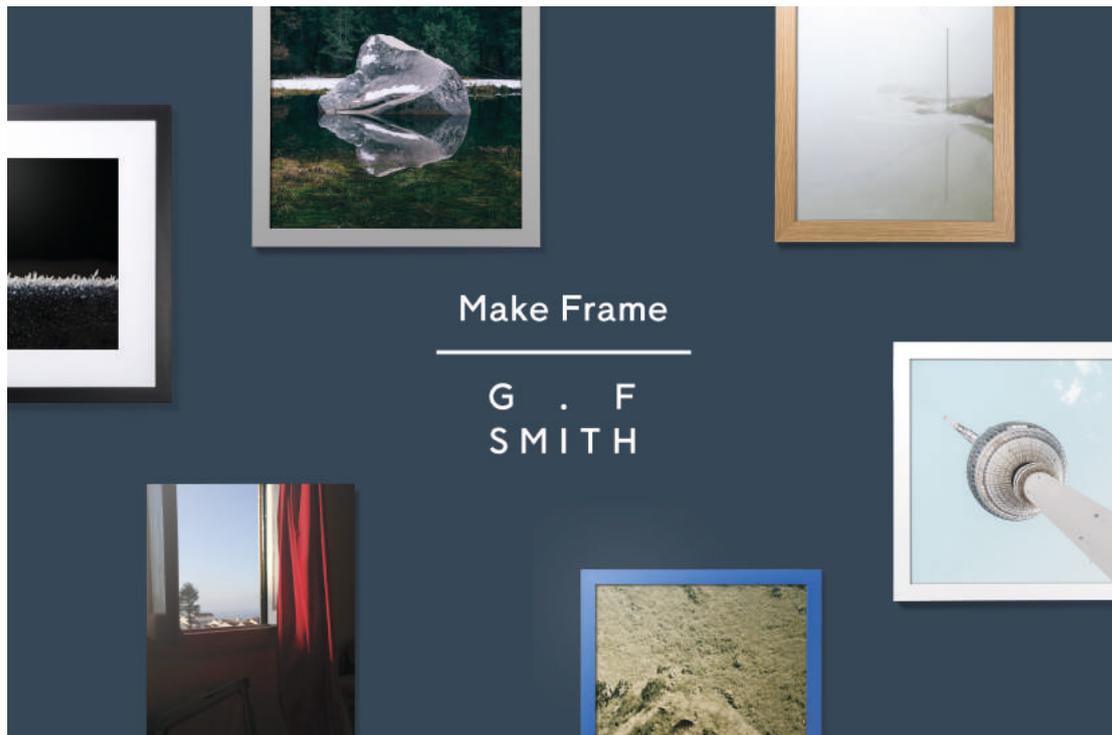


## Make Frame: G . F Smith launches bespoke image-framing service

From your computer to your wall in seven days



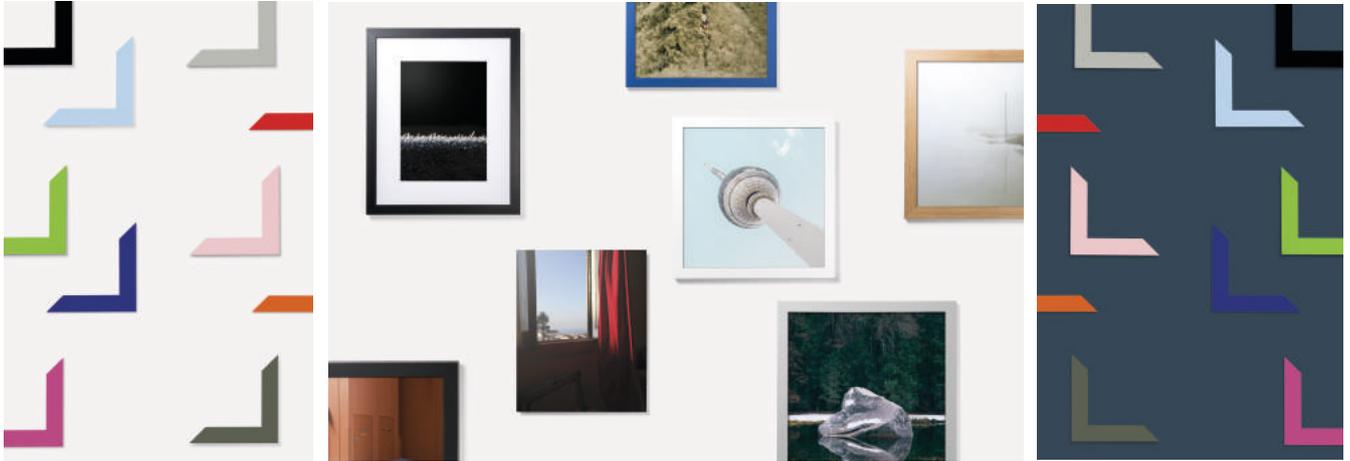
**G . F Smith** has always been known for the quality and variety of its specialist papers, and since the 2014 launch of its custom hand-made photobook service, **Make Book**, has also become celebrated as a champion of digital-meets-physical craft and made-to-measure bespoke projects. Now, the company has expanded its offerings still further, introducing new online technology that allows individuals to create their own framed photographic prints in just a few clicks.

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Launching online on **8 September** and showcased at **stand 14 at designjunction (22–25 September)**, during the **London Design Festival**, Make Frame is a new way to turn your digital image library into eye-catching art, whether you're a professional photographer or artist, an amateur enthusiast looking for a way to personalise your home, or just looking for a thoughtfully unique personal gift.

All you need to do is upload a photo from your library, snap one there and then using your phone camera, or select one of G . F Smith's specially selected Artist Editions; specify your frame, dimensions and paper type, and your framed image – hand-finished in Hull by G . F Smith's specialist team – will be with you within a week.

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## 50+ FRAME STYLES

Make Frame prints can be framed in classic wooden mouldings; acrylic-glass mounts that seem to float on the wall; or printed directly onto aluminium and finished in matt or gloss for striking, full-surface clarity.

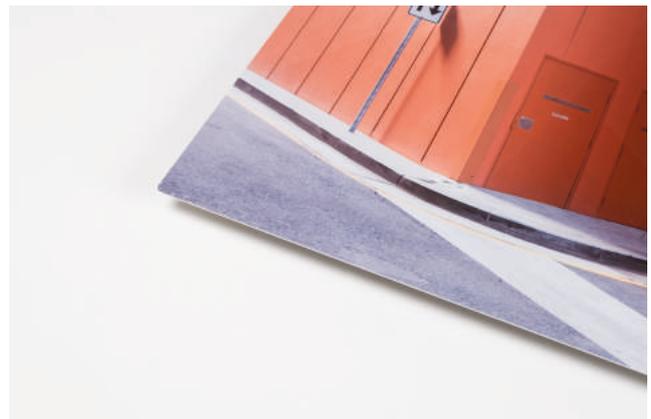
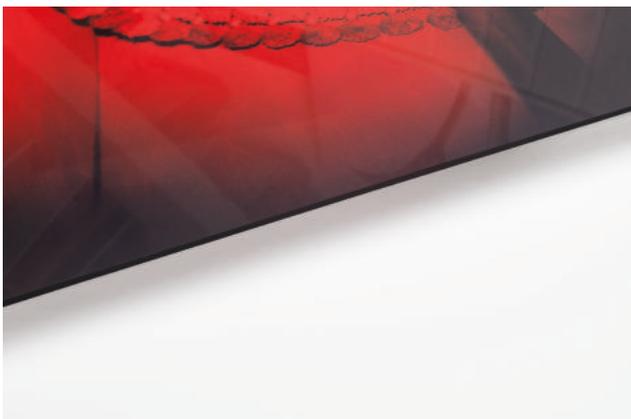
Choose from portrait, landscape, square or panoramic formats, with six sizes available in each.

Classic frames are available in dozens of solid woods and veneers in numerous moulding profiles and colours – including a selection of 19 shades from G . F Smith's iconic **Colorplan** range. Images can fill the frame or be accented with acid-free mount board in black, white or ivory.

## MADE TO LAST

A combination of silver halide printing technology, light-sensitive Fuji Crystal Archive Paper and UV-protected glass ensures faithful colour reproduction of even the subtlest shades and means your prints don't fade over time, no matter where you hang them.

The paper can be finished in matt or high gloss, or metallic, giving the print an alluring shimmer.



## SEVEN-DAY TURNAROUND

Every Make Frame print is finished by hand to ensure its crafted quality, and from the moment the order is placed, it takes just seven days to print your image, create your chosen frame and dispatch it to you, ready for the wall.



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## NOTES FOR EDITORS

### About Make Frame

- **Printing** - Silver halide technology
  - **Paper** - Fuji Crystal Archive Paper
  - **Paper finishes** - High gloss, matt, metallic
  - **Frame options** - Wooden moulding, acrylic wall print, aluminium wall print
  - **Mount board** - None, ivory, black, white
  - **Format** - Landscape, portrait, square, panoramic
  - **Image** - Upload your own, or choose one of 10 limited-edition Artist Editions featured in the Fine Collection.
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### **About G . F Smith**

After a career travelling the globe selling stationery to printers and publishers, George Frederick Smith founded G . F Smith in London with his son in 1885. Over the following century, George's paper merchants built a reputation for quality and service, and became renowned as passionate pioneers of the paper industry. By 1972, when Bill Mackay and John Alexander launched the revolutionary Colorplan range of coloured papers, G . F Smith had become Britain's foremost suppliers of specialist papers to the creative industries – a position it retains today.

[gfsmith.com](http://gfsmith.com)

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