

# Common Framing Mistakes

*Here are some common mistakes in framing along with tips on how to avoid them.*

## **Assuming All Digitals Are Heat Sensitive**

**N**ot all digitals are created equal. Some are heat sensitive and some are not. While it is smarter to always inquire about the origins of an image, you may be making life more difficult by assuming that all will be damaged by dry mounting.

Essentially, all chemically produced RA-4 photos—which can be film or digital—are fine to dry mount. That includes Endura Metallic, FijiFlex Gloss (though they have shown an increased surface sensitivity to scratching and orange peel), and dye sublimation prints. All high-end giclées produced by wide format pigmented piezo printers—Epson—are also heat tolerant, although not all should be mounted. Solvent and UV inks are also heat tolerant, but the coating or media may not be, so watch out for Tyvek, vinyl, and polyester. On the other hand, all electrophotographic laser copies, desktop dye-based inkjet prints, and Heidelberg digital lithos are heat sensitive and should be mounted with hinges or using pressure-sensitive methods. Giclée canvases can be mounted. In many cases, mounting is recommended by the publisher—sometimes with heat and sometimes with pressure-sensitive materials, but all tolerate heat.

Considering the source is a major part of custom framing any digital image. Calls may need to be made to identify printer, process, and technology prior to deciding how to mount it, regardless of whether it's an open-edition reproduction or a high-end giclée.

*—Chris A. Paschke, CPF, GCF*

## **Failure to Communicate**

**C**ommunication is often underrated by businesses, including framing stores. Many owners assume that other people understand much more about their businesses than they really do.

The first target for improved communication is your team—the people who work with you every day to serve your customers. Too often, customers ask for owners at small businesses, and employees depend too much on owners for answers to common questions. These are signs of a lack of communication. The reason is that while owners know the way they want business done, they often haven't defined it clearly for their teams.

More specifically, they haven't defined the values and ethics of the business. They haven't defined a clear reason their businesses are different from the competition—what value they truly offer clients. They haven't created documents that record the policies and procedures necessary to make a business mission a reality. Yes, these often exist but are kept a secret by the owner—the same owner who can't understand why the team can't do things correctly.

Poor communication also occurs with customers. As a business owner, you know why others should shop with you. Because you know, you think it's clear to the public. But it's often not. This is what building a brand means. Your message to customers should be one thing—what you do better than anyone else. If you can define that one thing and can communicate it clearly and consistently, you will be one of the few small businesses that communicate effectively with potential customers.

It's critical to communicate a clear understanding of why your business exists. Your team must understand how to carry out the unique value you offer so your customers will receive the experience that separates you from the competition. There's only one way to do this—communicate, communicate, communicate.

*—Ken Baur*