

## what are the market experts saying?



"Retailers and consumers are looking for home products that offer sophisticated art as opposed to more standard designs. Art is playing a more vital role in people's lives."

– License! Industry Annual Report

"The digital fine art printing market is just beginning to blossom. The premium aspect of digital fine art supplies offers shelter from price squeezing... to vendors that can develop an appropriate sales and distribution channels."

– CAP Ventures, Inc.

"Impulse buying and just liking the picture are major drivers in art purchasing. So product needs to be out there—everywhere consumers are."

– Unity Marketing / Art Publishers Association



"Lucite is in," says the *New York Times* and this Versace advertisement featuring Madonna. Transparency is a key feature of the defEYE™ frame.

"The art industry will stand to benefit by giving consumers 'permission' to change the pictures on their wall. Art for the wall is not 'once-and-done,' but can change over time."

– Unity Marketing / Art Publishers Association

"A new visually sophisticated customer is entering the market, who wants art to go with stylish design at home. He or she is shopping on a budget below the level of a collector but demanding recognizable names or images, with a quality and cachet above the standard reproduction."

– Graphic Design USA

"Art is the one thing that's not the same. It's unique. Having something different in their home—people crave that."

– Brian Battaglia, owner of Battaglia's Home Furnishings