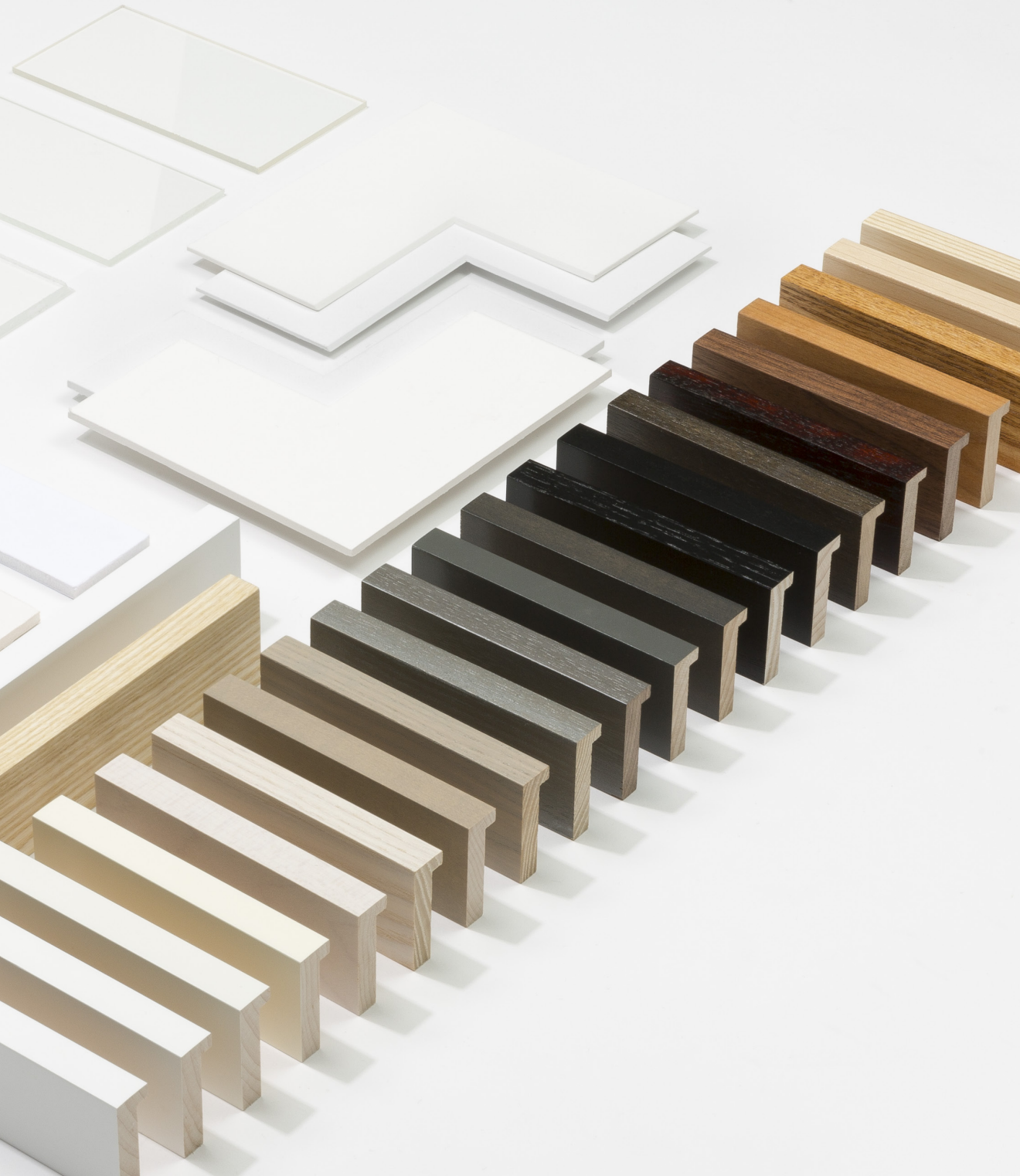


**SIMPLY
FRAMED**

**BLACK
LABEL**





FINE ART FRAMING MADE SIMPLE

Introducing Black Label by Simply Framed: online custom framing that will convince everyone there's a full-service frame shop hidden in the back of your studio.

With a thoughtful selection of handmade hardwood frames, timeless finishes, and archival mounting styles, Black Label offers fine art custom framing starting at \$214. It's the perfect solution for artists, publishers, museums, galleries, and private collections—anyone with an image destined for someone else's walls.

Read on to learn all about how we do what we do.



WHAT MAKES BLACK LABEL DIFFERENT?

We're obsessed with the details.

We cut, join, sand, stain, and finish every frame by hand. And we pride ourselves on hiring people that others might call “particular” or even “persnickety.” Artists throughout the country trust us to frame their fine art—and you can too.

We're crazy about customer service.

We're here to lend an ear, hold your hand, and above all else, make your art look amazing. Our dedicated design and support team are available to help with your next project via phone or email 9 AM - 5 PM M-F MST.

Call us at 303-459-2146 ext. 2 or email us at hello@simplframed.com.

We're fanatic about simplicity.

We make every decision easy. If you've had enough of those mythical “quick trips” to the frame shop, you'll love our streamlined ordering system and our convenient drop-shipping options.

We're client-focused—just like you.

Black Label was built specifically with online art-sellers in mind. We're here to help you “wow” your collectors, so you can concentrate on growing your business.

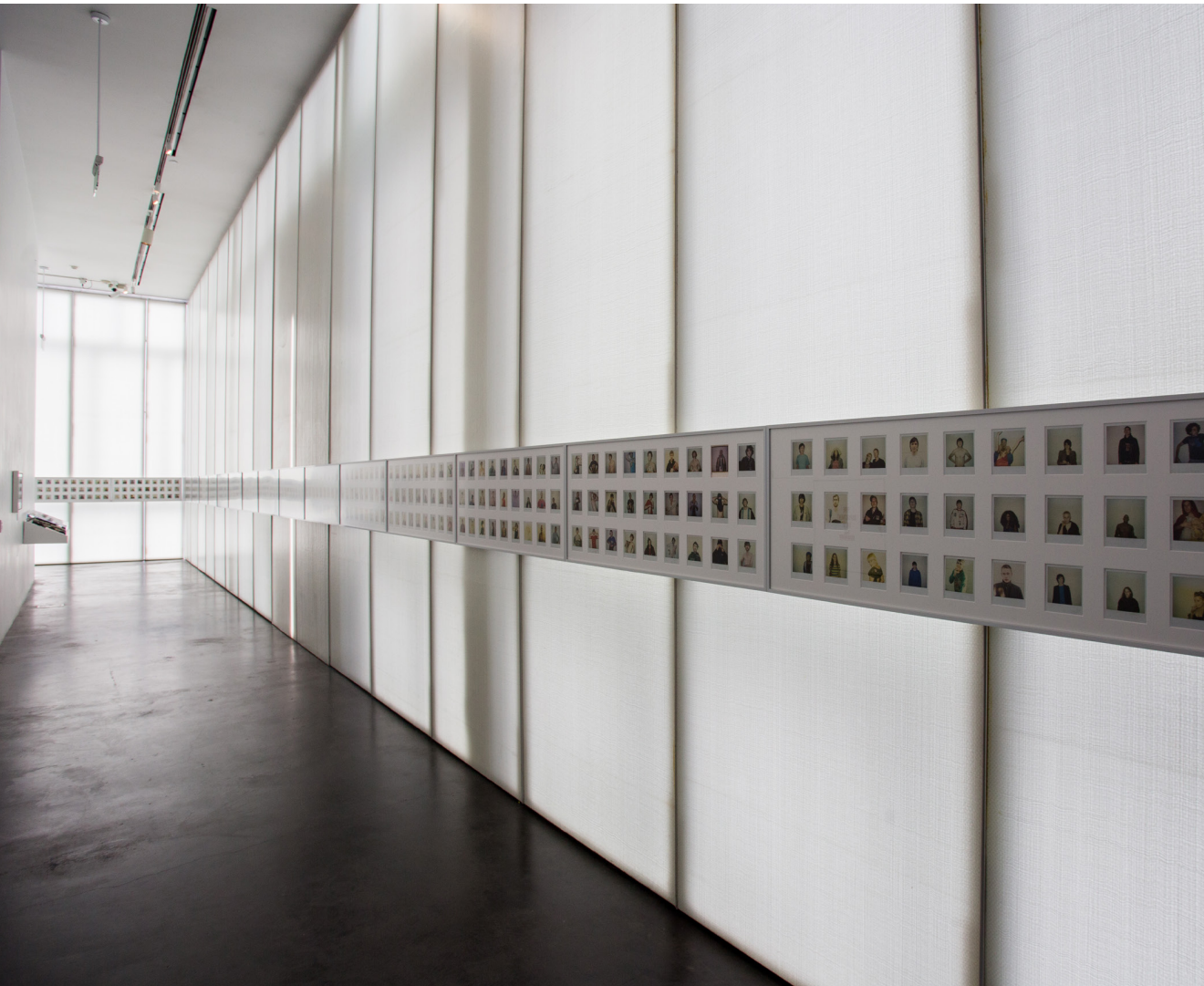
“Simply Framed expertly worked out a solution for framing over 1700 of my Polaroids. Despite a number of complicating factors, they thoughtfully designed a solution that was clean and elegant.”

–Ryan McGinley

Part of *The Kids Were Alright*,

MCA Denver 2017.

Image credit: All works by Ryan McGinley, courtesy the artist and Team Gallery, New York and Los Angeles, and © Ryan McGinley. Installation images credit: Kelly Shroads Photography.



CRAFTSMANSHIP

Handmade frames.

Spline joints.

99% UV-filtering acrylic.

Archival everything.





It's all about those corners.

Do you love how spline joints can be seen from across a room? Or a lacquered finish that makes every seam disappear? Either way, we've got you covered.



The little things are the biggest things.

Black Label custom frames are designed to always take a back seat to your image, but keep in mind, our employees are artists themselves—using their skilled hands to achieve every delicious little detail.

THREE WAYS TO ORDER

*We believe in simplicity, but
sometimes you want options.*

1. Frame Only Kit

In a rush? Prefer to handle your art yourself?

Send us your specs—we'll send you an empty frame
so you can mount your own image.

2. Print & Frame

Upload a hi-res image file of your work and we'll print, mount,
frame, and ship it to your final destination.

3. Full Service

Send us your artwork and we'll mount it, frame it and
send it where it needs to go. (More details on page 18.)

*OKAY.
LET'S SEE
THOSE
FRAMES.*



ONE FRAME, FOUR PROFILES



1" x 2¼"
up to
48x72

¾" x 2¼"
up to
40x60

One less decision to make: The size of your artwork determines the width and depth of the frame.



$\frac{5}{8}'' \times 1\frac{3}{4}''$
up to
30x40

$\frac{1}{2}'' \times 1\frac{1}{2}''$
up to
20x24



Whitewash
Maple



Whitewash
Ash



*Bright
White*
Maple



*Paper
White*
Maple

TWENTY TWO FINISHES



*Pale
Grey*
Maple



*Pale
Grey*
Ash



*Silver
Grey*
Ash



*Silver
Grey*
Walnut



Natural
Ash



Natural
Maple



Natural
Cherry



Natural
Walnut

Pair the grain of Ash, Maple, Walnut, Oak, or Cherry with your favorite finish and call it a day.

Or, select a custom lacquered finish in one of Benjamin Moore's infinite colors.
*16 finishes shown on page 12-13. See the inside back cover to order our sample kit.

Grey
Maple



Graphite
Maple



Ebony
Walnut



Black
Maple



FOUR MAT STYLES



FULL BLEED

The image goes right to the edge.

DETAILS: Art is mounted to acid-free foam core up to 30x40"; Gatorboard for anything larger. Matching wood spacer.



FLOATED

The artwork appears to "float" above a mat with 1 - 2" between the art and the frame.

DETAILS: Art is floated with paper hinges. Spacers are added to protect art from touching the acrylic.

Featured artwork by Kate Holstein in our Pale Grey Maple frame.



SINGLE MAT

A few inches of breathing room to make your image stand out.

DETAILS: We'll help you choose a 4-ply or 8-ply cotton rag mat in a complementary border size and shade of white.



ISLAND FLOAT MAT

The best of both worlds: The edge of the artwork is exposed within the opening of an 8-ply cotton rag mat.

DETAILS: Art is floated with paper hinges.

WHAT'S IN A FRAME?

*Quality starts with ingredients.
Here's what goes into every
Black Label frame.*



Basswood
Strainer

Strainer
Screws



8-Ply Cotton Rag Mat

4-Ply Backing Mat

Acid Free Foam Core

Coroplast



Strainer V-Nails

99% UV Acrylic

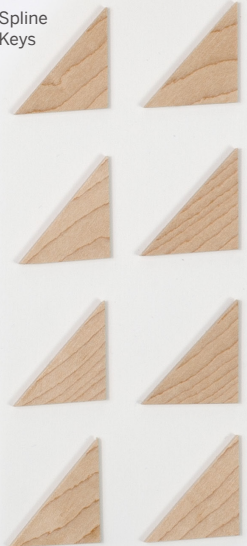


Hardwood Frame Moulding



Dovetail Keys

Spline Keys



Basswood Cleat



D-Rings



D-Ring Screws

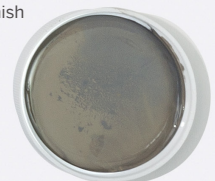


Drywall Screws

Foam Brush



Custom Finish





WORKING WITH US

1. Get Started

Working with us begins with a real conversation with one of our team members. To get started, schedule an appointment [here](#).

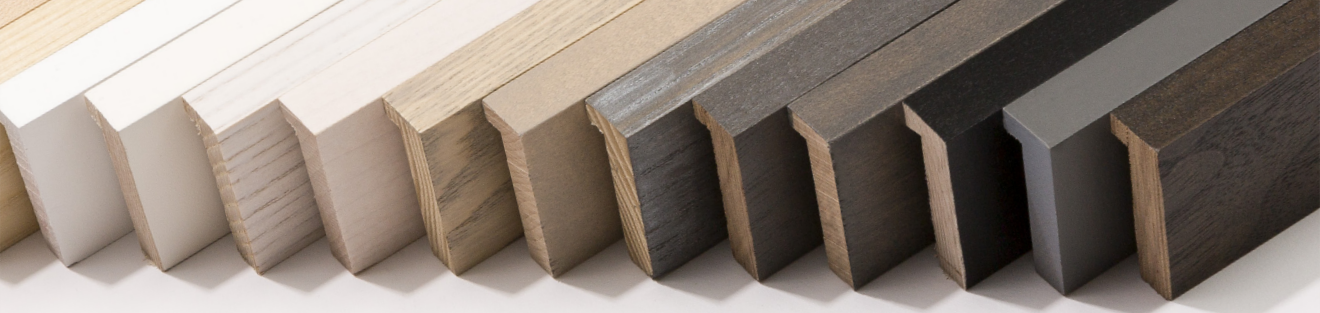
And remember, our website is a tool that allows you to order quickly, but it's not meant to replace our staff—call or email us anytime.

2. Order Away

Create a Simply Framed account at [simplyframed.com/sign-up](https://www.simplyframed.com/sign-up) to upload your print files, order frames, or check on an order. You can also save your print and frame profiles as '[Favorites](#)' for easy and efficient ordering.

3. Leave the Shipping to Us

Once we've received your art, we'll frame and ship it directly to your address of choice.



P.S. We make it easy for you to sell framed artwork online. Here's how:

Fine Art Printing

We produce archival pigment prints on Epson Stylus 9800 and 9900 Pro wide-format printers. We stock nine fine art papers and offer complimentary paper samples upon request.

Simple Pricing

We can build your frame in any custom size from 5x5" to 48x72," but to streamline ordering, we've created 16 pricing tiers starting at just under \$214. View our pricing guides [here](#).

Digital Assets

Working with Black Label means you'll have access to our gallery of high-quality digital images of empty frames for your site, so it'll look like we've already framed your art, even though we haven't set eyes on it—yet.

Shopify App

Selling on Shopify? Skip the data entry and use our Shopify app to streamline the process. Perfect for high-volume clients with multiple shipping addresses.

FAQ

*Got a question we didn't cover?
Call us at 303.459.2146.*

How do I ship my art to you?

Most of our clients regularly ship unframed art to galleries, dealers and collectors. Think of us as your “destination before the destination” and ship to us instead. If you don't have a shipper you like, we can provide pre-paid FedEx labels insured up to \$1,000 (FedEx's limit for art) for a small fee.

What type of glazing do you use?

We use 99% UV-filtering acrylic, the industry standard. An upgrade to Tru Vue Optium Museum Acrylic® is available. Optium® is scratch-resistant, anti-reflective and static-free.

Where do you ship? Which carriers?

We can ship to the contiguous United States at a flat rate via FedEx. Bulk and oversize orders are shipped via FedEx Freight starting at \$450. International shipping for frames up 30x40” is available at checkout. We can also use your carrier of choice or personal shipping account for a \$6 fee per shipping label.



How long until my framed art arrives on my (client's) doorstep?

Please view our [website](#) for estimated turnaround times. Please note, for Full Service (mail-in) orders, production does not begin until the artwork has been received at our shop,

What is your return policy?

Every frame is custom, which means it's made to order, just for you or your collector. As a result, all orders are final as soon as they are placed.

What if my frame arrives damaged?

If your frame is damaged upon arrival, please email us photos of the damaged frame along with photos of the interior and exterior view of the packing materials within 14 days from delivery. Once received, we will issue a replacement frame at no cost!





BUT WAIT, THERE'S MORE

*For a wider selection visit
SimplyFramed.com*

From digital photos to art prints, certificates, ephemera, and kindergarten masterpieces, Simply Framed offers convenient and affordable printing & custom framing from the same persnickety staff behind Black Label. With more colors, styles, and framing options.

Starting at \$62.

Image Credits: *What Kind of World Do You Want? (And What Will You Do To Get It?)* by Trey Speegle for TWYLA, *Why You Shouldn't Buy Art* by William Powhida For 20x200, Original Drawing by Christopher David Ryan, *Mister Rogers* by Adam Lister





Buy coffee for
a stranger.

START WITH A SAMPLE KIT

Your own little frame shop, to go.

Purchase our Black Label Sample Kit for \$200, and get a \$105 credit toward your next order.

P.S. Prefer corners? 10" frame corner samples are \$25 each.



Included:
16x 4" frame samples with finishes
2x frame corners
2x 8-ply mats and 2x 4-ply mats
3x acrylic samples including Optium®
Acid Free Foam Core, Gatorboard & Coroplast
6x Bonus finishes



(303) 459-2146
hello@simplyframed.com

Get started today at
[simplyframed.com/blacklabel](https://www.simplyframed.com/blacklabel)