



FRAMIAC

Business software for Picture Framers

**CALCULATE LABOUR COST • PRICE ACCURATELY
MONITOR PROGRESS • INCREASE PROFITABILITY**

WWW.FRAMIAC.COM



"FramR has given me confidence in my prices, it really lets you see the true cost of making a frame."

- Heather Barclay, Country Studio, Bristol

Introducing Framiac FramR Software

Framiac FramR provides a powerful toolset for framers who are serious about making a profit in their business. These tools enable you to streamline your business, by providing a better understanding of your costs, your customers, and the most profitable parts of your business.

Framers sometimes think they only need pricing software, and that their businesses are not large enough to warrant a business software package. In reality, it's most often the small business owners who need the most assistance in running and managing their businesses. This is because small business owners:

- Often have the tightest cash flow and can't afford to lose money on their products and services
- Don't have the time or resources to gather information
- Must target their marketing budget to where it brings in the most business

Whether your business is big or small, Framiac offers a cost effective package that will help you understand your true costs and profitability, while providing the tools to make the most of your business.

We invite you to spend some time reading this brochure, and if you think our software could be useful to you and your business, feel free to email or call us. Alternately, you can go directly to our website and download FramR for a test drive.

www.framiac.com

Knowing your cost and profit margins

Have the confidence of knowing how much profit you are making

- **Calculate your hourly rate**
- **Charge for labour as well as materials**
- **Know the time it takes to complete a job**
- **Understand the true cost of manufacturing a frame**

Everyone wants to make a profit from their business. We understand this and have created a unique software package that will help you achieve positive financial outcomes through an intimate understanding of your costs and profit margins.

Labour and material costs are calculated every time you price a frame in FramR. The job form displays these costs and the underlying profit margin, providing absolute confidence that you are quoting the correct price every time.

By understanding your true costs and applying a reasonable mark-up for your goods and services, your business is able to make a realistic profit.

"I could not run my framing business without Framiac."

- Jacques Malan, Frames and Prints, Tamworth

"We create exclusive hand finished frames. FramR is the only software that could calculate the labour cost of our hand finishing."

- Gary Dyson, Dyson Art, London



Pricing

Take the guess work out of pricing and make a realistic profit

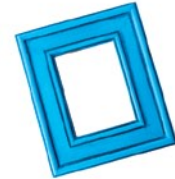
- **Fast and flexible**
- **Accurate and consistent**
- **Price multiple jobs at the same time**
- **Instantly assess job profitability**

In our experience, every framer wants the ability to price a frame that offers good value for money while remaining profitable. Pricing a frame can be complex, and varying designs and sizes dictate the need for a pricing system that is highly flexible.

Framiac FramR offers flexibility and accuracy, allowing you to quote a realistic price for every job with ease and confidence - creating excellent outcomes for you and your customers.

Every time you price a job in FramR you can view the price breakdown report. This gives detailed information on the material and labour costs of the job as well as displaying your mark-up margin.

Templates can be set up for jobs to ensure staff include all components when pricing. FramR will alert you if the image is too large for the materials selected, or stock is running low, eliminating costly errors and delays.



Customers

Maintain loyal, happy customers who are advocates of your business

- **Contact details in one place**
- **View past jobs and buying history of customers**
- **Create customer categories, e.g. wholesale/artist**
- **Create discount rates for individual customers**

Maintaining an ongoing relationship with existing customers is vitally important to the success of every small business. We all know that it's much easier to sell to an existing customer, compared to attracting new customers.

With Framiac FramR, all your customers' contact details are at your fingertips. Jobs and sales are linked to each specific customer, and details can easily be retrieved when needed.

You can create mailing lists and customer categories to capture information on the various types of customers and their interests. FramR helps you target market to these customers based on their interests.

Framers who have wholesale and retail customers can save time and avoid mistakes by having FramR automatically apply different price structures. In fact, you can set up discount rates for many different categories of customers.



Accounting and administration

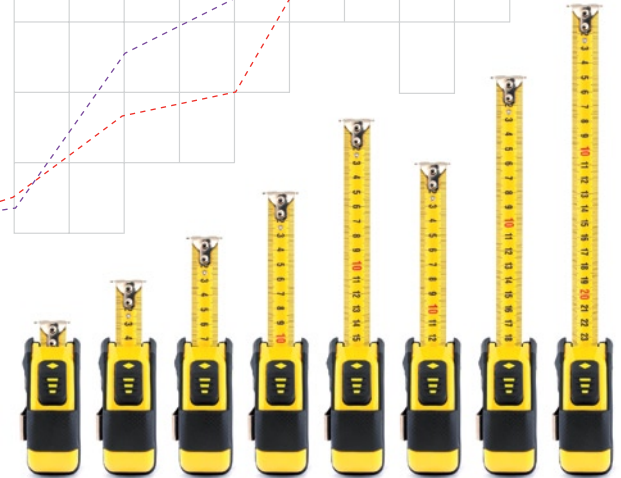
Never worry about tracking who owes you money

- **Create invoices easily**
- **Record payments at point of sale**
- **View outstanding payments**
- **Follow the trail: job sheets, invoices and statements**

Managing finances is an area that can be tedious and difficult to maintain. It can even create embarrassment when there is confusion between you and the customer regarding payments. Being able to track and manage payments saves you time and confusion and is vital to the cash flow of every small business.

Framiac FramR manages the flow of documents from quote to job and from job to invoice. This ensures payments are made and outstanding amounts collected.

Reports let you see at a glance who owes you money, and statements can be generated for customers with outstanding amounts, ensuring a professional approach to the collection of payments.



Marketing

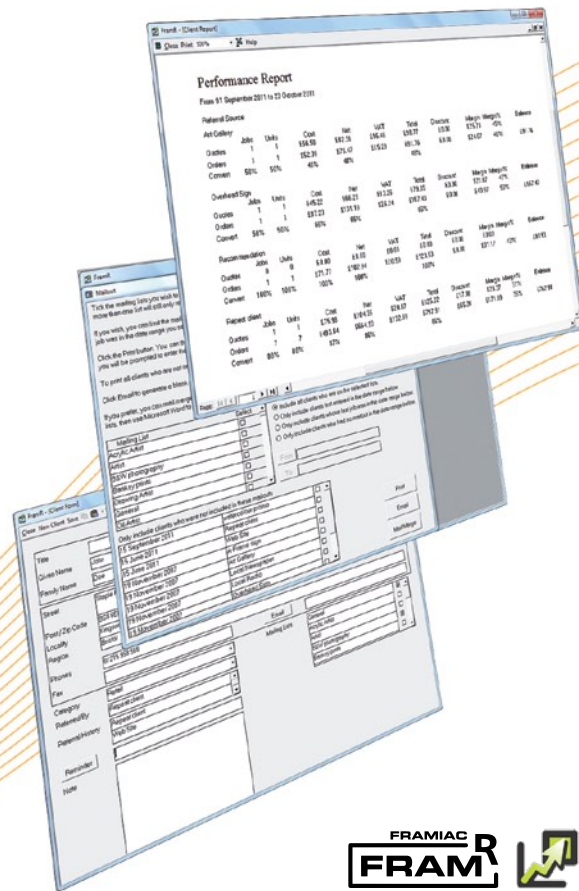
Market strategically and grow your business

- **Gather customers' special interests for mailing lists**
- **Easy mail merge for direct marketing**
- **Track how customers found out about you**
- **See which customers respond to promotions**

It can be difficult and time consuming for small businesses to manage a list of clients including their interests and buying trends. Framiac FramR captures and links all this information together, giving you the ability to market to customers easily and effectively.

In Framiac FramR, you can set up customer categories which will help manage your markets. This enables you to focus on the areas that make the most money, see those that don't, and work out the reasons why.

Framiac FramR will help you improve profits by understanding what your customers are interested in, as well as expanding your market through targeted mailing list. Best of all you can monitor and refine the effectiveness of your marketing through the referral source report.



Stock control

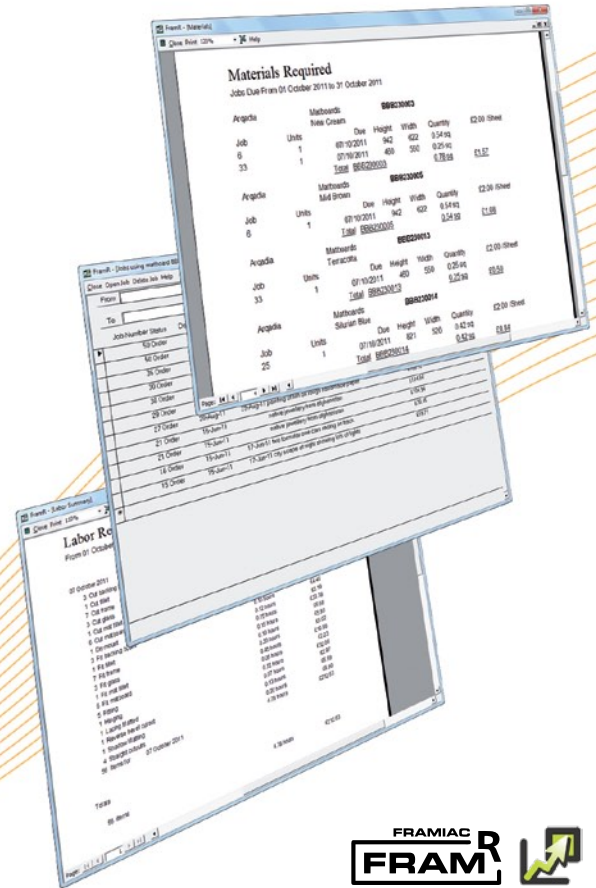
Lower your costs with less stock and smarter buying

- Simplify ordering with 'materials required' report
- Apply stock control to materials
- Wholesale prices always up to date
- View which materials are selling

It's vital to know how much stock you need and when you need it. You can minimise the amount of money tied up in stock by knowing which product lines are selling and which aren't.

Framiac FramR has a number of reports to help manage the day to day. These include reports on materials required and materials used, in which materials are listed by supplier and material type.

Imagine being able to see what materials you need with the click of a button: no more wasted time leafing through endless receipt books and bits of paper, trying to work out what stock to order. Know what's needed when, and enjoy the added benefit of supplier volume discounts by grouping and ordering precise quantities of materials.



Workshop

Speed up production and reduce wasted time with a well-informed workshop

- **Clear and easy to understand job sheet**
- **Create cut sheets for busy workshops**
- **Time allocated for job can be printed on job sheet**
- **Save time looking for materials with bin locations**

Framiac FramR creates a detailed job sheet for each job, ensuring your workshop is able to recreate the framing job truthfully and accurately. Any special instructions are printed on the worksheet in bold to ensure they are not missed.

The job sheet displays the time allocated to each job, and workshop staff can check these times are correct, providing valuable feedback on the labour required to complete each job.

Framers can also choose to generate cut lists for each part of the framing process. This helps speed up production for busy framing shops.



Help and support

We've been there and understand your needs

I was a picture framer for 19 years, building a successful and respected business during that time.

In the early days of my business, I realised I needed a more flexible and accurate way of pricing frames, whilst successfully managing the day to day running of the business. That was when I decided to invest in Framiac software.



Whilst Framiac FramR was a good product at the time, I felt it could offer more. I formed a relationship with the developer of Framiac FramR, John Nicolson, and over a number of years we worked on delivering the fundamental features and tools relevant to the everyday needs of a picture framing business.

Framiac FramR was the key to the profitability and growth of my business: I could not have achieved the success I enjoyed without it.

I would like to share with all framers the benefits that Framiac FramR gave me.

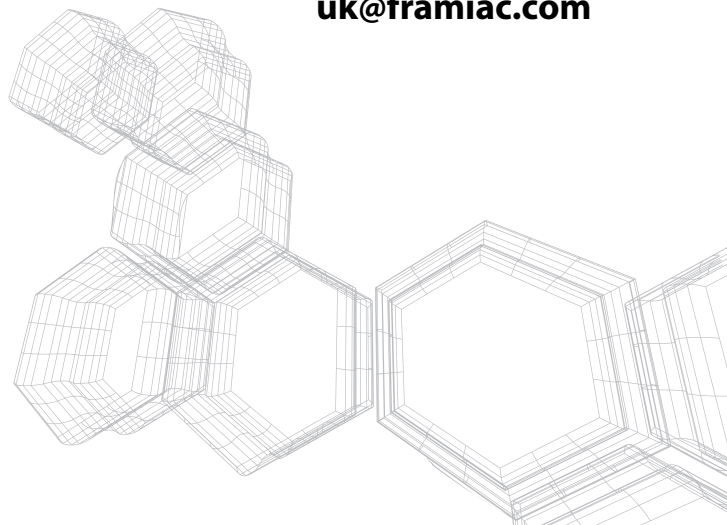


Mark Wilson

Unlimited help and support

We know how important it is to feel supported. When using Framiac FramR you have peace of mind that help is only an email or phone call away. FramR also has a comprehensive help menu, and instructional videos can be viewed via our website www.framiac.com.

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