

CleanCut

NEWSLETTER **2**

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02 Excellent feedback on our glass cleaner product. We're not the only ones saying it's "the best glass cleaner we've ever seen".

02 For the Foodies. Why does Harry always look so happy? His mum's magnificent Muffins

04 Do you know we offered expert domestic glazing? Expert installations for all your renovations and repairs around the home or office.

Non-reflective glass – what is the difference?

Ever wonder what the difference is between diffused, reflection control, non-glare and non-reflective glass? There is none. Each term is just a different way of describing the same result; a reduction in the amount of light reflected from the outside surface of a framed glass panel.

When you use reflective glass in a picture frame, most of the outside light transmits through to the artwork, and then reflects back through the glass and into your eyes, where your brain deciphers the colours and images. At certain angles, light reflects off the front surface of the glass just like a mirror, creating a hotspot of intense light that spoils our view of the art.

Non-reflective glass, on the other hand, has at least one surface that is not perfectly smooth so that light reflects in all directions, diffusing the hot spot and making it easier to enjoy viewing.

There are a number of methods used to diffuse light from the glass surface that can be best classed into two categories - on the glass, and in the glass. "On the glass" reflection control is usually created by applying a very thin layer of material onto the glass to diffuse the light. "In the glass" reflection control is usually created by acid etching the glass, creating a microscopic irregular surface to diffuse the light. Each method has its advantages and



disadvantages. Your local professional framing supplier would be able to best explain what these are. Our preference is the use of the "in the glass" method, simply because of the cost & durability. It's typically a value for money product and once etched, the non-glare coating can never be accidentally removed.

There are a number of manufacturers throughout the world that will claim their product, either etched or coated, is far superior to their competitors. Each will have a slightly different

process and quality control, giving a slightly different result. Primary countries of origin are typically America, Spain, Belgium and China.

Things to look for when selecting non-reflective glass are:

- The colour or tint of the base glass which affects the colours of the mount boards and art work
- The amount of diffusion that occurs on the surface of the glass, which affects the view and colour saturation of the artwork. It will also limit the height that a piece of glass can be glazed above the artwork while still maintaining colour and detail clarity.
- Single sided or double sided etched or coated surfaces. If a sheet of glass has a single reflection-reducing surface it can be glazed higher from the artwork, allowing for more mount boards.
- The sizes available. As we have mentioned in previous newsletters, the larger sheets of glass used allow for larger off cuts and less wastage.

Our non-reflective glass is available in the following configuration:

	Sizes
Double Sided Etched Glass	1220x920mm 1840x1220mm
Single Sided Etched Glass	1220x920mm

An easy way to increase your profits

There are a number of ways to quickly and simply increase your profits with a small amount of effort.

The fastest path to profit growth is to put your prices up. However, some business owners find this difficult because they fear losing sales to cheaper alternatives, or believe there is extra selling effort required to justify the price for a completed frame.

A very easy strategy is to increase your product line and on-sell associated products to customers - especially when they're standing right in front of you! One popular example is the famous fast food restaurant chain that has trained its employees to ask "Would you like fries with that?" when a hamburger order is taken.

This is where David Glass can help you. We are currently putting together a point of sale display and package, including a fantastic glass cleaner product that you can sell to your customers.

We guarantee both you and your customers will be delighted with this premium product and it will add great value to your offer. Please ask us for a sample so you can try it for your self.

If you're interested in quickly and easily increasing your sales and profit, call us now to discuss the best ways to provide our premium glass cleaner to your customers.



New clear glass sizes available

In keeping with our goal to be innovative and provide great customer service, we spoke with our customers at the start of the year to best determine their needs.

As a result of their feedback, we arranged for our suppliers to manufacture a new 2 mm clear float picture framing glass, the same size as generally available mount boards, i.e. 32"x40" or 813x1016 mm.

Manufacturing this sized glass eliminates the need for cutting and wastage in some framing applications. Its use has grown beyond our expectations, and we will continue to produce this size as a regular product.

Remember that we are able to arrange for almost any size glass to be supplied directly from the factory, given sufficient quantities and lead times, so call us to discuss.

Excellent feedback on our glass cleaner product

Earlier this year, we launched our glass cleaner product.

The initial take up was slow, as expected in the early adopter's stage of a product life cycle.

Over the past few months we have been contacted by more and more people who have heard great things about the product and its benefits, all wanting to give it a try.

The slogan used to launch the product is,

"The best glass cleaner we've ever seen"

but don't take our word for it. Read the testimonials below:

Stuart Humphreys. Picture Framing Pty. Ltd.

The thing I hate most about picture framing is the time wasted cleaning glass but I have just recently been talked into trying yet another product; have you ever heard of a glass cleaner that was not the best ever, well this one from David Glass really works, is cheap, and saves us heaps of time and money.

Rosanna Murphy - Kiah Picture Framing and Gallery.

When Harry said he had a wonderful glass cleaner, we naturally thought, ok another

product probably same as the others.

We have been customers of David Glass for over 9 years and as their products have been of the highest quality, we decided we would give the glass cleaner a go. Not only does it work, but we use a minimum amount. It doesn't leave streaks or marks and with a good cotton cloth, it leaves a sparkling finish, especially when we need glass to look its best on a dark mount board. And good to hear it's an Aussie product!

**Karl Scopece -
Regent Gallery.**

"I've use many glass cleaning products over the years and have found this formula to be one of the best!"

**Steve Gunther -
The Picture Box.**

David Glass Cleaner is the best cleaner we've ever used and we've tried them all. It makes all the other glass cleaners look average. It's the Rolls Royce.



**David Glass Cleaner
is a Green Product.**

Safe to the environment,
Biodegradable, Ammonia and
Phosphate-free.



 For the foodies

Harry's Mum's Muffins

Ingredients

- 1 Cup whole wheat flour
- 1 Cup all-purpose flour
- 1/3 Cup wheat germ
- 2/3 Cup white sugar
- 1 Tablespoon baking powder
- 1 Teaspoon salt
- 1 Teaspoon ground cinnamon
- 2 Eggs, beaten
- 2 Cups half-and-half cream
- 1 Cup fresh blackberries
- 1 Cup fresh blueberries

Method

Preheat oven to 400 degrees
F (200 degrees C). Butter muffin pan.

In a large mixing bowl, whisk together flours, wheat germ, sugar, baking powder, salt, and cinnamon.

In another bowl, whisk together half and half cream and eggs.

Stir wet ingredients into dry, mixing just to combine. Fold in berries.

Scoop batter into muffin pan cups. If there are any empty cups, fill those halfway with water.

Bake in preheated oven for 20 minutes, or until done.

Did you know we offered expert domestic glazing?

For more than 40 years David Glass has provided high quality domestic glazing work for a wide range of individual needs.

If you have some upcoming renovations planned, or require any repair work done around the home or business, our expert craftsmen can cut and install glass to order for windows, mirrors, showers, splash backs, table tops and more. We also specialise in toughened and laminated glass for added durability and security.

The type of domestic glazing work we can help you with includes:

- Window Repairs
- Shower screens
- Splashbacks
- Table tops
- Shelves
- Bathroom mirrors installation
- Shopfronts

We pride our self on providing excellent products and services, so feel free to call us if you have any domestic glazing needs you would like to discuss.

Picture Framing Product List

Product List	Sizes (mm)	Sizes (inch)
2 mm clear float glass	460x508	16x20
	610x920	24x36
	813x1016	32x40
	920x1220	36x48
	920x1525	36x60
	1220x1525	48x60
	1220x1840	48x72
Single sided non-reflective	920x1220	36x48
Double sided non-reflective	920x1220	36x48
	1220x1840	48x72
3, 4 & 6 mm mirror	920x1220	36x48
	1220x1840	48x72
UV glass	920x1220	36x48



Important dates to remember

To ensure continuity of supply during some of the holiday periods, we request that you diarise the dates below as part of your purchasing system.

- We will be closed for the Christmas holiday period on Friday 22nd December 2006.
- We will re-open for trading as usual on Monday 15th January, 2007.

David Glass Co. Pty Ltd

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