Signature Style. Expertly Crafted. Collections that Inspire...
Timeless Frames, Décor & Expressions® is the nation’s leading manufacturer of Ready Made Picture Frames, Custom Framing Fulfillment & Digital Image Fulfillment Services.

Timeless Frames® delivers a wide selection of ready made picture frames that are designed to accent today’s décor trends and maintain the timeless basics.

Timeless Décor® is the largest single site producer of custom framing services in the country.

Timeless Expressions® is the premier digital image fulfillment house for corporate, store, web and kiosk digital imaging sales.

Timeless Frames, Décor & Expressions® is a SBA certified HUB Zone Business and a certified women owned business. 99% of our products are proudly Made in the USA!
Purchased in 1999 by Lisa Allensworth Weber the company has experienced multi-level expansion.

1999
- Purchased Timeless Frames, Inc., Dec. 21st
- Retrained 7 team members

2000
- Acquired 18 new assets
- Grew team to 29
- Established first chain account, A.C. Moore
- Purchased manufacturing software
- Launched new line of portrait frames
- Lauren becomes best seller
- Increased revenues 200%

2001
- Acquired 12 new assets
- Grew team to 35
- Shipped 1,000,000th frame
- Added EDI & ASN capabilities
- Increased Revenues 100%

2002
- Acquired 20 new machines
- Grew team to 46
- Converted mill to state-of-the-art manufacturing facility
- Increased revenues 46%

2003
- Acquired 32 new assets
- Grew team to 55
- Purchased a 53,000 sq. ft. manufacturing facility
- Increased revenues 30%

2004
- Acquired 22 new assets
- Grew team to 64
- Purchased new finishing equipment using closed loop UV coating process
- Introduced Decorator’s Choice metal frames
- Increased revenues 23%

2005
- Acquired 66 new assets
- Grew team to 121
- Purchased a 93,000 sq. ft. manufacturing facility
- Launched Timeless Décor program
- Developed Life’s Great Moments collage & portrait frame line
- Increased revenues 22%
- HUB Zone certified, May

2006
- Acquired 116 new assets
- Grew team to 200
- Opened State-of-the-art custom framing facility, quickly became the largest fully custom framing facility in the United States
- Increased revenues 50%
- WBENC certified, June

2008
- Acquired 11 new assets
- Grew team to 300
- Purchased 85,000 sq. ft. of additional manufacturing space
- Recipient of Greater Watertown North Country Business of the Year Award
- AC Moore Vendor of the Year “Rising Star” Award
- Increased revenues 6%

2009
- Increased Net Profit by more than 100% through highly disciplined expense control
- Acquired 32 new assets
- Launch co-branded web site
- Develop a tabletop line
- Expand custom framing business
- Despite Recession, No Layoffs

2010
- WBENC Host Committee
- Framed Art Program Developed
- Framed Mirror Program Developed
- Matte Art Print Program Developed
- Pre-cut Matte Program Developed
- Full Sheet Matte Program Developed
- Import Mini & Tabletop Programs Developed
- Timeless Manufacturing System (TMS) Implementation
  - Manufacturing software for custom framing fulfillment.

2011
- Chop and Join Program Developed
- Custom Framing Supply Program Developed
- Timeless Décor® ranked among the 50 Fastest Growing Women-Owned/led companies in North America.
We are dedicated to growing our company by providing quality, innovative merchandise made by highly motivated team members who are dedicated to growth, our customer and each other; creating an environment that proves Timeless Frames, Décor and Expressions® is the workplace, vendor and customer of choice.
Why Timeless?
Exceptional consumer value

83% Of purchases are made by women. We are a WBENC certified woman owned business that has its pulse on woman consumers unlike any other framing manufacturer. We are the consumer

We are the only dual manufacturer of ready made and custom frames in the country, which gives us a keen insight into what consumers want.

Delivery- most ready made orders ship in 48 hours

98.6% fill rate

Merchandise support - continual and comprehensive sales analysis, SKU conversion, and POG review

99% of products are Made in the USA
Over the years, we at Timeless Frames® have always been committed to the environment and today our dedication is stronger than ever before. Through responsible business practices such as promotion of sustainable forest and recycling initiatives, we continue to make an environmental difference.

What We’re Doing:
- Recycled goods used to make paper components of frames
- Wood is purchased from New York and Pennsylvania’s sustainable forests
- Recycled wood used in manufacturing composite moulding
- Water based coating used on frames resulting in no emissions to the environment
- Manufacturing building heated 100% with saw dust waste
- Donate saw dust to wood pellet maker
- Donate all used shipping wood and cardboard to a recycling service
- Make monetary donations to reforestation efforts
- 100% Re-Melt Secondary Steel used in most metal components
- Matboard scraps recycled into animal bedding material used by local farms
- All lumber sources are FSC Certified
- Printer is FSC Certified
- Environmentally Friendly Print on Demand Catalog
Ready-Made Frames

Timeless Frames® Ready-Made frames make a bold impression while delivering a vast array of sizes, colors, and styles that range stylistically from traditional to modern, global to romantic.

Custom mouldings for every décor!
Servicing our customers’ needs is more than just our business - it’s our passion!
What do you do when a customer asks you to enter a new market? Research. Plan. Execute. Custom framing was a natural progression for Timeless Frames.

“The best compliment a company can receive is a customer’s request to expand our business to fulfill their needs!” Lisa Weber, Chief Executive Officer

Our customers are at the heart of our business.
Our customers know they can trust us! Timeless Frames provides customers the ready made frame support they need, allowing them to grow their business while ensuring a quality product, at a good price, delivering on time, with a 99% fill rate.

“Through hard work, research and determination you can accomplish anything!” Joe Weber, Chief Operations Officer

We are large enough to serve your needs and small enough to care.
Timeless Décor very quickly became the largest single site provider of custom framing in the United States and we continue to hold that title in our third year of operation.

- 93,000 square feet of manufacturing space
- 200,000 custom framed pieces produced per year
- One of the highest average tickets in the industry

Did we mention that we do all this while taking the necessary steps to be green!

We are committed to our mission!
Quality is our way of life at Timeless, and not simply a goal or a sign on the wall of our Watertown, New York plant. We are dedicated to growing our business with quality driven team members who will provide you with the best quality product and service. Each step of our custom framing process includes quality checks; no job leaves our facility without undergoing a thorough quality evaluation.

“The business of custom framing is fun and rewarding; we transform special moments, art and personal creations into life long treasures!” Angela Siragusa, Business Unit Manager Custom Framing
Why Timeless Décor®

Make custom framing your priceless art and photographs simple with the largest single site producer of custom frame services in the United States.

- Industry size: $5.4 Billion
- U.S. households purchasing custom framing: 13%
- Industry average annual revenue: $231,000 per location
- Revenue generated annually by multi-outlet framers: $455,349 per location
- Items framed yearly by multi-outlet businesses: 2,508 per location
- Residential customers: 75% of sales
- Average job ticket: $200
- Nearly 600 mouldings and 500 mattes to choose from!
Operational Support

- State-of-the-art manufacturing facility
- Only custom framing facility in the country capable of servicing a high volume of big box retailers
- System links store to production facility
- System links each job to production equipment
- Real time updates for every job
- Dedicated Store Support Team
- Weekly pick up and delivery in most markets
- Facility capable of servicing stores within a 1500 mile radius
- Ability to quickly expand geographically
Production Process - Initial Store Order

- Customer places order-pays in full
- Order placed in protective sleeve-barcode scanned
- Order confirmed in frame making software
- Order transmitted to Timeless Décor
- Sleeve placed in outbound shipping container
- Sleeve scanned out by store
- Outbound shipment picked up by Timeless Décor
- Items verified by driver
Art scanned every step of the production process
Art only handled twice once received in house
Quality checks for every component in all steps of the production process
Stores have the ability to confirm the status of each component in every step
What happens if something goes wrong?
Production Process – Delivery/Customer Pick Up

- Job delivered to store and scanned in
- Job inspected by store before notifying customer order is ready
- Job placed in holding area
- Customer notified
- Customer pick up
Challenges VS. Benefits of Growing Custom Framing

Benefits
- Diversified Asset Base
- Enhanced Market Image
- High average ticket
- Launching Pad for Website
- No domestic competition
- No foreign competition

Challenges
- Knew nothing about custom framing
- No model existed
- Logistics
- Cash to support rapid growth
- Inventory Management
- No tracking software that worked
Timeless Expressions®

- **Ready Made Frames**
- **Custom Framing Fulfillment**
  - Custom frame any digital image or art print!
  - More moulding & matte choices than competition
  - Over 100 multi-opening matte templates
- **Digital Fulfillment**
  - Exceptional consumer value
  - Product assortment can be customized
  - Upload store & share photos
  - Photo gift options
  - Custom Greeting Cards
- **Thousands of Art Prints**
- **Canvas Art**
- **On-line Sharing**
- **Gift Wrap**
- **Increase sales! Not footage, Not inventory dollars!**
Timeless Expressions® and Co-Branding

Bridge the gap in memory preservation – Apply captured moments and memories, in full-color, to anything in our expansive collection of custom digital keepsake products.

- Easy ordering process through co-branded web-site
- Wide product assortment that can be customized and that enables the consumer to do more with digital photographs
- Exceptional consumer value
- Complete single site fulfillment by Timeless Expressions®, no waiting for multiple orders to arrive
- Order shipment direct to customer, their loved ones as a gift or store location for pick up

Family & Friends will light up when they receive a personalized card!
Timeless Expressions® and Co-Branding

- Your customer enters from your web site
- Visually a seamless transition
- Creates a Timeless Expressions® account
  - Customer information is VeriSign® Secured
- Can shop our complete inventory
- Has access to Timeless Expressions® Live Chat Customer Service
- Direct ship to your store location, customer, or their loved ones as a gift!
- Complete fulfillment by Timeless Expressions®
Timeless Expressions® Custom Framing

Make custom framing photographs and art simple – on line!

Customers create something that is uniquely their own. In partnership with our sister company Timeless Decor®, the largest single site producer of custom framing services in the United States, we offer:

- Over 550 Mouldings
- Over 400 Archival Mattes
- Fillets
- 99% UV Protective Glazing
Our Promise
Our Promise

Your Single Vendor Solution for Superior Quality, Service & Selection

You can always expect more with the Timeless family of companies… more selection, better quality, on time delivery and outstanding customer service. Quality is our way of life at Timeless and not simply a goal or a sign on the wall of our Watertown, NY plants. That quality comes from our driven team members who believe in manufacturing products that are 99% MADE IN THE USA and exceed all expectations.
Contact Information

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