

Tudor Glass  
Po Box 202  
Happy Valley SA 5159

Phone / Fax - (08) 8387 3588

E-mail - [imprUve@tudorglass.com.au](mailto:imprUve@tudorglass.com.au)

Web - [www.tudorglass.com.au](http://www.tudorglass.com.au)

## Introductory Overview

# imprUve

(a homophone of improve)

(homophone - words that are pronounced the same, but differ in spelling)

(improve - to raise to a more desirable or more excellent quality; make better)

imprUve has been developed to help you make your picture framing glazing choices the best ones for your customer AND your picture framing business.

The imprUve programme is a tick sheet checklist guide, sprinkled with information.

A guide that takes you through the entire process of not only setting up and marketing specialty glass products, but selling them quite easily where these are the best choices for a clients' specific job needs.

We'll help you with :

- ▶ Choosing the right specialty glasses to stock for your business, clients, and region
- ▶ Setting up of samples and tools that will almost sell these glasses for you
- ▶ Special volume pricing to get you started
- ▶ Advice to store new glass
- ▶ Specific product coaching
- ▶ Costing, marketing, and sales tips
- ▶ Monitoring improvements to your profits

***Yes, you read that last bullet point correctly.***

*As an added benefit to using the best glass for your clients' particular artwork, you can **put more \$ in your pocket** on each and every job !!*

I look forward to working with progressive picture framing shops to introduce specialty glasses to their businesses through imprUve, and welcome your request for more information about how to get involved.

Regards,

*Les Skinner*

Partner - Tudor Glass

Mobile 0412 972 652

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