



Topeka, Kansas.

Bob Victor's announces that all picture frame mouldings they manufacture come only from **“Verified Sustainable American Hardwoods”**. A point that must be made about the terms **“American Hardwoods”** means hardwood that grows natural in America. The term **“Hardwoods”**, hardwoods are not restricted to species like Ash-Oak, Maple, but applies to any tree that drops its leaves is considered to be **“HARDWOOD”**.

All woods Bob Victor's buys are from wood sources that do not practice clear cutting and purchases timber from regions where the United States Forest Service said the timber is **“SUSTAINABLE”**. The United States Forest Service did a 15 year study from 1990 through 2004. After harvesting timber from the region, the United States Forest Service inventoried and analyzed studies found that the standing timber had grown from 65.1 million acres in 1990 to 65.5 millions acres at the end of 2004. The cutting size of the standing timber had increased from 57% in 1990 to 64% of cutting size in 2004 from the region studied. The sustainability is based on timber growth versus removal data compiled by the United States Forest Service inventory and analysis program. They determined that the forest was **“SUSTAINABLE”**. Their findings confirmed that there were approximately 2.29 new trees being replanted for every tree harvested in the region.

Victor has listened to customers as they called and asked why is there such a growing amount of moulding being offered with heavy gesso coatings on finger-jointed woods. Victor has always chosen to use only hardwoods that are native to America. America is known for the fine quality of our native woods. Many of our American woods are exported for vendor products because of the high quality of our wood.

When Bob Victor's moved into their new plant in 1994 the local government required them to use only water base finishing materials. This has been a very difficult process because at that time there was not a water base product that would come close to producing the same look of nitro-cellulose (solvent, oil base) finishing process that was environmentally safe. That is one of the reasons why many manufacturing operations left the country. Most companies did not want to accept the challenge of the conversion to the new environmentally safe finishing materials.

Victor's pioneered the development of environmentally safe finishing in the picture frame industry. Today the finish Bob Victor's has developed is a finishing process that lets the Beauty, Character, & Integrity of the Fine American Hardwoods radiate through a 100% environmentally safe finish. The finishing materials we developed do not have a single ingredient in the formulation that carries a hazards label. Our finishing process is environmentally safe. This finish is as clear and smooth as glass. Bob Victor's has no need to apply gesso on your mouldings before applying Italian gold or silver finishes. Bob Victor's mill all of their patterns from **“Verified Sustainable American Hardwoods”**. Real wood gives you a true lasting value for your customer. Why offer only the look of wood when you can offer the Real American Hardwoods for the same price.

Bob Victor's has developed an aid to help their customers inform the public that this frame shop offers true **“Verified Sustainable American Hardwood frame”**. The attached door decal says that this frame shop is an **Authorized Dealer for Verified Sustainable American Hardwood frames, with Environmentally Safe Finishes, Made in USA**. To support the framer we send a sticker along with every frame we ship, stating **“Your Frame Is, American Hardwood, Environmentally Safe Finishes, Made In The USA”** for the back of every frame you deliver.

You can view most of our over 450 different **“Verified Sustainable American Hardwood”** frames mouldings from woods like Real Cherry, Real Walnut, Ash, Basswood, and Maple at our web site under online catalog at www.bobvictors.com. Or call 800-255-0535 for details on how you can become an Authorized Dealer today. We now are developing a line of American Pines mouldings.



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A Manufacture of Real Solid American Hardwood Picture Frame Mouldings