

Nielsen mouldings

From the stylish simplicity of our aluminium mouldings in over 100 finishes, to our carefully designed wood mouldings, often made exclusively to our specification, the Nielsen Collection offers creative solutions to all your framing needs.

Added value sales

The Nielsen Chop Service allows you to offer a stunning design choice to consumers, the type of choice that wins added sales, without the risks involved choosing and in stocking a huge moulding selection.

Today's consumers expect a wide design choice that allows them to select the style that really enhances their home décor. The Nielsen Chop Service is the one system that allows today's independant retailer to offer that choice and build a successful added value business.

Our Chop Service is very popular, providing mitre-cut frames ready for you to assemble. With Chop Service, you benefit from no wastage and much faster production time.

As the leading Chop Service supplier, Nielsen can offer you many other benefits such as a range of merchandising and sample packages, same day despatch options and carriage-free order levels.

Why not give your business a real financial advantage. Call us now to arrange a no obligation introduction to the business of the future.

How Chop Service works:

- 1 The order starts with you and your customer choosing a quality Nielsen moulding from one of the professional corner samples we make for you.
- 2 Your choice gives you access to the massive range of mouldings in our warehouse which means you don't have to hold the stock.
- 3 Your order for Chop Frames is input directly into our computer and availability immediately confirmed.
- 4 Your order is then cut on one of our purpose built machines.
- 5 And then despatched by carrier with a variety of service options available.

The frames for your customer arrive with you, mitre-cut to size, ready for assembly in the normal way.



How to use Chop Service

All of our aluminium mouldings are available on our Chop Service, as are all of our exclusives and elements wood moulding ranges. The studio range of wood mouldings are not available on Chop Service.

To order Chop Frames you will need to have the following information ready:

- your account number
- the moulding reference for each frame you wish to order
- the glass size dimensions of each frame you wish to order. When cutting, we add a small tolerance to allow fitting of the glass when the frame is made up.

We accept your dimensions in imperial as well as metric although the computer will re-calculate imperial dimensions into metric for cutting and invoicing. We cut to a tolerance of 1mm.

For Chop Service we charge for the total internal dimension of the frame up to the nearest higher quarter metre. Minimum chargeable frame size is 1m and packaging charges are 80 pence per frame.

Orders of 30 frames or more may be subject at certain times to agreement on delivery date.

We do not hold back-orders for Chop Frames. We are happy to inform you of the latest advised delivery date for any moulding and you can call for an update on that at any time. Please remember availability dates can sometimes change through circumstances that may be beyond our control.

Wood Chop Service

For our wood mouldings you can join the mitre cut pieces in the normal way or you can use our ROUTING SERVICE. Routed frames are joined by glueing and then inserting a plastic plug at the back of each corner. This service costs £2 per frame including the joining plugs.

Aluminium Chop Service

For our Aluminium Chop Service you will need a bag of hardware to join each frame. See page 26.

Bulk Chop Discounts for Aluminium Frames

- 15 – 49 frames off, same size, moulding and finish – list less 7.5%
 - 50 – 99 frames off, same size, moulding and finish – list less 15%
 - 100 – 499 frames off, same size, moulding and finish – list less 20%
- For quotations on larger quantities please contact the Sales Office on 020 8961 0010.

We do not offer bulk chop discounts for Wood Chop Service.

Minimum Dimensions

Please note we cannot cut smaller than 150mm (6") for any Chop Frame dimension.



The Nielsen Tower

A rotating floor display available with either six or eight sides. This is an attractive method of moulding display as well as being efficient, holding over 300 corner samples. It is supplied exclusively for the display of Nielsen mouldings and remains the property of Nielsen Bainbridge.

Key to moulding sections



Indicates available in Chop Service



Indicates available in Single Stick Lengths



Indicates available in Packs only