

HIGH-END FRAMING

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component. It is a way of up-selling.” Fabric, he believes, lends itself to a warmth and depth of feeling that paper can’t provide.

The company’s line of 20 fabrics that include silk, cotton, and linen are each available in about 20 different hues and can be ordered with horizontal or vertical weave. Its liners come in seven shapes: French bevel, mat, reverse, scoop, shadow box, tapered, and wedge. Samples of fabrics and liners are available for display in galleries and frameshops.

On the website, under General Information there are tabs for:

- How to order Fabric.
- How to order Liners.
- How to hand-wrap Mats.
- How to hand-wrap Liners.

It now features a picture of each of its 400 fabrics, 38 different liners, accessories to complete a fabric wrapping job, along with information, design notes, and ordering information. As Mr. Neuberger says, “The pictures tell a story as to what we do for galleries and frameshops.”

“Now the gallery can select the fabrics they like—and they can display fabric samples for their customers to choose from.” Framing Fabrics offers its *Fabric*

Sample Book for a nominal price, representing an encyclopedia of all the fabrics the company carries.

The three-ring binder is arranged pattern by pattern



Framing Fabrics’ 24-page Fabric Sample Book includes a sample from every one of the company’s 400 fabrics.

in the range of color for each of the 22 patterns. Pages are also available individually allowing the gallery to customize their selection of fabric choices.

The entire endeavor of redesigning the site and making it e-commerce-ready took some five years. Its effect is to give Framing Fabrics a worldwide presence.

“Members of the trade are registering every day.” The company has expanded from a U.S. footprint to

Canada, Mexico, Japan, Hong Kong, and most recently, London.

E-commerce on the fully secured site is available only to the trade. Visitors can browse without registering, but to purchase, they register and establish an account. Purchases are made through PayPal or with a credit card. The signs are encouraging that e-commerce is trending up, says Mr. Neuberger, who describes it as an organic process.

History

Neuberger & Neuberger Importers Group Inc. was founded by Larry and his father Sam in 1962 as an importer of fabrics for the larger framing concerns—linen from Europe and silk from Asia—that was sold in bolts of yardage. “Then we realized there was an opportunity to sell smaller yardages to retail framers.” Framing Fabrics was established as a boutique business to serve this market segment. “Today we have hundreds of custom framers that depend on us for their fabric yardage requirements.” From the beginning, Framing Fabrics had no minimum. Custom framers can order

just a fraction of a yard to meet their specific needs for a framing project.

The line grew from an offering of 10 fabrics in the early days to a high of 500 at one point, that has now settled at 400 choices. From silk and linen, the company expanded into natural fibers such as cotton, and then into synthetics and synthetic blends “for a more modern sense.” These are also a nod to the demand for cost-friendly fabrics. “And people have gotten amazingly good at reproducing linen and silk,” notes Mr. Neuberger. Synthetics and synthetic blends also have the advantage of being more stable in terms of supply and price.

Two new fabrics introduced this year are Lily and Shantung. They are simulated silks in eight shades of beige and off-whites, the industry staples. “These are a lot more price conscious than natural silks which have gone up a lot in price.” Mr. Neuberger personally visits all of Framing Fabrics’ suppliers, traveling to Europe and the Far East two or three times a year to see the product in person. “That is absolutely essential,” he says. “And we maintain relationships indefinitely.”

To reach the company, visit the website located at: www.FramingFabrics.com or call (800) 832-2742.