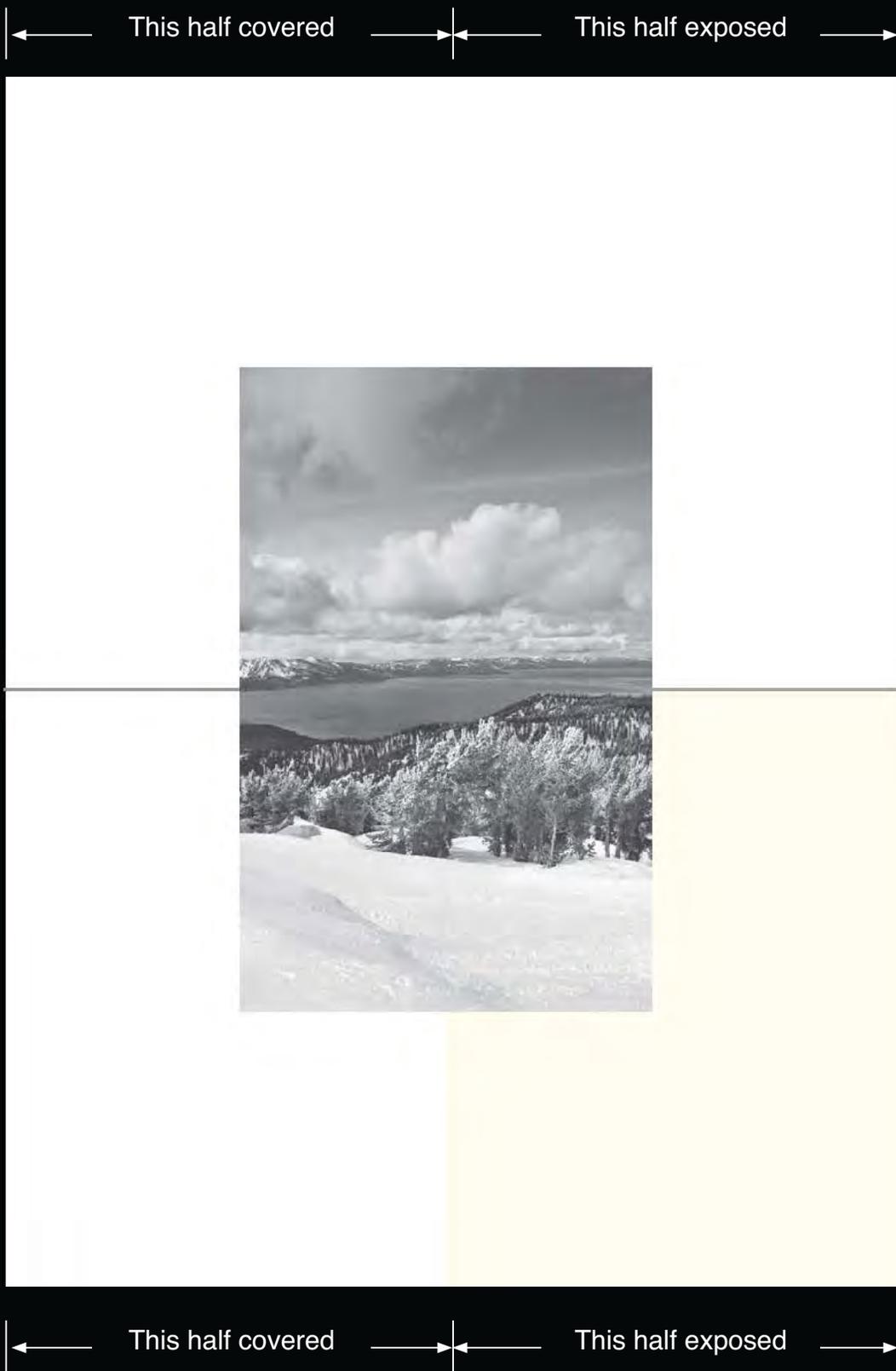




Crescent[®]
Crescent Cardboard Company, L.L.C.

Top mat - Crescent Select 9613 Super White

Bottom mat - Artique A4977 Digital White



Crescent Quality Control Report 2014

What happens to some bright white matboards after they leave your shop?

When selecting a bright white conservation matboard, you want your customer's finished piece to look just as good in years to come as it does on the day it leaves your shop.

Are you confident that the bright, cool white matboards you use are going to stay that way?

We ask ourselves that very same question at Crescent. We take our quality control seriously. That's why Crescent goes the extra distance to be assured that the white mat you see today is the same white that your customers will see for a lifetime.

Our quality control laboratory tests not only our own matboards, but also those of our competitors. We've simultaneously lab-tested* the mats shown here with 36 hours of simulated sunlight exposure (the industry standard for fade testing).

How do we achieve the whitest white?

The two boards were chosen in this head-to-head testing for some very specific reasons. First, these matboards are the brightest white matboards available. Next, both are manufactured with optical brighteners.

Optical brighteners are chemical additives that enhance paper brightness. A little optical brightener goes a long way, and over time excessive amounts can cause a yellowing effect or poor fade resistance.

Results are clear

Crescent's 9613 Super White (shown on the top half of the matted example) stayed true to its bright, cool color.

Our competition can't make the same claim. The bottom half of the matted example shows Artique's A4977 Digital White, which clearly has yellowed during the same exposure. In fact, the Artique's A4977 Digital White's color loss is **2.3 times more severe** than Crescent's 9613 Super White. And Artique's brightness loss is even greater, measuring **13.3 times more severe** than Crescent's board.

Why does Crescent use optical brighteners on 9613 Super White?

In order to meet continued framer requests for a matboard that is as consistently white as possible, Crescent produced 9613 Super White with limited amounts of optical brighteners.

***Next time you are specifying a bright white conservation matboard,
which board will you choose?***

Design with the mat that stays the whitest

Trust Crescent Select - for color that stays true.

*For complete details of this head-to-head trial, please see the back side.

Fade Comparisons: Crescent Select vs. Larson Juhl Artique, 2014
Whiteness and color-shift differential comparison after 36-hour fade test (ASTM D3424).

PARAMETER*	Artique A4977 Digital White	Crescent Select 9613 Super White	Degradation of Artique A4977 Digital White Vs. Select 9613 Super White	Crescent Select 9500 White Glove [†] (no optical brighteners)
Δb (yellowness differential)	4.65	2.04	2.3 times worse	0.03
ΔE (color differential)	4.91	2.17	2.3 times worse	0.57
Δ Brightness (brightness differential)	-1.27	-0.095	13.3 times worse	0.43

For this test, each matboard is given an initial brightness reading by using a spectrophotometer to determine base whiteness. Then, half of each mat is covered while the other half is exposed to 36 hours of simulated sunlight. Next, the exposed portion of the board is retested for brightness using the spectrophotometer. The differences of the brightness from before and after the test are the focus of this study.

* Independent lab testing conducted by Pulp & Paper Services, August 12, 2014. Lightfastness Testing: ASTM D3424, Brightness Testing: TAPPI T452 om-92

[†] Test results for Crescent Select 9500 White Glove are shown here as an alternative for those who prefer using matboard without optical brighteners.

