Europe Backing Boards now fit neatly into one of three levels of framing:

standard backing board    conservation backing board    cotton backing board



## CORE VALUES WITH

# Corri-Cor®

Crescent Europe gets to the core of the matter with the launch of a new kind of backing board.

Following hot on the heels of the GOOD, BETTER, BEST launch, there has been a quiet revolution taking place within the Crescent Europe backing board range.

We decided to go in search of a new kind of backing board... and discovered Corri-Cor®. So what’s so different about Corri-Cor®?

### • It’s lightweight yet dependably rigid

Corri-Cor’s® unique, corrugated core means it is exceptionally strong, but light, making it easy to move around the workshop and kind on your back.

### • It’s easier to cut

Corri-Cor’s® unique, corrugated construction means it is easier to cut and won’t create the ‘dust cloud’ associated with MDF. It doesn’t demand expensive and sophisticated cutting machinery and can be cut by hand.

### • It’s water resistant

Three of the six boards in the Corri-Cor® collection are water-resistant, making them ideal for a high moisture destination, such as a kitchen or bathroom.

### • It’s a complete package in one board

Corri-Cor® Conservation and Archival can be mounted directly against the artwork, so you don’t need to buy in and use an extra barrier board.

### • It’s a high quality product, at low prices

Corri-Cor® offers outstanding quality at greyboard prices.

## WHAT MAKES CORRI-COR® SO SPECIAL?

In a Galileo moment Crescent Europe asked the question, why does backing board need to be flat?

And the answer came bouncing back to us... *it doesn’t!*

### The beauty of Corri-Cor® is in its gentle bow

The gentle bow in Corri-Cor® makes it utterly unique in the realm of backing boards. The bow not only helps ensure that your customer’s artwork appears flat, but the artwork will remain flat in years to come.

### Corri-Cor® comes up to standard

The highest quality Corri-Cor® boards demand the highest standards, so both the BETTER Conservation and Archival boards conform to ISO 9706, which guarantees that they are ‘ageing resistant’.

### Corri-Cor® sets the standards

The Corri-Cor® range sits neatly into Crescent Europe’s GOOD and BETTER categories:

### GOOD

Corri-Cor® Mark 1  
Corri-Cor® Mark 3

These are the ideal backing boards to use if you are framing open end reproductions, art prints, posters and general presentations.

### BETTER

Corri-Cor® Conservation  
Corri-Cor® Archival

These are the ideal backing boards to use if you are framing fine art prints, limited edition prints, valuable documents and photographs.