

LARSON · JUHL®

Update

December 2015

2015 has been a disappointing year for us here at Larson Juhl. It was a year that promised a strong economy and we expected good spending on our products. However that does not seem to have happened and we have had a very flat year. The question is why, when retail spending statistics indicate that spending is healthy, and the car sales figures are very strong. We have several theories but my thinking is that when people are confident about spending they go out and purchase the big ticket items—new furniture, white ware and cars. Less discretionary spending dollars are left over for purchasing products like ours. So in a sense the industry is a little counter-cyclic in its behaviour. With the heat now finally coming out of the Auckland housing market, and the dairy prices soft, we expect that the retail environment will return to more of what we would regard as normal, and our hope is that this will benefit our industry.

This year we have attempted to strengthen our sales using the "Grow The Gallery" concept—an initiative which has been promoted across the Larson Juhl company internationally. To that end we have introduced the photo frame range, and we are about to receive a range of mirrors which you will see more about soon. The general idea here is that these are products which will grow your gallery and strengthen your business as well as ours.

We have also continued to introduce market leading new moulding designs such as the Komodo range. There are already plans for some great new ranges in 2016. We have a real focus on NZ made mouldings and there are some very attractive new designs ready for production. We are also implementing a new quality control regime which we expect to result in a lift in the standards of our manufactured mouldings. As they say you can never stand still in business—you are either going backwards or forwards. We are aiming to carry on with the latter!

We wish you all a very happy time over Christmas. Thank you so much for your support.

Kind regards from us all - The Larson Juhl NZ Team

Product News

Selfeez



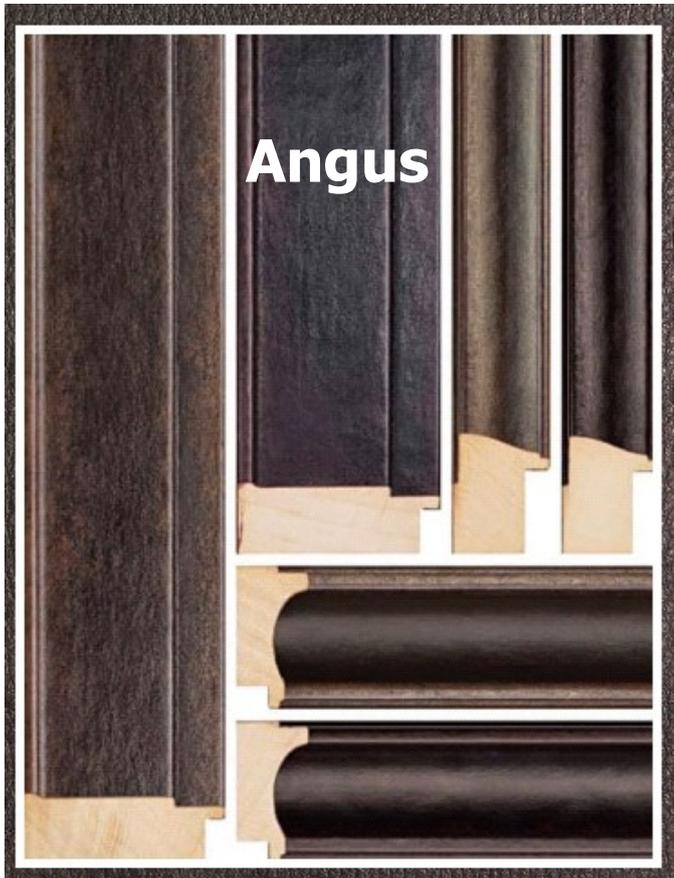
Selfeez, our quality ready made frames are now available to purchase in single units! Single unit price is 10% higher than the full box rate.

These very affordable frames are a must for every framing business this Christmas. The perfect 'grab and go' gift item.

Selfeez are manufactured from "Eco Wood" mouldings. Eco Wood is created using 80% recycled polystyrene (plus 20% virgin product).

Expanded Polystyrene (EPS) is recyclable and is being recycled by businesses and consumers across the world. The EPS industry developed collection infrastructures to support global recycling efforts.





Angus



883

Designer Mirrors Are Here!

Create warmth and light to any room with a Larson Juhl Designer Mirror. We have a fabulous selection ranging from classic ovals to slick contemporary designs. Many of these frames have been hand finished. All mirrors

have bevelled edges, excellent mirror quality, sturdy backing and all include hanging fixtures – all ready to go for your Christmas sales!

The price range is low in comparison to other mirrors of this calibre on the market. For more information and further images, please ask your sales representative.

INTRODUCTORY OFFER – Purchase x5 frames of your choice and receive a classic oval mirror at no charge. #OV8473482030 (Oval black and silver 20 x 40”) worth \$118.00.

New Moulding Ranges

Angus (top)—Finally we have found a nice leather finish range. Actually imitation leather wrap but these mouldings have a lovely luxurious look and feel.

Lille. Contemporary gold and silver finishes with fabulous texture.



Lille

Phil the Kiwi builder was going through a house he had just built with the woman who owned it. She was telling him what colour to paint each room. They went into the first room and she said "I want this room to be painted a light blue." The builder went to the front door and yelled "GREEN SIDE UP!" When he went back into the house, she told him that the next room was to be bright red. The builder went to the front door and yelled "GREEN SIDE UP!" When he went back into the house, she told him that the next room was to be tan. The builder went to the front door and yelled "GREEN SIDE UP!" When he came back, the lady was pretty curious, so she asked him "I keep telling you colours, but you go out the front and yell green side up; what is that for?" The builder said, "Oh don't worry about that, I've got a couple of Aussies laying the ready-lawn out the front."