

Special Announcement to Owners of "The Goal Line Stand" Fine Art Prints

From: Daniel A. Moore

To: My friends and collectors,

New Life Art, Inc. is once again offering replacement prints for the original issue of "The Goal Line Stand" Limited Edition Fine Art Prints. As you may be aware, we have been out of replacement prints for "The Goal Line Stand" for a number of years. Because of ongoing requests for replacements and print restorations, we have undertaken the special production of a small press run of "The Goal Line Stand" so as to refurbish our long-exhausted replacement print inventory for this edition.

The personal service I offer for restoring prints by hand is not available on editions when replacement prints are in stock, as will now be the case going forward with "The Goal Line Stand" prints. In recent years I have spent hours restoring a single, salvageable, damaged print (and that, at the going rate of \$125 per hour). While I had rather have spent that time working on something new, it did make me feel good after a job was completed to see that I was able to restore a print's visual dynamic quality. I have seen some prints that looked so bad that it would have cost their owners thousands of dollars to restore, had I agreed to take on any of those particular jobs. Even so, I could never be able to restore some prints to their pristine beauty and quality while doing so at the cost-effectiveness of "The Goal Line Stand" replacement prints.

Causes for Need of Restoration or Replacement

There are many causes for the need to restore or replace fine art prints in general. You may own, or have seen for yourself art prints that have been damaged by either fire, smoke, flood, broken frame glass, mildew and foxing – just to name a few. But perhaps the number one cause for reason to replace or restore an art print is due to fading from exposure to ultraviolet (UV) rays from sunlight and/or from fluorescent lighting. This problem is by no means confined to "The Goal Line Stand, as all offset lithographs, regardless of publisher, are subject to fading under certain circumstances. Not only is this troubling to the collector, but as an artist, it is very disturbing to me every time I see one of my prints that has faded. And, because vivid color is such an important hallmark of my style, such prints no longer look like true Daniel A. Moore artworks, nor are they indicative of the quality of a New Life Art product.

Simulated Print Comparison



Print faded by UV rays



Replacement Print

It was my color-conscience mindset that insisted New Life Art spare no costs in publishing "The Goal Line Stand" back in 1979. With the release of this print, being my debut into the Limited Edition Print market, I wanted to be sure that I "was putting my best foot forward." The highest quality of care and the application of state-of-the-art "permanent" inks on acid-free conservators' grade paper were utilized in the production process . . . all in an effort to capture, and then maintain, the visual dynamic quality of my original oil painting. Even though inks that are specially-formulated for limited edition prints may be labeled as "permanent," I am yet to be aware of a colored ink that remains truly permanent under adverse conditions. Nevertheless, I am convinced that the highest-grade materials we used in production made the prints much more durable than they would have been otherwise. I am very pleased now when I see prints of "The Goal Line Stand" that have remained in pristine condition because of the extra measures taken in production and because they have received good care over the years and were properly framed. I applaud these owners' efforts and I am happy for them when I see that these are the prints fetching the high-end dollars on the very discriminating secondary market.

Reasons for Damage to Many Prints

Prints of "The Goal Line Stand" have been hanging around now for over a quarter of a century. The phenomenon of UV fading has been exacerbated due to the fact that the majority of the edition of 5,000 prints were framed without the protection of UV-filtering glass. In many cases, fading and discoloration has occurred due to an overabundance of UV rays hitting the print — even though acid-free materials may have been used in the matting. The prints where acid-free materials were *not* used have also incurred the problem of "foxing" — the discoloration and appearance of brown spots on the white paper. From our observation and inspection of framed prints of "The Goal Line Stand," foxing has occurred *only* in cases where acid-free materials were not used in the matting and mounting systems.

At the time most of "The Goal Line Stand" prints were framed, they only carried a retail value of \$35–\$50. I think very few people ever dreamed that this moderately priced fine art print could reach a secondary market value of \$2,000–\$3,000 and higher. Therefore, it is understandable that most people chose to use less expensive framing materials and techniques over the more costly conservation framing option. Undoubtedly, the desire to save money on framing explains why, over the years, my staff and I have examined numerous prints of "The Goal Line Stand" that were framed using "non-conservation-framing" methods. Some of these methods include mounting the print with masking tape directly to a highly-acidic brown cardboard backing and topping it off with an acidic matting system – a perfect recipe for a damaged print.

Long-Standing Replacement Print Policy

New Life Art, Inc. has operated under a replacement print issuance policy since around 1980. We will continue to issue replacement prints according to our long-standing policy – however, it is being slightly modified for replacements for "The Goal Line Stand." Our policy has been that before we will issue a replacement for a limited edition print, we must have the original issued print, *or the bottom 6-8 inches thereof*, with its penciled edition number and my signature both fully legible. For replacement prints of "The Goal Line Stand," the whole print must be sent to us to be considered a candidate for replacement under our "satisfaction guaranteed" policy (explained below). As before, we will not issue replacements for lost or stolen prints—even if a person can produce the certificate for the print (which, in the case of "The Goal Line Stand," there was not a certificate issued originally). Obviously, this policy is meant to ensure that the integrity of the limited edition is maintained by not injecting additional prints into the net number of prints in stated limited edition sizes.

Improvement in Visual Dynamics and Quality

While the image of the *original oil painting* of "The Goal Line Stand" remains virtually constant, our ability to reproduce it has greatly improved over time. This is due to the onset of high-resolution digital scanning and the advancement in technology of offset lithography. Added to that, since 1979, this artist's ability to work with the prints while "on press" has also greatly improved. Because the original printing plates and negatives were intentionally destroyed after printing, we were left to start production anew, but yet, able to take advantage of current technology and improvements in printing. Therefore, the new replacement prints are markedly different from their predecessors – and that difference is clearly for the better, in my opinion. I believe this is so because the new replacement prints more closely capture the detail and color vibrancy of my original oil painting. With that said, the original image size, paper size and typography are the same as the original issue print of "The Goal Line Stand."

Rest assured that we remain very pleased with the overall quality of the original issue of "The Goal Line Stand" prints, their successful appreciation of value and the reported enjoyment they have brought to thousands of people over the years. As I alluded to earlier, original issue prints in good quality and properly framed should continue to thrive on all accounts for many years to come. Therefore, we advise that any print in "good condition" (or better) NOT be replaced— even though we may feel there is a noticeably great improvement in the visual dynamics and quality of the new replacement prints. This is simply because such a print is an "original issue" print, and this could be an important factor in determining the value of a print on the secondary market. However, we do suggest that prints falling short of the "good condition" designation and those prints that are otherwise damaged or badly faded be replaced. In terms of an original issue print's condition, secondary market sales reports from some of our dealers suggest the fact alone that a print is from the "original issue" has a point of diminishing returns regarding resale dollar value when compared to the value of a replacement print.

Replacement Procedure and Designation

Upon receipt by New Life Art of a candidate print for replacement, and our verification of its authenticity, I will personally sign and number its replacement print. The edition number will be the same as the print being replaced, except for the addition of the suffix "R" (for "Replacement"); i.e., the original print number 423/5000 for "The Goal Line Stand" would be replaced with "423/5000 R." Even though there is the visual differentiation between the original issue prints and replacement prints of "The Goal Line Stand," I am making this minor addition of adding the "R" to help discourage any new replacement print from being represented as an "original" issue print. I would hope that this effort also protects, and might thereby enhance, the appreciated value enjoyed by the original issue prints that are in "good" or "excellent" condition.

Satisfaction Guaranteed

New Life Art guarantees complete satisfaction of each replacement print of "The Goal Line Stand." Therefore, we have established a special procedure for accomplishing this. Upon receipt of a damaged original issue print, the payment for its replacement and after verifying the print's authenticity, we will ship its replacement print to the customer. *(NOTE: New Life Art will only accept unframed prints via the shipment method. If your print is framed, please have it removed from the frame by a qualified professional framer. New Life Art will accept framed prints only via personal hand delivery.)* The customer will then have thirty (30) days after receipt of the replacement print in which to inspect it and notify us that they are satisfied with the replacement print and thus, authorize us to destroy the damaged original issue print. A form for this purpose will be enclosed within the replacement print's packaging which must be completed, signed and returned within the 30-day inspection period to New Life Art via

mail, E-mail PDF attachment or fax. Upon receipt of this form, or upon the expiration of the 30-day inspection period (whichever occurs first), New Life Art will then destroy the damaged original issue print. If the customer is not satisfied with the replacement print, they must notify us during the 30-day inspection period, and they may return the replacement print to New Life Art. We will, in turn: (1) Return the damaged original issue print to the customer, (2) issue a full refund of the replacement fee, and (3) destroy the replacement print sent to the customer for inspection.

Fast-Track Replacement Procedure

The process above is necessary, but it is also somewhat tedious and time-consuming. The replacement process can be expedited to a "Fast-track" basis and the whole transaction can be cut down to mere minutes for those who wish to bring the candidate print for replacement to our office. Fast-tracking can only be done after setting up (via telephone) a pre-arranged exchange appointment with us. This is absolutely necessary because I will need to have the signed and properly numbered print for replacement ready for pick up and qualified staff on hand who can verify the authenticity of the candidate print for replacement before releasing the replacement print.

New Buy-back Policy!

In conjunction with our new replacement print offering, New Life Art is also initiating a new buy-back program for prints from the original issue of "The Goal Line Stand." We will purchase such prints for \$500 each, *regardless of their condition* – with the exception that they must be whole prints with both the penciled edition number and my signature fully legible. It would be our intention to replace repurchased prints that are not in good condition and to sell those prints for our own profit on the secondary market.

Replacement Fee

As mentioned earlier, New Life Art is making a special production run for this small quantity of replacement prints which means that our unit cost is much higher than that normally incurred. We have set a flat fee of \$500 per replacement print of "The Goal Line Stand." As a free bonus, if necessary, we will send a print box for packaging the original issue candidate for replacement, with prepaid return shipping, to New Life Art. Furthermore, we will pay for all shipping costs for delivery of the replacement print itself. A "Certificate of Replacement," personally signed by me, will be included to validate the replacement and explain the added "R" designation to the edition number.

I am optimistic that this new prospect of hope for the many badly damaged prints of "The Goal Line Stand" that are out there, offered by "restoration by means of replacement," will result in print owners taking advantage of this opportunity.

Regardless of whether you upgrade to the new replacement, or just keep your good condition original issue print, I would hope that you will see to it that you have it framed using "conservation framing" materials and techniques.

Please call us at 205-979-2158 for consultation and/or to arrange for a "Fast-track" replacement print exchange for "The Goal Line Stand." You are welcome (as always) to come by the gallery and inspect one of replacement prints. Bring your old print and do a side by side comparison. If your old one has faded, I think you will immediately see a huge difference between the two.

A sincere "Roll Tide!" and with Kindest Personal Regards,

A handwritten signature in red ink, reading "Daniel A. Moore". The signature is fluid and cursive, with a long horizontal line extending from the end.

Daniel A. Moore, President
New Life Art, Inc.

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