



## **WHAT YOU SHOULD KNOW ABOUT LIGHT AND YOUR ARTWORK**

## **UV LIGHT CAUSES IRREVERSIBLE DAMAGE TO YOUR FRAMED ARTWORK**

### *Light.*

The very thing that allows us to enjoy photographs and artwork also works to destroy them. This is called ultraviolet or UV light. The same UV light that causes sunburn and wrinkles will also ruin your framed memories, turning them yellow and brittle and making their colors less vibrant. Simply keeping your frames out of direct sunlight isn't enough.\* UV light is present in every light source found in your home or office—skylights, unshaded windows, even fluorescent and halogen bulbs.

## TRUGUARD™ YOUR MEMORIES

The easiest most cost effective way to help prevent this damage is to put UV-blocking glass in your frame. Tru Vue Conservation Series® glass protects your framed memories with TruGuard™—an invisible, patented coating that blocks over 97% of damaging UV light without affecting the look of the framed image. Conservation Clear® gives you the flawless look of regular glass while Conservation Reflection Control® reduces mirror-like reflections with its non-glare finish. Both protect your framed images like no other glass can. And if it's worth framing, isn't it worth protecting?

\* Never place framed artwork or photographs in direct sunlight.

*Tru Vue manufactures a complete  
line of conservation quality artboards  
and Conservation Series® Glass  
that work together to protect  
your framed valuables.*



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