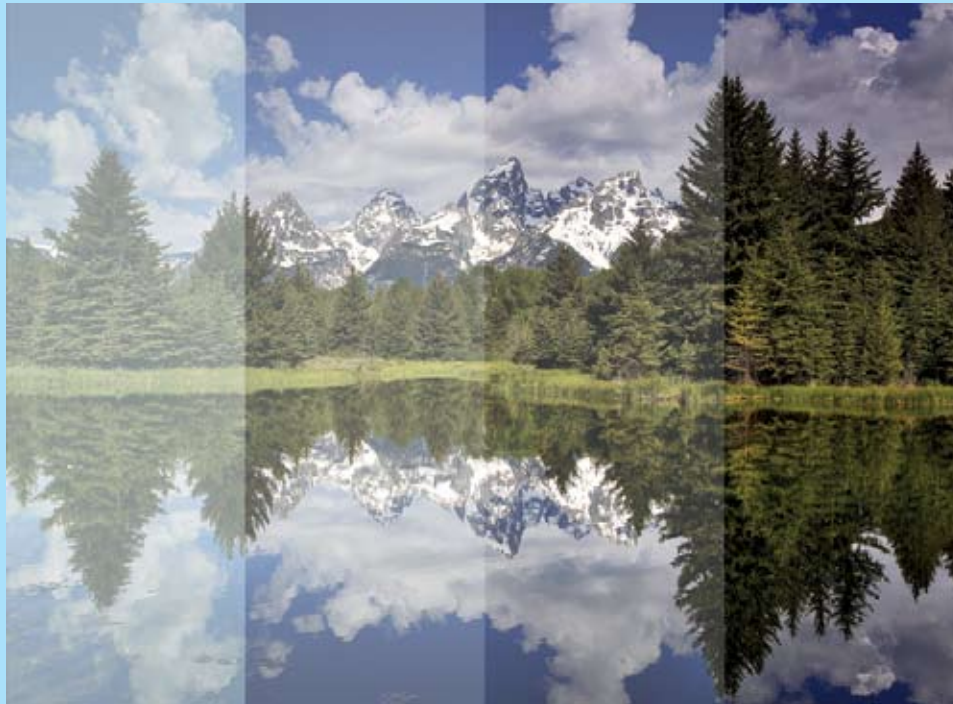


To prevent irreversible damage, all framed pieces need to be glazed with at least 97% UV protection.\*



45% UV

63% UV

81% UV

99% UV  
Tru Vue



\*Image Permanence Institute Consumer Guide to Materials for Preservation Framing and Display of Images ©2010, ISO 18902 Report ©2007

## What factors cause damage to art, photographs and other personal keepsakes?

- Indoor and outdoor UV light rays contribute to irreversible damage. Colors may fade and shift and the materials that make up the piece may become brittle or yellow.
- UV protection reduces fading and other damage caused by UV light over time.
- All light, not just UV light can be damaging. Heat, pollution, moisture, the materials that make up the piece as well as poor quality framing materials are all contributing factors.

## How can you help your customers protect their framed pieces?

- Help your customers preserve their framed pieces by selecting materials that meet conservation framing standards.
- Recommend glazing with at least 97% UV protection to reduce the damaging effects of UV light.\*
- Educate your customers on the factors that cause damage.
- Recommend displaying their framed pieces in a well controlled lighting environment.

\*The International Organization for Standardization recommends using glazing that blocks at least 97% of UV energy. Image Permanence Institute Consumer Guide to Materials for Preservation Framing and Display of Images©2010. ISO 18902 Report ©2007

## Conservation Grade UV Protection

Leading authorities on preservation, recommend using glazing that blocks at least 97% UV light.\* Tru Vue conservation grade glazing products surpass this standard in providing up to 99% UV protection, the maximum level of protection available in the industry.

Anti Reflective Glazing	Features	Benefits
Museum Glass®	<ul style="list-style-type: none"> <li>• Anti-reflective</li> <li>• 99% UV Protection</li> <li>• Anti-static</li> </ul>	<ul style="list-style-type: none"> <li>• Reflection-free viewing for amazing clarity</li> <li>• Enhanced colors, brightness and contrast levels</li> <li>• Protects from fading caused by UV light</li> </ul>
Optium Museum Acrylic®	<ul style="list-style-type: none"> <li>• Anti-reflective</li> <li>• 99% UV Protection</li> <li>• Anti-static</li> <li>• Lightweight</li> <li>• Abrasion resistant</li> <li>• Shatter-resistant</li> </ul>	<ul style="list-style-type: none"> <li>• Reflection-free viewing for amazing clarity</li> <li>• Enhanced colors, brightness and contrast levels</li> <li>• Protects from fading caused by UV light</li> <li>• 50% lighter than glass for framing oversized items</li> <li>• Ideal when safety is a concern</li> </ul>
<b>Non-Glare Glazing</b>		
Conservation Reflection Control®	<ul style="list-style-type: none"> <li>• Non-glare</li> <li>• 99% UV Protection</li> </ul>	<ul style="list-style-type: none"> <li>• Matte-like finish scatters light to minimize glare</li> <li>• Protects from fading caused by UV light</li> </ul>
Conservation Reflection Control® ACRYLITE® Acrylic	<ul style="list-style-type: none"> <li>• Non-glare</li> <li>• 98% UV Protection</li> <li>• Lightweight</li> <li>• Shatter-resistant</li> </ul>	<ul style="list-style-type: none"> <li>• Matte-like finish scatters light to minimize glare</li> <li>• Protects from fading caused by UV light</li> <li>• Ideal when safety is a concern</li> </ul>
<b>Standard Glazing</b>		
Conservation Clear®	<ul style="list-style-type: none"> <li>• 99% UV Protection</li> </ul>	<ul style="list-style-type: none"> <li>• Protects from fading caused by UV light</li> </ul>
Conservation Clear® ACRYLITE® Acrylic	<ul style="list-style-type: none"> <li>• 98% UV Protection</li> <li>• Lightweight</li> <li>• Shatter-resistant</li> </ul>	<ul style="list-style-type: none"> <li>• Protects from fading caused by UV light</li> <li>• Ideal when safety is a concern</li> </ul>

For more information about our products, visit our website at [www.tru-vue.com](http://www.tru-vue.com).



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