



2024

Product

catalog

www.AmericanLegends.co

(605)223-1881

Get@AmericanLegends.co

WESTERN FRAMES	4-8
BARN-WOOD FRAMES	9-10
CUSTOM TAC-ONS	12
CUSTOM GLASS	13
VICTORIAN CHERRY	14-17
ENGLISH FRAMES	18-19



NEW PRODUCTS

New products are being added all the time at ALFCO. Be watching for Oval Frames with convex glass and edgy finishes arriving in 2024! Keep up on the latest at

www.AMERICANLEGENDS.CO

Custom Is Epic



All Rustic and Barn-Wood products are specially designed to be customized directly or be enhanced with a custom tac-on!

BASIC BRASS

Smooth rustic square frame with periodic divots to add patina. Visible wood grain and attention grabbing brass corner accents. Made of furniture grade New England pine. Offers notable space for custom engraving or tac-on customizing.

A Key feature is the hidden fasteners. No air-tool or fastener marks are visible to the viewer. This type of construction has superior durability with a notably improved aesthetic.



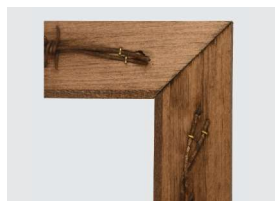
BASIC ROPE

A very cost effective and high retail margin product. Simple and thin 1 ¼ frame with rustic texture and rope inlay offering western flair without overstated features. Furniture grade New England pine assembled with hidden fasteners makes this a rugged option for high volume sales.



BARBED WIRE

Smooth finish frame with high visibility wood grain and simulated damage. Adorned with a strip of aged antique barbed wire to contrast the sleek wood finish. No visible fasteners.





DELUXE BRASS

Rustic smooth frame with periodic simulated damage on the inner frame; capped with a rustic distressed outer frame. Impressively durable design and construction.

The visible wood grain and antiqued brass corner embellishments complete a modern rustic vibe. Customized engraving and/or tac-ons make this frame unrivaled and a customer favorite. Made of furniture grade New England Pine.



COLT

Built off the classic rope, with an added outer frame and real expended colt 45 casings. A classic western style with a classic twist. The glint of polished brass is an eye catcher for sure.



BUTTON

Similar patina style to the Classic Brass, assembled in a double bevel design to give serious depth to the frame when hanging on the wall. The air gap from the perimeter of the frame to the wall makes this piece seriously stand out!



SCOOP

This contoured profile with rope inlay and double bevel offers a stunning design for simple materials. Also available in hardwoods such as Cherry Heart Wood and Oak, without rope inlay.



DIVOT

Mostly smooth frame, with simulated damage and distressed finish. A very basic and cost effective frame that performs best when customized with engraving or a variety of Tac-ons.

Wide profile offers a lot of room to add custom elements and multi effect engraving.



CLASSIC ROPE

The perfect base product for any line. Wide 2 inch facing with rough texture and inlaid rope recreates the age-old design.

A Key feature is the hidden fasteners. No air-tool or faster marks are visible to the viewer. This type of construction has superior durability with a notably improved aesthetic.



CAP

Simple 1 Inch textured rustic frame. Narrow fascia makes it perfect for tabletop positions.

Thick art deco profile offers impressive depth from the wall in hanging applications. This is the gallery frame of the rustic genre



SHOT

Built off of the Classic Rope design, with spent 12-Ga Shotgun shells embedded in the outer border. Sharp looking frame in sizes from 8x10 to 24x36.

Also available in a DELUXE version with outer cap frame to significantly add class and visual complexity.



BLACK FINISH

All raw wood frames are available in multiple color finishes and a premium luster black is available for a crisp gloss appearance.

Other Finishes Available

- Walnut
- Cherry
- Black
- Luster Black
- Custom (with qty min)

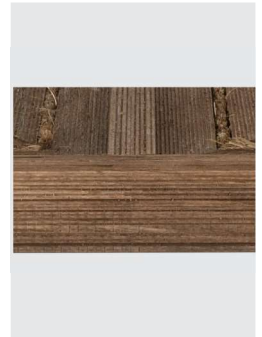


DOUBLE & TRIPLE ROPE

The Classic Rope, joined 2 and 3 together to make one frame for multiple images. The superstructure of the outer frame is sturdy, reinforcing the smaller sections of the frame. Seam lath keeps the piece looking uniform and conceals all straight seams. These are available joined on the wide or narrow side, and can be hung vertically or horizontally for ultimate versatility.

QUAD & WINDOW ROPE

The multiple openings get better, with a 4 part frame. Lined up in a row or in a window grid, this piece effortlessly sells more prints.



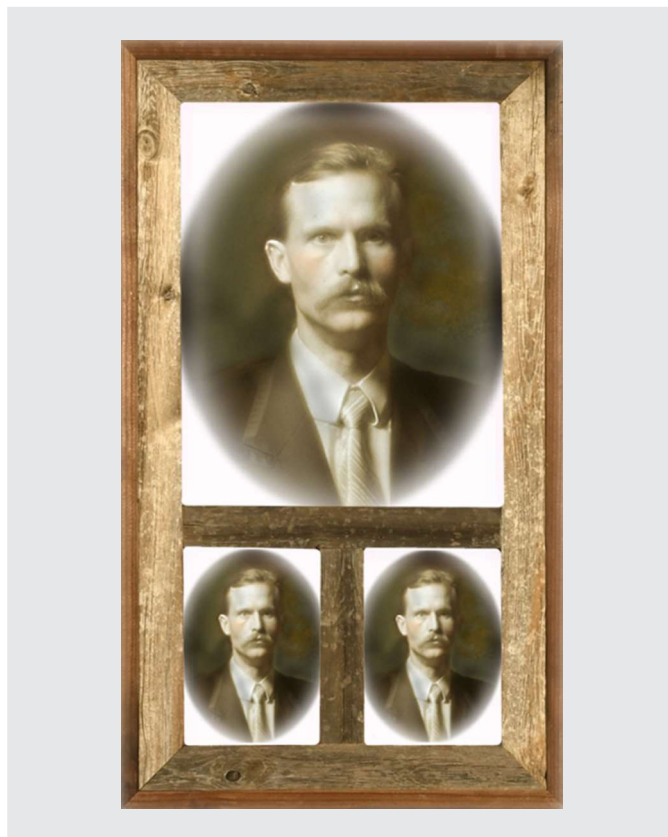
FRONTIER

The Frontier series makes use of naturally aged, recovered, barn-wood. Recovered from fences, sheds, homes, barns, mills, shops and mine support buildings. Colors vary, including outer and inner frame color and patina combinations; keeping the product fresh and interesting.

Customers love finding their diamond in rough when these are displayed in tall stacks.

MULTIPLE FRONTIERS

Multiple opening frames are an impressive feature to add to any rustic lineup. Optimally framing complimentary sizes together in a single outer frame. This can be used to prompt the sale of extra prints, or just gain a premium value for the customer. Made of matching authentic barn wood to the rest of the the frontier series.

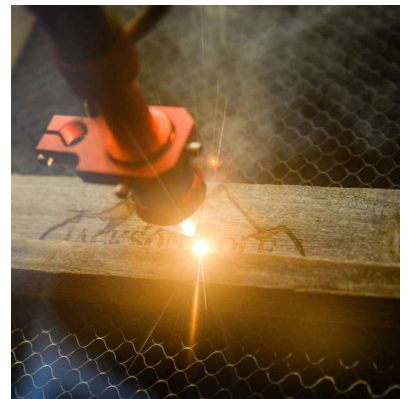


CUSTOM ENGRAVING

Custom engraving promotes your brand and customer demand!

It is the easiest way to add some local flair and an exclusive line to your shop. The same design can be used across multiple frame styles, or different versions of a design can be developed to accent different frame profiles.

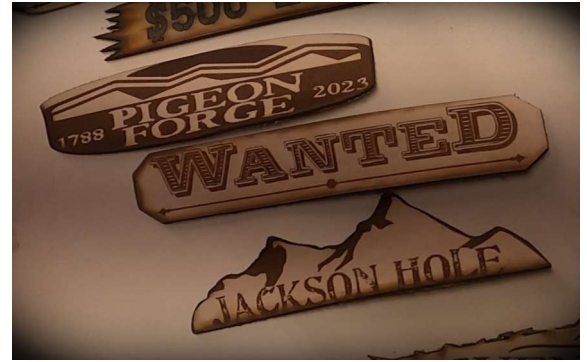
Design is done in house, with no design fees.



CUSTOM TAC-ON

Custom leather tac-ons are producible in any size, shape, or design to accommodate existing frame lines so a single product can be added as a premium upgrade to any frame in your studio line.

The addition of a local reference or a brand to your items makes for an unrivaled product; without local or web based competition you are ensured to get the sale





CUSTOM GLASS

A subtle way to give credit to your region, brand, or local attraction. When the etching is placed on the inside, a subtle effect is produced; catching light from select angles. When the etching is on the outside, it catches light far more often. So when the etching is backed by a dark portion of the image, it looks almost super imposed on the image. When etched glass is placed in either position against a dark mat, the effect is astonishing!

V1



A flagship caliber frame; the ultimate classic Victorian design. Timeless, narrow molded profile with ornate plaster embellishments in the corners and midpoints. Universal walnut finish is a beautiful match for the glazed embellishments. A truly outstanding frame; classy without the gaudy.



V2

Old fashioned moorish teak compact frame, with oval opening. Outer and inner antique beading and inner corner embellishments. Accepts convex or flat glass.



V3



Beautiful, warm chestnut Victorian frame with oval cutout. Frame has an outer border measuring 2 inches wide and inner border with embellished corners. Small beading around the oval cutout. Accepts standard flat glass or convex oval glass. A real show stopper for customers with intricate taste or a flair for the flashy.



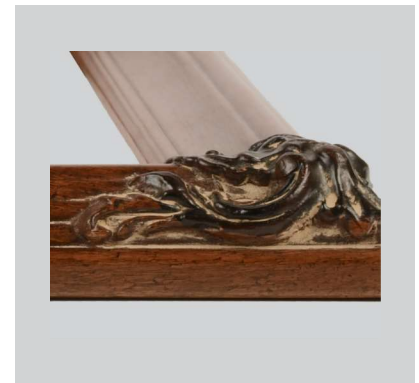
V4

Dark mahogany moulding 1 ¼ wide with rounded channel impression to create charming personality. Simply and firmly constructed to provide a durable product that is easy to work with.





Ornate, 2 inch wide rounded face moulding profile offers a modern version of an old flavor. Corner ornamentation with two-toned glazing completes the illusion of an antiquity



V6

Thin, ornate square frame with 2 inch wide profile, and a slight bevel toward the image. Inner beading retains the viewers eye and adds that je ne sais quoi of old world designs. Dark corner adornments help to round out the piece.

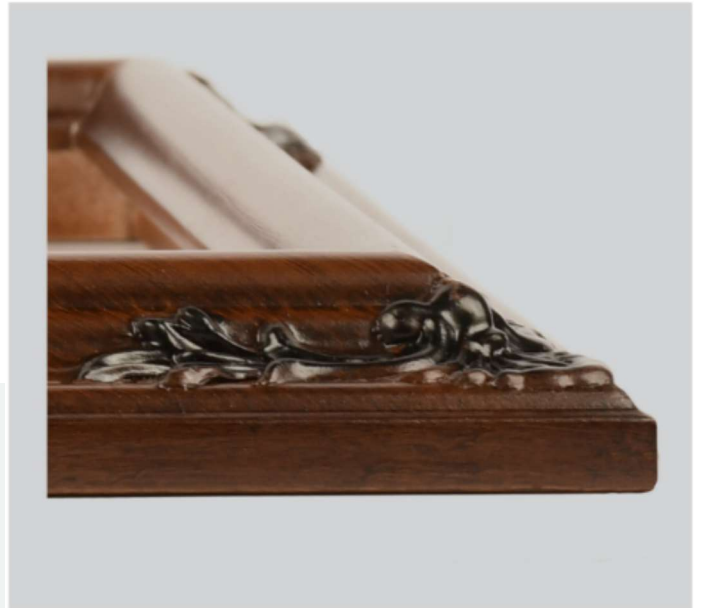


V7

Simple & elegant mahogany 1 ¼ inch wide frame with understated corner accents. Narrow profile with minimal depth effect makes for an unobtrusive piece.

V8

Elegant mahogany 1 ¼ inch wide square frame. Classic, smooth rippled profile adds dimension. Corners are embellished with a unique old fashioned design, which is repeated on all four corners.



V1-50

A new look on the classic victorian frame known by dozens of names and successfully produced for decades.

This version employs a ceramic & plaster free finish for a very durable finish.

Concave side profile grants a sophisticated level of appeal and a truly 3-Dimensional effect.

Hand Crafted
Hand Finished

ALSO

Without Corner Flourish
Without Embelishment



An ECONOMY priced and eco friendly alternative to western styles.

Designs are pressed into the wood, rather than the traditional plaster embellishment.

Offering the most durable finish available (Other than RAW)



V5-70

A luxurious and refined version of the classic S-Curve profile used for over a hundred years.

Imprinted scroll work into the solid wood frame with plaster corner work, finished in an antiqued two-stage.



