

The relationship between art and interior design is complex. In fact, people today are more likely to encounter a work of art in a commercial or public environment than in a traditional art space. One of the most direct ways for a business to connect with both the heart and the mind of their customers, is by featuring art, in its myriad forms, within their space.

As we work with business owners, decision makers, interior designers, and architects, we begin by considering the factors that make the artworks we help you create coalesce with your environment.

HOW BIG IS BIG?

Another of our responsibilities is to ensure that we cover as much space as possible within your budget. But since every built environment is different, it is impossible to offer specifics about what defines a big work of art. Scale and proportion are the real problems, not size. That said, when most interior designers say they want a big painting, they mean something larger than 36 x 36 inches. Many interior designers report that reasonably priced, high quality, large, original paintings are difficult to find and in high demand. We believe we have solved this problem as we are creating artworks for your environment that are designed specifically for your type of practice.

“Any glimpse into the life of an animal quickens our own and makes it so much the larger and better in every way.”

~ John Muir

Years of Experience

Ready to work for you!

Welcome! My name is Maryle Malloy. One of the services we offer through Optimum Practice Solutions is the collaboration between OPS and another of our businesses, Pixels4Pets. I encourage you to visit Pixels4Pets to various products and services we offer to our B2C customers. With that said, our B2B services focusing on the veterinary profession are more fully explained here.

Optimum Practice Solutions is a division of my company, Wide Web Advisor, LLC. We have three divisions within the organization, our Branding and Marketing Agency, Wide Web Advisor, this OPS site, and Pixels4Pets, our On-Demand-Print site.

I began my career in the pet industry in veterinary management in 1993. I've managed small animal, mixed animal, a dairy practice and a 24-hour Emergency Specialty practice. I spent several years as the Marketing Specialist for a veterinary corporation and 7 years as the management and marketing consultant for a large (150) pet boarding facility. I currently split my time between brand development and web design and consulting, teaching and training veterinary owners, leaders, and staff on how to implement the blueprint for the 3D Systems Model. 3D is a bottom/up systems-based management process that reduces stress for all staff and dramatically improves the culture of the organization.

“Of all the special things we choose to do for our planet, let one of them to be of service to animals”

— Paul Oxtan

Artistic Background

I come from a family of artists and designers. My mother was one of the founding members of ISID, in San Diego (International Society of Interior Designers) By profession, I am a graphic designer, branding and marketing specialist, and veterinary management consultant. Over the past 40 years I've also designed interiors for both residential and commercial new construction, renovated two farm houses, and spent a year working for a national franchised interior design firm. I began designing graphics and packaging in 1986. In the late '80s, my husband and I founded an art gallery in Taos, and I began to design hand-painted furniture. Fast forward to 2003 when I took a position with Henningson Fine Art Photography Gallery in Taos. I spent a year there, learning about the process of fine art photography and framing. I have used my graphic design skills continuously since 1986, perfecting those skills and adding web design along the way.

Animals

My history with animals began as a toddler watching our cat give birth to a litter of kittens. I've lived with and loved dogs, horses, cats, parrots, and even a rat or two. I've been owned by mixed-breed dogs, Dobermans, Australian Shepherds, Great Pyrenees, a Silky Terrier, a Springer Spaniel, Gordon Setters, Golden Retrievers, Long-Hair Dachshunds, several Siamese and Ragdoll cats, and my current life companions, Skyler, the Standard Wire Hair Dachshund you see pictured here and my beloved Amazing Grace the cat you see featured in the Floating Acrylic Frame sample in this brochure.

I bred and exhibited Golden Retrievers under the kennel name Goodtimes, producing 25 champions, multiple Best in Show dogs, Outstanding Sires and Dams,

Obedience champions, Search and Rescue dogs and the foundation stock for a Guide Dog organization. My book, "The Golden Retriever, An Owners Survival Guide", was the recipient of a Dog Writer's of America award in 2004. I am a retired AKC judge. licensed for Golden Retrievers and Junior Showmanship.

I acquired my first horse in 1967. I've owned Morgan horses and Quarter Horses, competed in equine events in Western pleasure, English pleasure, Pleasure Driving, and Dressage. Under the ranch name, R & M Quarter horses, my husband and I produced numerous AQHA Superior Halter and Superior Pleasure Horses. Although I stopped breeding horses in the mid-80s, I continued to ride, take lessons, and lease horses until I took off my boots and spurs and hung up my hat in 2012. I miss it every day!

On the next several pages, I'm showing some of the types of print products that would be suitable as wall decor in a veterinary clinic, a boarding and daycare facility, grooming shop, and of course in any animal lovers home.



Your space, your brand

Great design begins with a great story

Let me ask you this? Have you walked around your lobby, your exam rooms, and your public spaces and seen a mish-mash of flyers and posters, some even taped to the walls? If you haven't, I encourage you to take a look. If you have, and your artwork and posters are not all framed or displayed in a consistent manner throughout your facility, then talk to me. As a former practice manager, marketing specialist in the pet industry, and now a consultant in the veterinary and medical fields, I've walked the halls of hundreds of businesses in the past 40 years. I've seen the great, the good, the bad, and the ugly. One of the reasons I created a business services division in Pixels4Pets is to help business owners in the pet industry tell their story in pictures as well as in words.

I realize that vendors continually provide you with

promotions for products, and this may seem like a good way to fill up your wall space, but is it?

Your clients expect you to tell them what they need, so all those flyers and posters you slap on the wall don't really resonate with them. What they want to see as they traverse your space is something that connects their hearts and minds to you and your services. They want "an emotional connection!"

We can help you create that emotional connection with the right artwork while staying true to your brand, and without "breaking the bank."

*"Design is the intermediary between
information and understanding."*

-- Hans Hoffman, artist and teacher

Color, originality & more

Complementing your space

Color is a major concern for hospitals, veterinary clinics, medical practices, boarding facilities, hotels, and other hospitality type environments. The colors in the art do not have to match your environment; they simply must complement it. There are various strategies we use to approach color trends. Depending on our client's environment, we may work with an image with a limited color palette that is classic and transcends fads, or we go bold, creating an aesthetic that makes a strong color statement.

Be original! We cherish originality. The whole idea of hiring us implies your desire for uniqueness. That means our work for you must stand out and be sustainable.

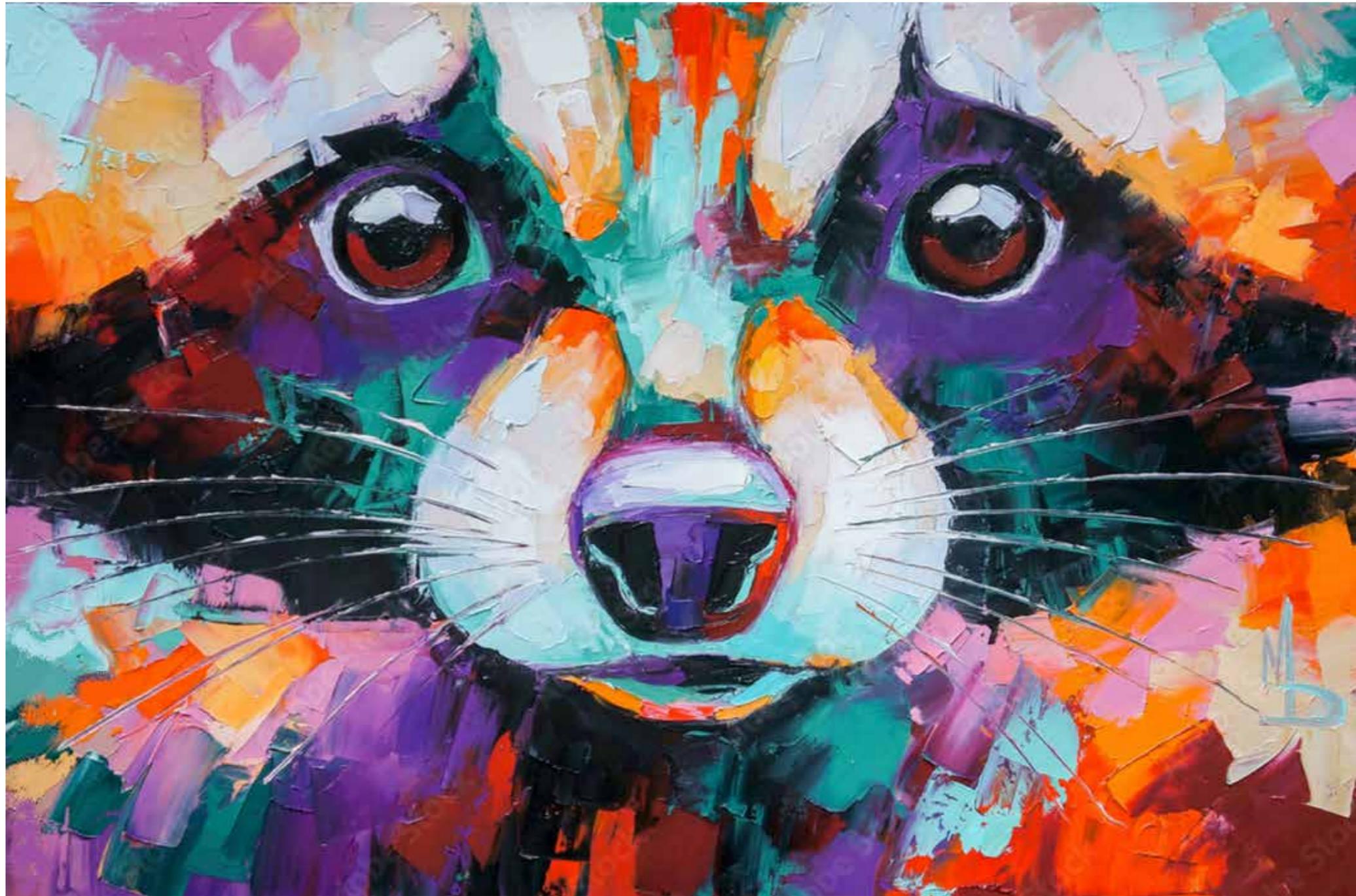
We help you get creative. One of the great benefits

we offer our business clients is the option to take your own photographs. We'll then help you curate the photos, determine where they will be displayed, what medium to print in and what size and framing options are best suited to the image and your space.

If you prefer us to put together a curated collection of licensed images like the example of Marie Dein's original art with licensed prints shown in this brochure, we can do that as well. We can digitally remaster any image, turning a regular photograph into an oil painting or watercolor. Examples of those techniques are shown throughout this brochure. Whatever solution is best for you, we can meet your needs.

"Good design is good business."

-- Thomas Watson Jr., businessman, second
president of IBM



Take a look at this raccoon's face and the two images on the next page. What emotions do these paintings evoke in you? These three images are prints from original oil paintings by Russian artist, Marie Dein. They are available as licensed reproductions. These would be a stunning addition as "pops of color" either printed on canvas or on fine art paper, framed behind acrylic glazing.



On the next several pages...

You'll see examples and descriptions of our fine art printing options for business clients.

Dibond® Metal Prints

Artwork is printed directly on 1/8" (3 mm) thick aluminum Dibond® panels. Dibond® is a sturdy aluminum composite sheet with a plastic core. Printed with UV-inks directly to the panel, Dibond® prints are both durable, waterproof and weather resistant.

- Ideal for outdoors or areas with high foot traffic
- Durable and waterproof
- Printed directly on surface with UV-cured inks
- Custom sizes up to 4x8 ft
- UV-Curable Inks



White finish applies a layer of white ink for optimal color saturation



Brushed metallic finish shows the naked surface in place of the whites

HD Acrylic Prints

Long lasting, easy to clean, and a great choice for busy areas in veterinary and medical practices, hospitals and the hospitality industry.

Create an ultra-modern and sleek display with your photography or artwork. Your print will be mounted and displayed behind ¼" thick crystal clear low glare acrylic plexiglass with polished edges causing your image to be on full display. The dibond is an aluminum coating on the back of the print which helps strengthen the acrylic and protects the back of the mounted print from damage. Included with your acrylic print is hanging hardware so your acrylic masterpiece appears to suspend slightly out from the wall.

Acrylic Glass with Polished Edges

- ¼" thick Standard or Non-Glare Acrylic is available.
- Satin Luster or Metallic Paper
- Your image is printed on these papers using the latest in photo and fine art printing technology.
- Dibond® Backing -Dibond® aluminum composite backing provides additional rigidity and support to your acrylic prints.

Float Hanger

Hanging hardware is installed in the form of a French Cleat which provides the effect of having your print float slightly offset from the wall.



Floating Frame Acrylic

Your image is printed directly onto the center of acrylic glass and inserted into a contemporary style frame. We offer 8 frame colors so it's easy to match your brand/decor.

To add to the effect of the print floating within the frame, two inches of extra margin are added around the image. The image is then printed on the reverse side of the acrylic. This makes it look like the image is suspended in the center behind the glass. Discreet hanging hardware is placed on the back of the frame moulding and the final product is ready to hang.

- Premium Clear acrylic glass
- Image printed to the reverse side of the acrylic glass with UV Inks
- Frame is 4 inches larger than the print wall.



Here is my beloved cat, Amazing Grace. I was laying in bed with her on my lap when I shot this with my iPhone. We then used our new smartphone conversion service to convert it into a high-quality 300 dpi print which I then digitally remastered in Photoshop with oil paint effects. Here, I've given you an example of a 36x24 inch giclee print on fine art paper mounted in a floating acrylic frame. Finished dimensions, 40x28 inches.

Poster Prints

Poster printing utilizing the latest in eco-solvent FW Wide Format produces big prints fast without sacrificing the quality. Because we use eco-solvent inks, posters require no laminating which can substantially speed up the turnaround time.

We offer Poster Prints in your choice of 2 papers with sizes ranging from 12x12 to 40x60 inches.

→ Classic Photo Satin - This paper has a classic poster satin finish you would expect with a traditional poster paper.

→ Peel & Stick Canva - Self adhesive canvas repositionable on almost any clean smooth surface. This product has a specially formulated microsphere acrylic pressure sensitive adhesive designed for ease of removal, repositioning and reuse; it is designed for use on smooth wall surfaces.



I'll bet these two posters put a smile on your face. Both of these images are open sourced from Unsplash, by two different photographers. I modified them a bit, adjusting colors and clarity, given them just a bit of a hazy effect. The white wooden frames are from our Gallery Economy Collection

Canvas Printing

Standard Sizes

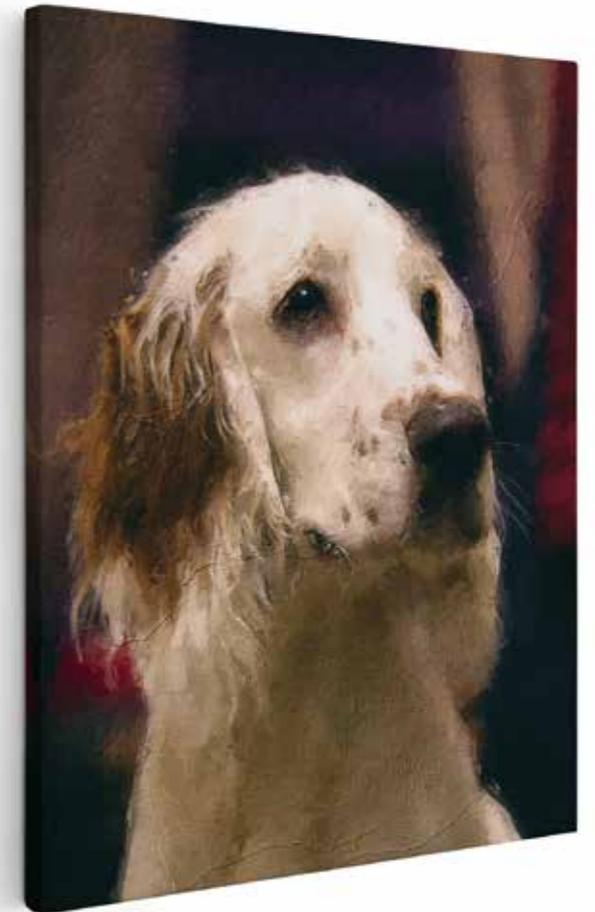
Our standard sizes for printing fine art on canvas range from 8x8 to 40x30 inches, with 9 options for mounting and 5 finishing options for the back of stretched and mounted canvases.

We print on the award-winning Lyve™ Canvas which has taken the printmaking industry by storm, with its eye-popping color gamut and Dmax. Internally, our print team refers to this masterful blend of artistry and engineering as “the game-changer” because it helps to capture every nuance in your images.

ARCHIVAL INKS: Fade-resistant pigmented inks provide a superior color range to other types of prints. Archival inks are widely preferred in fine art and photography circles.

FRAMING: We have over 200 frames with 25 matting choices for framing your prints.

Because framing Fine Art is so subjective, and depends on the subject matter, colors, and the space where you plan to hang the framed artwork, we include the selection of your frame in our Business Service package, so when you receive your artwork all you need to do is hang it and enjoy it.



Pictured above are two images, the young woman with the Schnauzer is licensed from Adobe Stock, while the Spaniel is an open source image from Unsplash. Both have been digitally remastered with oil paint effects. These are set up for printing on canvas with a gallery wrap.

Go BIG!

With a Wall Mural

We are pleased to offer our Business clients large wall murals printed on canvas or as wallpaper. Sizes from 6'x4' up to 12'x8' including custom sizes within these parameters.

Peel and Stick Options

- Standard Fabric, peel and stick, easy installation, no mess, repositionable, semi-textured matte finish.
- Premium Canvas great for paintings and art pieces. Peel and stick, easy installation, no mess, repositionable, textured matte finish
- Protective coat. Recommended for high-traffic areas. Liquid laminate is applied over the print.

Non-Adhesive

- Non-Adhesive Paper (Paste Required)
- Non-Adhesive Vinyl (Paste Required)
- Non-Adhesive Canvas (Paste Required)
- Protective coat. Recommended for high traffic areas.



Horses - Original art by Marie Dein. High-Resolution photo licensed for use is pictured here as a wall mural printed on canvas.

Triptych on Canvas



It's been a long day for our cowboy as he heads home in the early evening. This image is licensed from Adobe Stock. I remastered the image first in camera-raw then added some HD effects with Aurora HD, a new artificial intelligence software program.

Diptych on Canvas



Here's are two adorable sisters dressed for riding in breeches and boots. Do you think they're watching their horses kick up their heels in the pasture after a good workout?



op OPTIMUM
PRACTICE SOLUTIONS