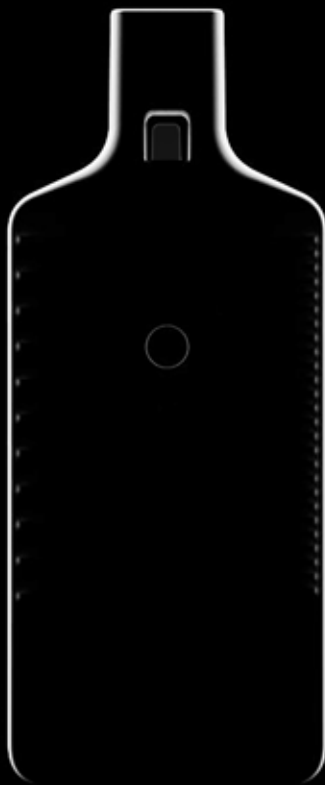


# BOLD.

Designed to simplify



# Mounting a photo frame on the wall has never been easier

**Browsing and finding** the perfect wall art is the first step in creating a beautiful space. That's why we have strived to simplify the last step to complete the circle...

Introducing the world's first picture hook that is compatible with all types of photo frames and walls intended for art and photos. The materials and design combined makes for a lightning fast mounting within seconds. All it takes is a hammer, no other tools needed.

## Suitable for all types of walls

Each picture hook has steel nails for mounting in concrete, wood, and gypsum using nothing but a regular hammer. No screws, plugs or drilling needed. In addition, the nails which are no more than 1.2mm in thickness, leave minimal marks on the wall. This eliminates large screw holes or damages that must be repaired the day you decide to move a painting.

## Fits all types of frames

There are thousands of different kinds of frames but Bold Picture hook fits them all. Depending on size, shape and weight different ways of mounting can be used. Backless frames such as Canvas frames can be hung directly on the frame, frames with brackets are hung on the existing brackets and all frames can be hung with a thread. The design and unique features of the Bold Picture hook allows for precise mounting in all scenarios.

## Easy to mount

With Bold Picture hook there is no need to screw, use plugs or to drill. All you need is a hammer, no advanced tools such as a drill or hammer drill. Mounting takes no more than seconds and even the hardest materials such as concrete walls are no match for the Bold Picture hook.

## Unique features

This picture hook is made to be flexural. Made of thermoplastic with high impact strength it withstands really heavy load. Engraved 1 inch and 2.5 cm ruler, together with marker holes, allows for precise mounting on the wall. The result is a Picture hook that securely holds your photo frame on the wall.



## Bold picture hook advantages

- ✓ Fits all types of frames and walls
- ✓ Lightning fast mounting
- ✓ No screws, plugs or drilling needed
- ✓ Leaves minimal marks on the wall



Watch Bold Picture hook promotion video:

[Click here](#)

# Mounting methods for different types of frames

Mounting the Bold Picture hook is an easy task done in seconds, regardless of wall material. The steel nails are nailed into the wall with an ordinary hammer and there is no need for any other tools such as screws, plugs or a hammer drill.

## Measuring scale in centimeters and inches

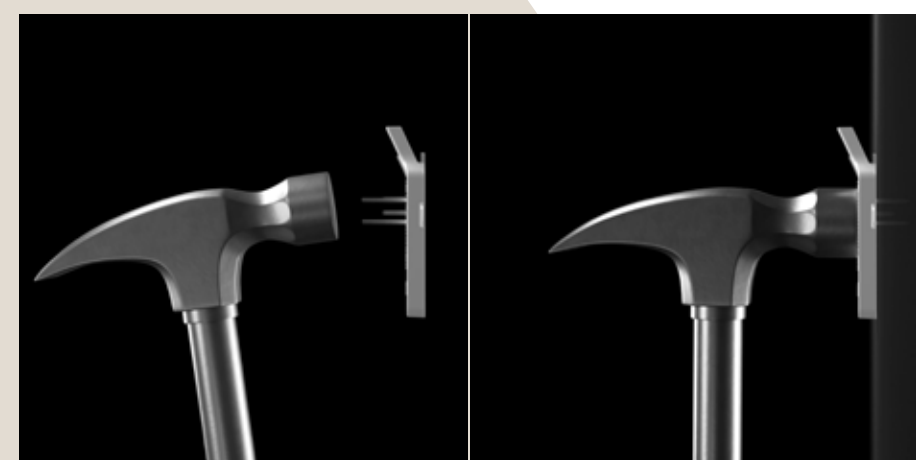
Bold Picture hook is provided with a relief, an elevation on the front of the hook, with measuring scale in centimeters and inches. This feature allows you to measure and mark out distances to adjust the position of the picture hook, using the picture hook itself, without a ruler or measuring tape.

## Mounting options

Depending on the type of frame and the design of the frame, there are several ways possible to mount it on the wall with Bold Picture hook. You can either hang directly on the frame, hang with existing frame brackets or use a thread. Backless frames such as pinewood frames for canvas prints are preferably hung directly on the frame. Poster frames with brackets are hung using the existing brackets. All frames can be hung by using a thread.

## Allows for reinforcement in exceptional cases

All walls are unique. Therefore, there is no such thing as a universal screw or universal nail that will fit all types of walls and conditions. For exceptional cases when facing the challenge of mounting the picture hook in an overly porous wall, we have provided the picture hook with an extra mounting hole in the center of the hook. This allows reinforcement by using an extra screw, possibly necessary when you need to get far into a wall to reach a durable anchor point.



**BOLD.**

## 01.

### Hang with bracket

Many frames comes with brackets mounted on the back. These are available in a variety of designs and all commonly used brackets fit the Bold Picture hook. When hanging with a bracket, the frame is hung directly on the protruding shelf pin of the picture hook, corresponding to hanging on a simple nail or screw.



## 02.

### Hang directly on the frame

A very simple and functional solution. The picture hook shelf pin carries the entire weight of the frame and the raspy surface of the material prevents the frame from slipping off. Smaller frames, up to size 30x40cm (recommendation), can be hung on a single picture hook. For larger sizes the frame is hung on two picture hooks, one placed in each corner (where the frame is the most stable), to prevent the frame from bending.



## 03.

### Hang with thread

When hanging with a thread the frame hangs firmly anchored with the thread between the picture hook shelf pin and the smaller back pin. This prevents the thread from sliding down between the picture hook and the wall.



# Custom wrapping & packaging



## E-commerce wrapping & packaging

Bold Picture hook is available in an e-commerce-adapted package. This version is small in size (approx. 80X140 mm) and foldable to be easily packed together with other goods in tubes or cartons. The nails are sealed and fully protected not to damage packaging or other products.

The e-commerce package is printed in two colors and punched with a spear hole for hanging.

Each pack contains two (2pc) picture hooks. The package is printed with product information in five different languages (SE/DK/FI/EN/DE) and ecolabelling symbols and barcode (EAN-13).

## Store wrapping & packaging

Store package is molded and developed in size 100x200mm. It is printed in full color with mounting instructions as images on the front page. The store package is also punched with a spear hole at the top for display on a store shelf.

Each pack contains two (2pc) picture hooks. The package is printed with product information in five different languages (SE/DK/FI/EN/DE) and ecolabelling symbols and barcode (EAN-13).

The Store package is sorted and packed 20 pcs (2 pack) in a smaller carton and then 10 pc smaller cartons packed in a larger carton.

# Price list 2020 (GBP)

## E-commerce wrapping

PURCHASE LEVEL	STARTUP	GROWTH BULK	ENTERPRISE BULK
When purchasing	1-4 cartons	5-9 cartons	10- cartons
Package (p)	2-pack	2-pack	2-pack
Units (p)/carton	500pc	500pc	500pc
Unit price (excl. vat)	£1.25	£1.10	£0.95
Gross margin	50.00 %	50.00 %	50.00 %
Rec. customer price (incl. vat)	£2.99	£2.79	£2.30

E-commerce wrapping (minimum quantity 500pc) qualify for free delivery. No other charges are added.

## Store wrapping

PURCHASE LEVEL	STARTUP	GROWTH BULK	ENTERPRISE BULK
When purchasing	1-9 cartons	10-24 cartons	25- cartons
Package (p)	2-pack	2-pack	2-pack
Units (p)/carton	200pc (20pc x 10)	200pc (20pc x 10)	200pc (20pc x 10)
Unit price (excl. vat)	£1.55	£1.40	£1.25
Gross margin	50.00 %	50.00 %	50.00 %
Rec. customer price (incl. vat)	£3.90	£3.49	£2.99

When ordering Store wrapping all orders of 200,00 £ or more qualify for free delivery. Orders with a total value of less than 200,00 £ are charged a fixed shipping fee of 14,90 £ (excl. vat). No other charges are added.



# Sustainable production both today and in the future

Throughout the entire development and manufacturing process we have had the environment in mind with the aim of creating as little environmental impact as possible. Bold Picture hook has a net zero climate footprint. This means that all greenhouse gas emissions associated with the product are balanced with efforts to limit or counteract carbon dioxide emissions in the corresponding amount. In this way, the total effect on the climate becomes zero. We not only look at all emissions within our own operations, but our impact along the entire value chain, from partners and our suppliers production and transport, to emissions all the way to the customer.

We are a reforestation partner with OneTreePlanted organization and through this we plant new trees that help clean the air we breathe by absorbing carbon dioxide and producing new oxygen.

The electricity we consume in our own factories comes from renewable energy sources such as wind and water. By choosing renewable, we want to ensure sustainable production both today and in the future.





