

## For Immediate Release

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### Picture Framing Industry Expert Recommends High Speed Cold Mounting Solution

SAUGUS, MA—Picture framing industry expert Stuart M. Altschuler, CPF, GCF, of Prestige Framing Academy, LLC and PFA Consulting today released a position paper indicating a new recommendation in dry mount equipment.

“For many years we have been recommending the same type of mounting solution, but with a major shift in what framers mount, we have decided it is in their best interest to use a roller laminator,” states Altschuler in the paper available on line at [www.framingacademy.com](http://www.framingacademy.com).

The paper makes a clear justification for the change in recommendation and points out things to think about when deciding on mounting solutions. This information is of interest to anyone purchasing or considering the purchase of mounting equipment.

Prestige Framing Academy, LLC is a full service business consulting firm specializing in the picture framing industry. Major efforts include both new shop start-up as well as new departments within existing business, shop operations planning and implementation, systems work, and marketing. Prestige also works with industry vendors providing market strategy, new product development, and sales training. Consulting services are provided on a project basis, with pricing determined by assignment magnitude. The principal of Prestige Framing Academy, LLC is Stuart M. Altschuler, CPF<sup>®</sup>, GCF, a third generation framer.

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We are always available for comments as an expert in the fields of picture framing, home furnishing, color trends, preservation and conservation, and woodworking.