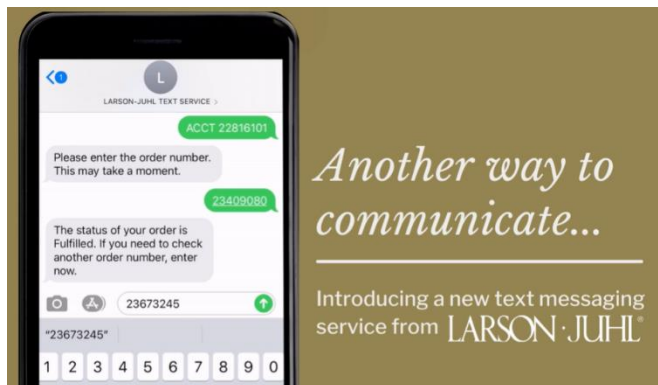


Larson-Juhl Partners –

We hope that you are all off to a great start in 2021. Here at Larson-Juhl, we have hit the ground running. We are excited to continue to bring you new products, improved stocking levels, new tools and service enhancements to help you take great care of your customers. As we near the end of the 1st quarter, we want to share a number of updates with you.

New Product

Last week, we introduced our newest collections, Lars & Petites III. Lars is a refreshed modern traditional moulding collection that is extremely versatile and appropriate for all applications. Petites III is a mixture of transitional petite mouldings with familiar finishes from some of our best-selling collections.



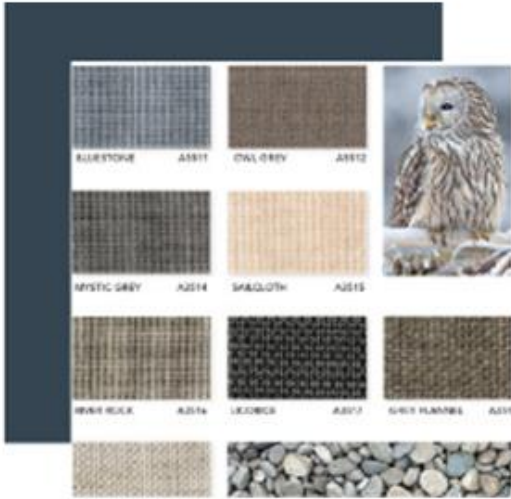
Text Messaging

We are always looking for new ways to make it easier for you to do business with Larson-Juhl. Our new texting service makes it easier than ever to check the status of your order, check inventory or chat with a Larson-Juhl Team Member. Text ORDER, STOCK or LIVE to 1-800-787-2203 in the US or 1-800-797-2176 in Canada to get started.

LJ Back Room

Adding flexibility to your business model through partnerships leads to better efficiencies and improved cash flow. LJ Back Room is available to support you with all of your back room needs. Did you know that over 1500 customers partner with Larson-Juhl for support with their chop & joined frame services each month?



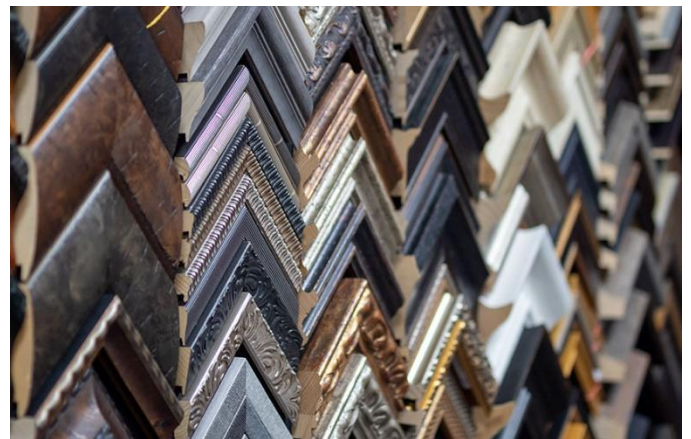


Artique Matboard

Streamline your mat selection with our attractive, cost competitive selection of Artique Mats. With one of our highest fill rates, Artique mats are available when you need them and meet exceptional conservation standards with an acid-free and lignin-free core, bleed and fade-resistant facing papers, and a buffered alkaline pH.

Product Inventory

We are excited to report that inventory levels of your favorite products continue to improve. Containers continue to arrive into our Chicago facility several times a week and our team members are working hard to quickly get these products into your local branches. We appreciate your patience and understanding as we have navigated the numerous issues impacting supply chains across many industries.



Team Member Safety

We are thrilled to see so many markets getting back to business as usual. While a number of areas have begun to roll back on social distancing and mask mandates, we want to assure you that all Larson-Juhl locations will continue to follow CDC guidelines to keep our team members and customers safe.



We have a number of exciting enhancements planned for our website, online ordering and Design Studio tool and look forward to sharing more about those features with you as we move toward the summer.

Thank you for your ongoing partnership and support of Larson-Juhl. We appreciate you. If you have any questions about any of our products or services, please reach out to our sales team, customer service or send us an email at ljmarketing@larsonjuhl.com.

Handwritten signature of Jeff.