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NEW product



Available in FocalFlex™



Part of the ProCollection (top selling products)



Suitable for indirect lighting



Suitable for direct lighting



Available by UPS shipping



Compatible with Moulding Blocks



Medallion without center hole



Made from low-density material (Polystyl™)

WELCOME TO FOCAL POINT

For interiors or exteriors, Focal Point products have the workability of white pine. Our virtually maintenance-free products feature deep, crisp, impeccable details and add value to any home. Plus, builder-friendly, single-piece designs reduce installation time and minimize callbacks.



PRODUCT INFORMATION

Installation Tips

- Miter the corners and use butt joints for straight runs
- Dimensions, table and blade angles and installation guides for available products are on our website
- Use Focal Point Adhesive 3 on corners, mitered joints and butt joints.
 On large profiles, adhesive can be used on bedding edges where mouldings meet walls and ceiling.
- Lengths should be cut 1/4" longer to allow "springing" of moulding into place
- Moulding is primed and ready to finish. Paint (latex or oil based), stain (non-penetrating gel stain), glaze or faux finish.
- Nail holes and joints can be filled with vinyl spackle, sanded and primed if needed

FocalFlexTM Materials

Flexible profiles are custom made for your project. A page icon on the moulding page indicates that products are available in Focal Flex™ Materials. Your application and moulding selection will determine which material (either pliable/flexible or pre-formed rigid) can be used. Our Focal Flex materials can accommodate both convex and concave surfaces as well as your arch radius applications. Only a select number of profiles are available in pliable material (see the pliable material chart on this page). Most profiles can be ordered to your specification in rigid material. Please call for pricing and information regarding which material suits your application.

Fire-Rated Products

Focal Point offers most profiles in a fire-rated material. Our fire-rated products offer the same design detail as our standard products, plus the added assurance of Class-1 fire-rated compliance for International Residential and Building codes. Fire-rated profiles are custom made for your project. Please call for pricing and information.

PolystylTM

A limit icon on page 22 indicates that product is made from a low density polymer material. These products offer affordable design options. Use water-based adhesive caulk with Polystyl™ products.

Warranty

Focal Point Architectural Products, Inc. warrants its products to be free of any defects in material or craftsmanship for a period of one year from the date of purchase. This warranty does not cover damage resulting from misuse, improper handling, faulty installation, or normal wear and tear. The company's liability is limited to replacement of product found to be defective and does not include labor, transportation cost, damage or other expenses of any kind incurred in connection with the purchase or use of these Focal Point Products.

FocalFlexTM Radius Guide

This flexible polymer conforms to curved surfaces to give a seamless look to radius areas when a moulding is used.







Outside Radius

us Arch Radius

License Number	Minimum Outside Radius	Minimum Inside Radius	Arch Radius
11002	6′	5′	n/a
11022	7′	6′	n/a
11042	6′	5′	n/a
11122	7′	6′	n/a
11312	9′	10′	n/a
11340	6′	5′	n/a
11142	8′	7′	n/a
11162	5.5'	4.5′	n/a
11172	7′	6′	n/a
11182	9.5′	8′	n/a
11202	12′	10′	n/a
11272	11′	9′	n/a
11282	8′	6.5′	n/a
11322	10′	11′	n/a
11332	8′	7′	n/a
11372	17′	18′	n/a
11522	1.5′	1′	3′
11602	5′	5′	7′
11612	4′	4′	7′
11662	5′	5′	7′
13002	12′	10′	n/a
13042	1′	1′	4.5'
13072	12′	10′	n/a
13082	3′	2.5′	n/a
14012	4′	3′	n/a
14052	5.5′	4.5′	n/a
15012	2′	1.5′	2.5'
16352	6′	5′	n/a
16362	6′	5′	n/a
16372	6′	5′	n/a
16382	6′	5′	n/a
16392	6′	5′	n/a
16562	1.5′	1.5′	3′
16582	2′	2′	4′
16592	2′	2′	4′
17012	1.5′	1.5′	3.5'
17042	10′	8′	n/a

Call about FocalFlex if not listed here in chart. Most products available in any radius.



PRODUCT INFORMATION

How To Estimate Required Footage Of Product

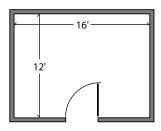
- 1) Measure perimeter of room.
- 2) Add 2' for each corner and pattern matches.
- 3) Round to the next standard length.
- 4) One tube of adhesive is needed for every 60' of moulding.

Example Shown

This Room Has Four Corners Length times two $12' \times 2 = 24'$ Width times two $16' \times 2 = 32'$ Total Length plus Width 24' + 32' = 56'Add $56' (+ 2' \times 4 \text{ corner})$ 56' + 8'

Total product needed: 64'

Divide total linear footage by length of moulding. Round up to determine number of pieces needed.





Adhesive 3
Part # Description

33333 Single tube 33324 Case/24 tubes

Preparation

Focal Point® polyurethane products, like wood, will expand and contract due to temperature or humidity changes. The product must be acclimatized to normal room conditions for 24 hours prior to installation. This will allow the product to expand or contract as it adjusts to the climate, thereby preventing movement after installation.

Concrete slabs and unfinished sheet rock may add moisture to the jobsite. Running a heater or air conditioner will help to dehumidify the space.

Moulding should be stored flat. Nothing should be stacked on top of Focal Point products.

Installation

Begin your installation in the least visible corner of the room and work around the room so that you return to the same corner. (Ending your job in the most inconspicuous corner will prove beneficial if your last cut results in a less than perfect pattern match). If the moulding has multiple patterns, match the larger patterns first. Mouldings should be mitered for Inside and Outside corners (Table/Blade recommendations are available on our website). A compression butt-joint should be used along straight runs at the job site. Compression butt-joints are accomplished by cutting the moulding slightly longer (approx. ¼" over a 12' piece) than the space intended on the wall. After polyurethane adhesive has been applied to contact surfaces, attach each end of the moulding (causing a slight outward bowing) apply pressure to the center of the moulding. This should snap the moulding flush against the wall. Add mechanical fasteners, such as screws or nails, to secure the moulding to your wall. (Refer to finishing section for information regarding touching up the surface)

Finishing

Focal Point products are factory primed and ready to finish. They may be painted, stained, or faux finished. Fill screw or nail holes using a vinyl spackle or plastic filler. If the primed finish has been scratched or damaged, the area should be spackled, sanded, and touched up with primer prior to painting.

Focal Point recommends a quality latex or oil-based paint for a smooth solid finish. If you are preparing a faux finish, including woodgrain, use a non-penetrating glazing stain or paint. DO NOT use lacquer based paint products on Focal Point products.

Adhesive

Focal Point Adhesive 3 is specially formulated to be used on polyurethane moulding joints and seams. It welds pieces together when properly used, virtually eliminating callbacks for joint separation. Use one tube of adhesive for every 60 linear feet of moulding. Immediately remove excess adhesive that bleeds on to the face of the moulding.

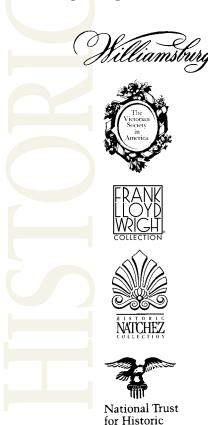
NOTE: PL Premium Polyurethane Construction Adhesive is the only recommended suitable alternative. Our warranty hinges on the use of Focal Point Adhesive 3 or PL Premium Polyurethane Construction Adhesive.

ADHESIVE SHELF LIFE IS 1 YEAR FROM MANUFACTURED DATE, STAMPED ON EACH TUBE.

historical gallery

Our licensed historical collections preserve the detail of architectural history and integrity. Logos of the historical societies are used in our product catalog to denote our licensed collections.

The symbols below are placed next products that have been licensed by the corresponding historical society.



Products featured:

Colonial Williamsburg: Powell Hallam Chair Rail, License Number 16160; Victorian Society: Mille Fleur Crown Moulding, License Number 19240; Frank Lloyd Wright: Midway Gardens Frieze, License Number 19520; Historic Natchez: D'Evereux Frieze, License Number 13080; National Trust: Oatlands Composite Crown Moulding, License Number 17050.

Preservation

PRESERVING A PIECE OF AMERICANA



Colonial Williamsburg Foundation

The restoration of Williamsburg, the 18th Century capital of the Virginia colony, was supported by John D. Rockefeller, Jr., from the 1920s to the 1950s. During restoration, he learned that mouldings played a role in the social hierarchy of a home. The degree of detail was an indication of the owner's wealth. It is from the colonial homes and buildings of Williamsburg that Focal Point presents a unique line of colonial mouldings, endorsed by the Colonial Williamsburg Foundation.



Victorian Society In America

On the heels of the colonial era came 19th Century, or Victorian Design. Once reserved only for the wealthy, elaborate ornamentation became available due to craftsmen arriving from Europe - craftsmen "schooled" in fine wood carving and ornate plastering. Elegant and flamboyant, these mouldings and medallions reflect the architecture loved by Queen Victoria, of 19th Century England.



Frank Lloyd Wright Collection

Frank Lloyd Wright's career spanned more than 70 years, and his work revolutionized the architecture of the 20th century. With focus on organic architecture – a natural link between mankind and the environment, which should reflect the individual needs of the client – Wright changed the very way buildings are designed and built today.



Historic Natchez Foundation

In the years prior to the Civil War, Natchez was a thriving community of northern planters who employed European craftsman to build their homes. French, English, Spanish and West Indian design elements were combined to create a distinctive collection of mouldings, doorways and medallions. During the Civil War, Natchez became the Union Army's command center, protecting the homes from destruction. Today, Natchez represents the largest collection of pre-Civil War homes in the United States.



National Trust For Historic Preservation

From Woodlawn, a Virginia plantation given to Nelly Curtis by her father, George Washington, to Woodrow Wilson's home in Washington, D.C., the properties of the National Trust for Historic Preservation span centuries of architecture and design. Saved from destruction in the 19th and 20th centuries, the homes represent the design elements most popular in North America today.



Distinctive Mouldings

Memorable mouldings guide the eye and stir the spirit. They elevate rooms from mundane to marvelous.

Products featured at right:

- A. Polystyl™ Crown License Number 10180
- B. Regence Cove Crown License Number 11400

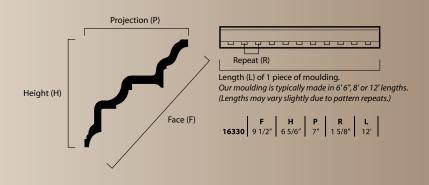


CROWN AND CORNICE MOULDINGS

What is a Profile?

The sample profile to the right shows how a moulding appears from the direct side view, or profile. This view depicts how much area the moulding will take at the point where walls and ceiling meet.

The larger the profile measurement, the more area is taken by the moulding.

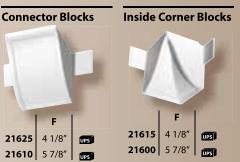


Miter-Free Decorative Blocks

From function to art form, our blocks connect mouldings and accentuate design. They install easily and coordinate with select moulding profiles.

To Install, Simply:

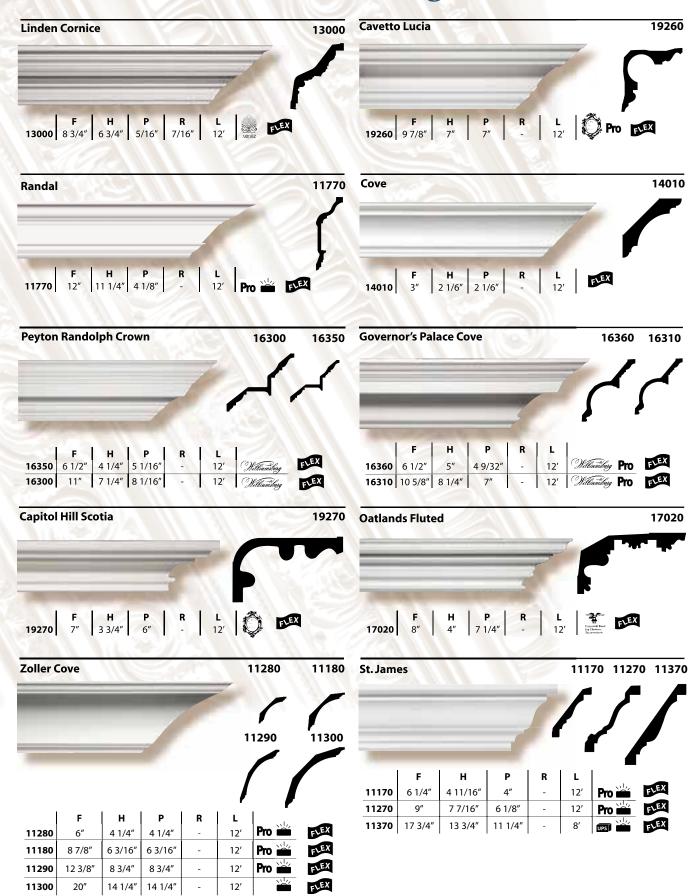
- Fasten blocks and connectors to wall.
- Cut moulding at a 90° angle (1/4" longer than space).
- Use adhesive on moulding ends.
- Snap moulding into place between corner and connector block.
- Secure moulding to wall with nails or screws.



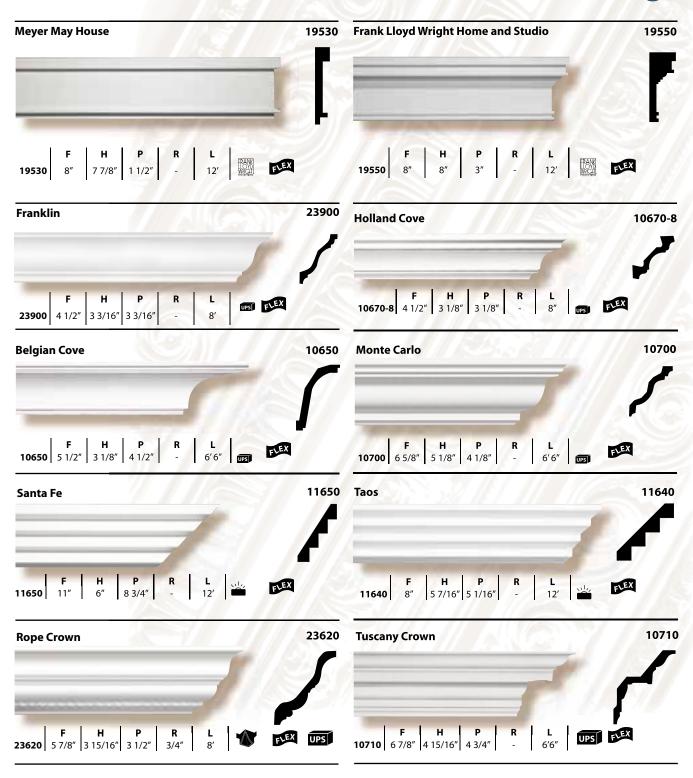
See page 4 for an example of installed blocks



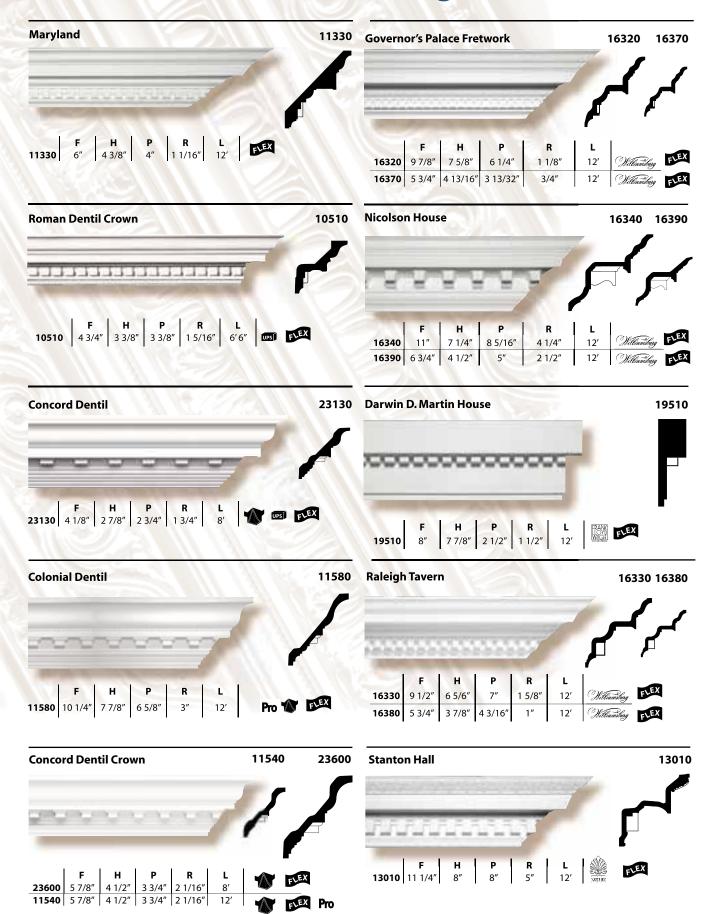


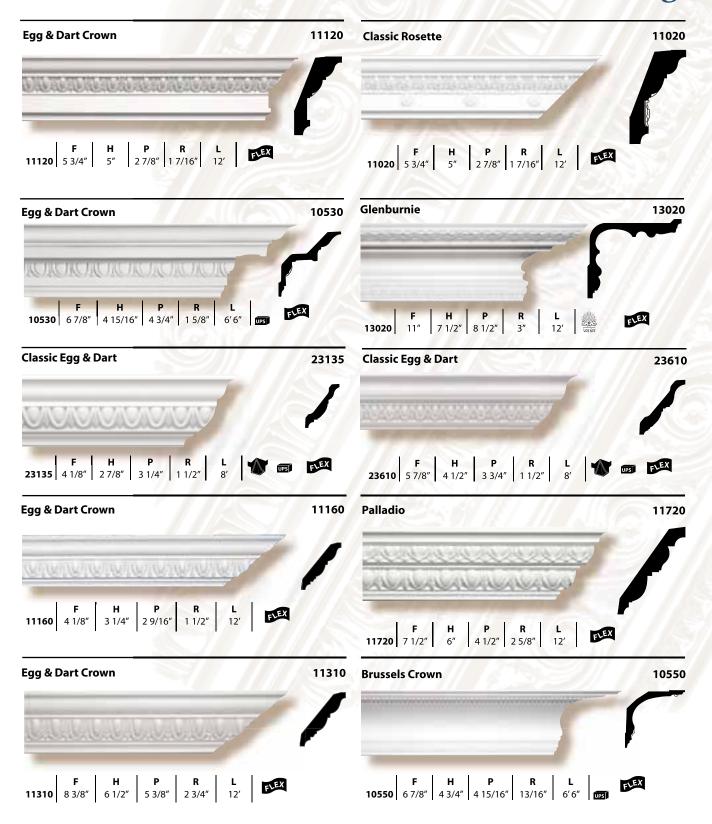




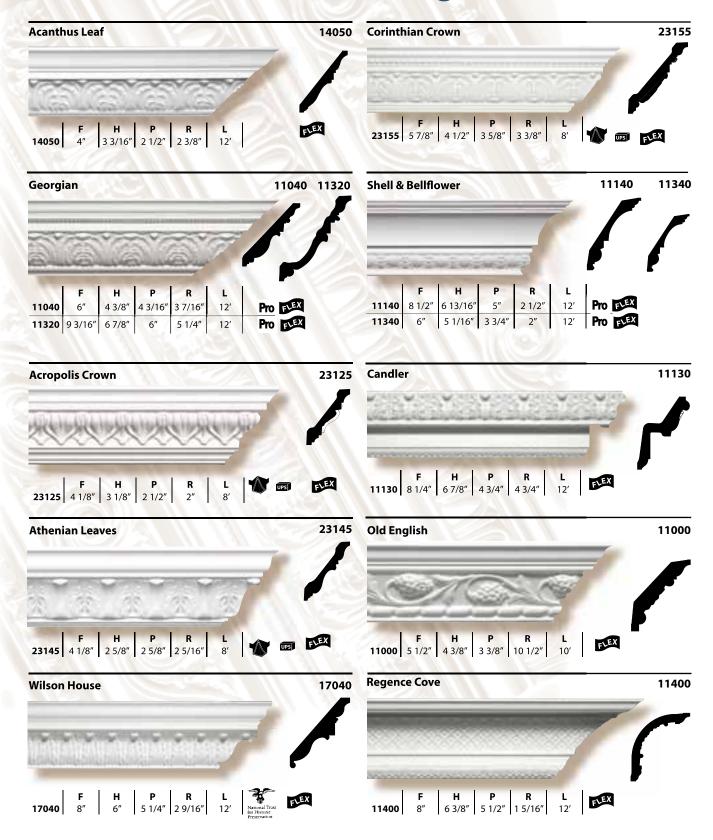




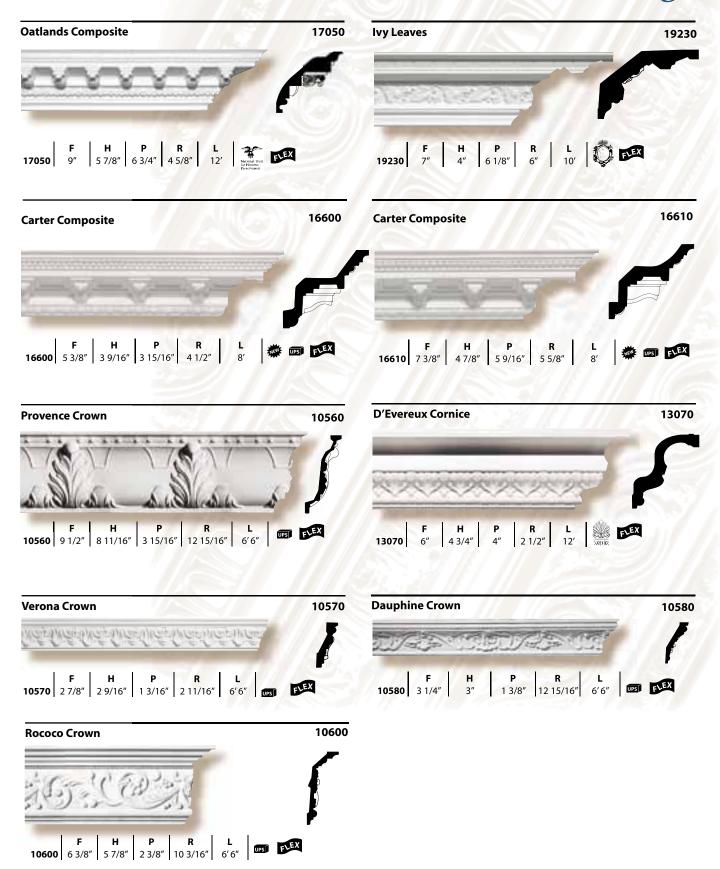




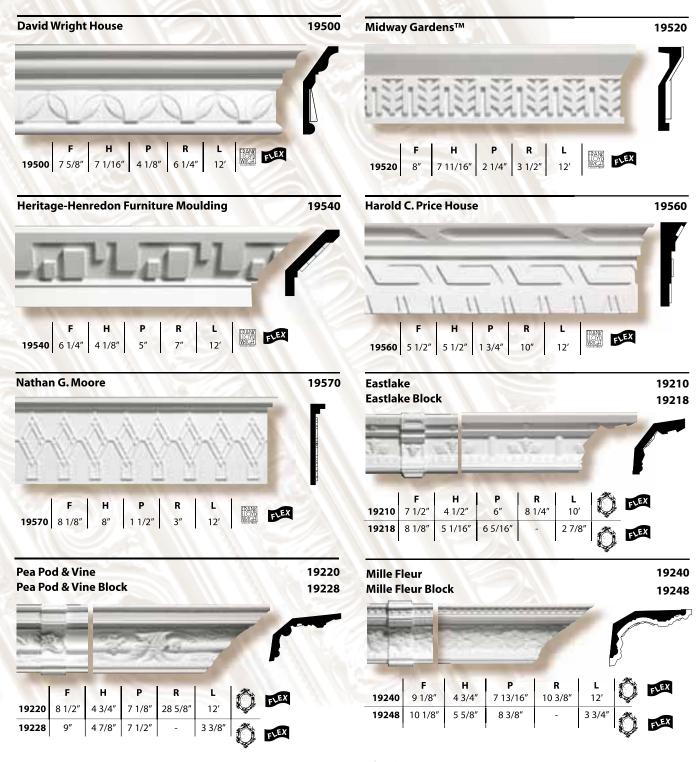










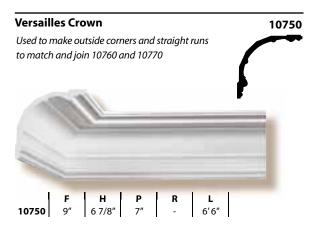


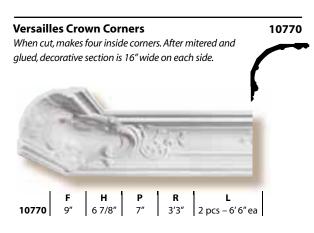


Use Adhesive3 #33333

One tube per 60 ft. of moulding. Adhesive3 is specially formulated to help eliminate shrinking and cracking of joints and seams. (PL Premium Brand Adhesive is the only recommended substitute and is available at most retail locations.)









Versailles Crown Center Piece 10760 Used on center of wall.



Products featured above:

- A. Acanthus Medallion (no hole) License Number 81031
- B. Versailles Crown Corners License Number 10770
- C. Versailles Crown License Number 10750
- D. Versailles Crown Center Piece License Number 10760
- E. Chelsea Rosette License Number 85000
- F. Denmark Chair Rail License Number 10620



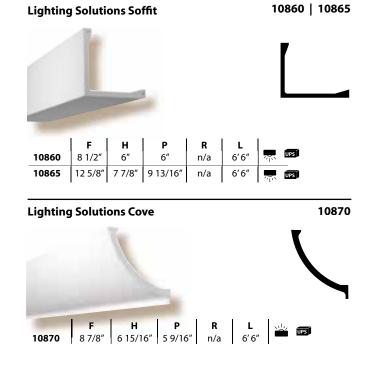
Lighting Solutions

Illuminate opulence with Focal Point's Lighting Solutions line. Direct-light mouldings reveal design details and conceal structural distractions like cracks, pipes and cables. Combine light with our coves or mouldings for ambiance-adding indirect light.



Products featured at right and below:

- A. Lighting Solutios Soffit License Number 10870
- B. Lighting Solutions Soffit License Number 10865



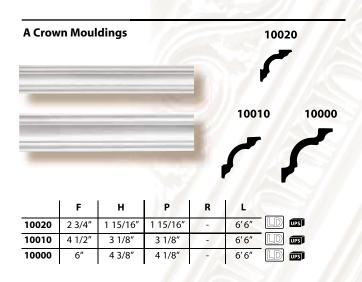


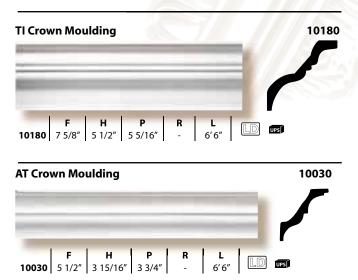


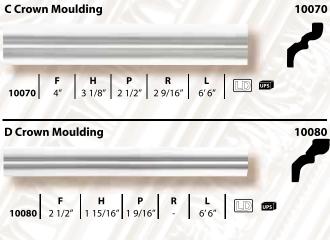
Polystyl™ Mouldings

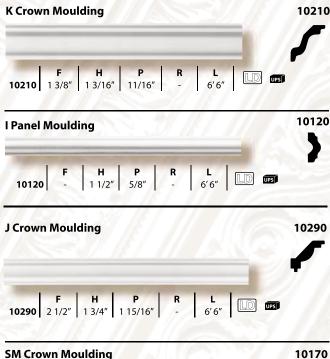
Affordable Details

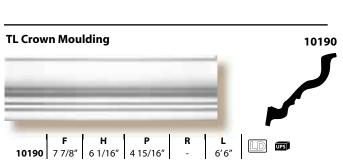
Our low-density polymer Polystyl[™]
Mouldings offer economical elegance
and simple installation with water-based
adhesive caulk. No nails or screws needed.



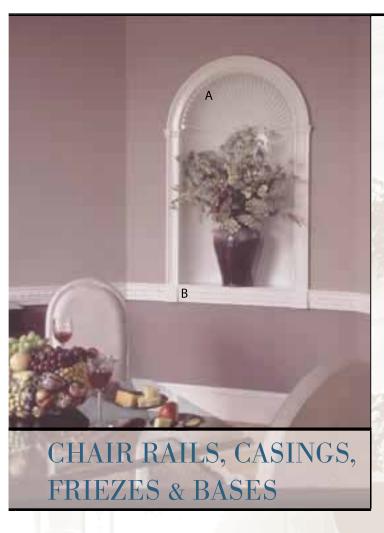












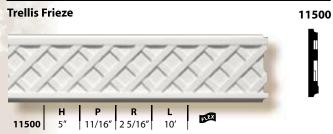
Functional Flair

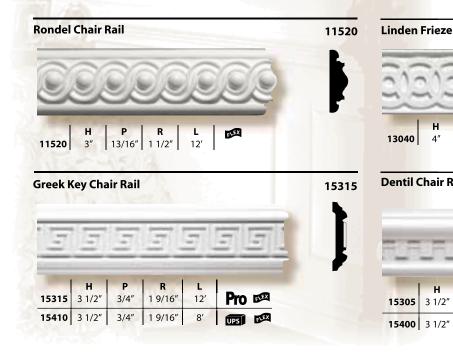
Our chair rails, casings and friezes will guard your walls while enhancing your decor.



B. Belford Chair Rail License Number 11600





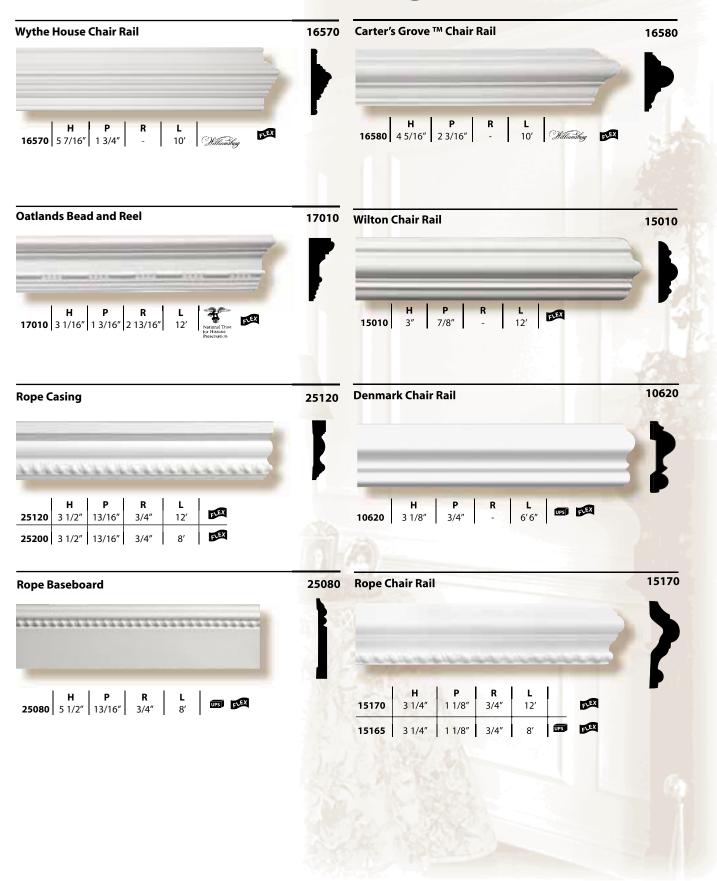






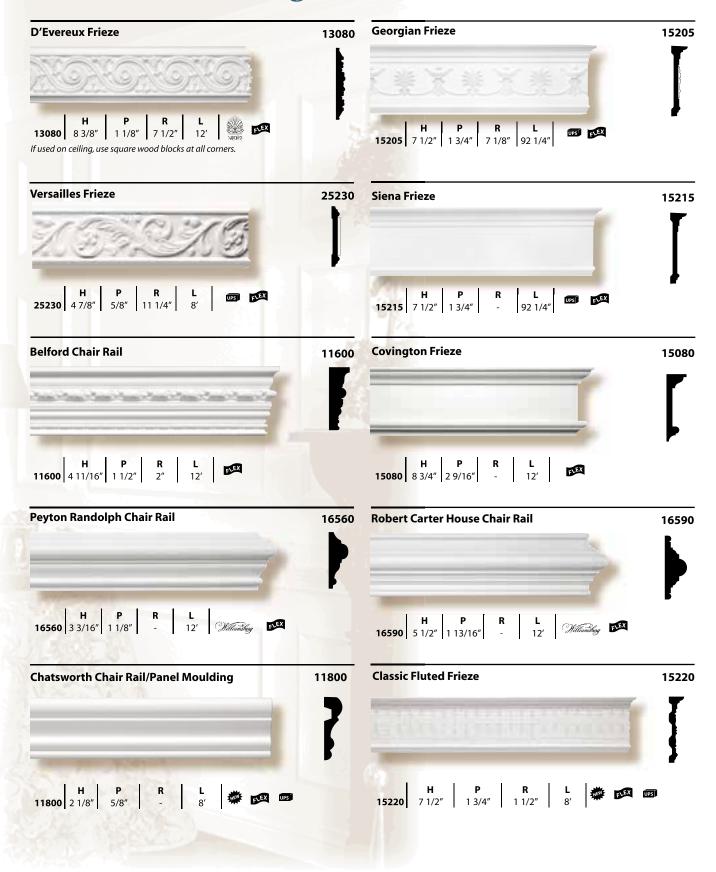
13040

Chair Rails, Casings, Friezes & Bases





Chair Rails, Casings, Friezes & Bases

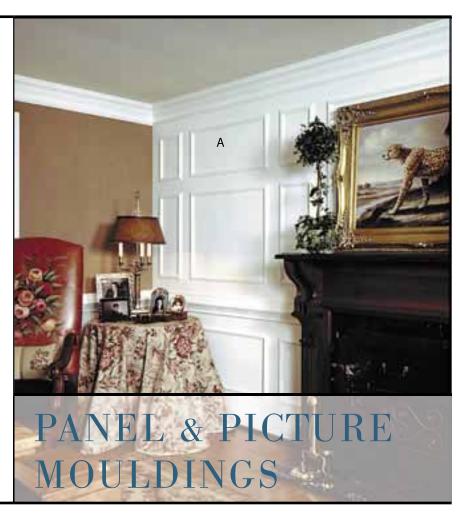




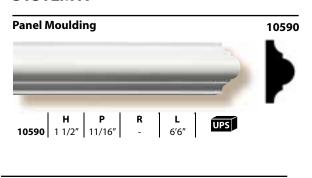
Panel & Picture Mouldings

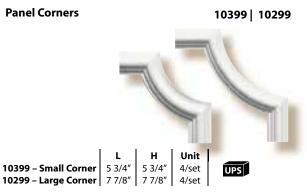
Embrace elegance with mouldings once used to hang pictures. Now these wall accents fine-tune your style whether Victorian or present-day.

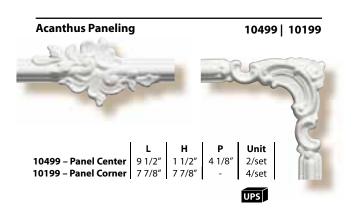
Products featured at right:
A. Panel Moulding
License Number 10590



SYSTEM A







Four Panel Moulding Systems available:
Panel Mouldings in this section match corresponding
corners – Micro Panel Moulding #10820 should be
ordered with Micro Corners 10824 or 10825 for example.



Panel & Picture Mouldings

SYSTEM B

