



making fine art accessible to all 

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## **PACIFIC ART GROUP LAUNCHES WINTER 2006 FRAMED ART COLLECTION WITH WEB CATALOG**

### **First Fine Art Online Catalog Exclusive to Retail and Hospitality Market**

Emeryville, CA – September 26, 2006—Pacific Art Group, (PAG) the first exclusive fine art brand for the national retail and hospitality industries has launched today its Winter 2006 Framed Art Collection Web Catalog. The Winter 2006 online catalog features two dozen proprietary and copyrighted fine art pieces created exclusively for private label retail programs. PAG’s online catalog with exclusive password protected access is the first time framed fine art designed, produced and manufactured in North America is available for online preview to top retail, specialty home furnishing and hospitality industry customers.

“PAG’s online catalog showcasing our exclusive Winter 2006 Framed Art Collection is another way Pacific Art Group is redefining the fine art marketplace by making fully integrated private label programs available to multi-channel national retailers and fine hotels,” said Helen Bulwik, founder and president of Pacific Art Group. Through the web catalog, customer’s can preview an

extraordinary collection of finished art images with retail programs unmatched in quality, price point and exclusivity.”

PAG’s 2006 Art Collection features finished framed art available as multi-original, limited edition, giclee or fine art print. The finishing styles include stretched canvas, gallery framing, top mounting, plaquing and shadow box matt with glass. With its specialty in oversized pieces, PAG offers finished works ranging in size from 24x24 to 60x60 and in all shapes such as rectangles, squares, panels and horizontal. Most images are created in pairs and quads to increase the average transaction in framed art sales

PAG is completely integrated from the creation of the art to manufacturing to retail delivery in 45 to 60 days with full EDI capabilities. Designed and created to meet customers’ key retail price points and IMU objectives, PAG offers full product exclusivity during the sell cycle. With its team of more than 130 talented artists, merchants and framers, PAG is able to produce exclusive trend and home décor-relevant imagery unmatched in the industry. PAG partners with each of its customers to deliver finished fine art programs that enhance sales, margin and inventory turn.

National home furnishings specialty retailers, department stores and mass merchants are now the most popular destination for art purchases. Whether in-store, online or print catalogue, this multi-channel market represents \$4.3 billion in sales.

For the hospitality industry, PAG works closely with the hotel design team to create finished fine art not only for the guest rooms but also for all the public spaces. “We are the only company able to deliver finished fine art originals, giclees and prints created exclusively for each of our hotel clients. We believe strongly that these beautiful pieces should also be made available to the guest

for purchase,” said Ms. Bulwik.

Leveraging its 30 years of retail expertise and operating experience in the art industry, PAG is redefining the way art is sold at every level of the market. Through its exclusive relationships with the largest art studio in the US and one of the largest framers in North America, PAG has eliminated traditional hard and soft costs associated with producing finished framed art to enhance profitability for the retail and hospitality market.

“No one in the industry until now has had the ability to integrate design, style, production and technology to deliver fine art that sells,” says Barbara Berling, executive vice president, merchandising and sales, Pacific Art Group.

### **About Pacific Art Group**

Pacific Art Group (PAG) is redefining the way art is sold by making it accessible and affordable to all who want to brighten their environment with fine art. PAG creates and produces finished fine art for distribution to the national retail, specialty home furnishings and hospitality industries. With its team of more than 130 talented artists, merchants and framers, PAG partners with major retailers and hoteliers to deliver exclusive trend and home décor-relevant imagery unmatched in the industry. More information can be found at [www.pacificartgroup.com](http://www.pacificartgroup.com).

*Note to Editor: Graphics and/or photographs to accompany this release can be obtained by contacting Dianne Douglas 415-584-4906 or [dianne@douglaspr.com](mailto:dianne@douglaspr.com)*

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