



## PPFA Certification — A Great Learning and Marketing Tool!

*"I wanted to challenge myself. Preparing for the test was an education in itself. If I can get any distinction and edge from my competition, I'm going to do it."*

Randy Parrish, CPF

*"My customers were impressed when they learned that I have this certification. As word got around, I got lots of referrals because of this."*

Miranda Smith, CPF

*"I've been in the framing industry since college, in one way or another. Since getting my CPF designation in 2003 I've found it to be a valuable tool in reassuring my clientele I'm not a 'fly-by-night' framer. My knowledge and dedication is proudly on display for everyone to see. In my mind, the CPF designation bolsters all the hard work, knowledge and colleagues I've met in over 20+ years in the custom picture framing industry."*

Alan Abeyta, CPF

*"Having the MCPF certification has been an incredible tool for my business. We use it in all of our marketing campaigns, and it reassures our customers that we are professional and serious about our work."*

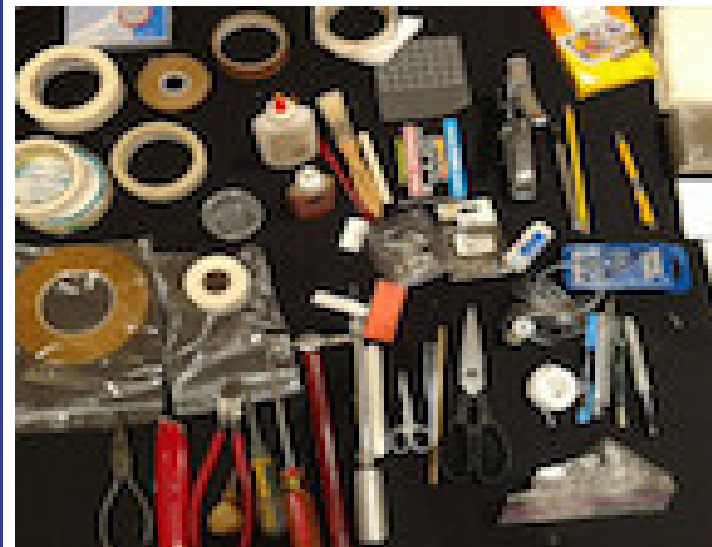
Valerie Becker, MCPF

## About The PPFA

The Professional Picture Framers Association is dedicated to promoting and upholding the professionalism of the custom picture framing industry. PPFA provides framers and retailers with educational opportunities, events, certifications, competitions, exclusive member discounts, online communities, and additional resources to expand knowledge and promote business growth.

# Become a Certified Picture Framer® or Master Certified Picture Framer®

## PPFA Invites You to Explore the CPF® and MCPF® Programs!



## How to Register

Register for the exam online at [www.ppfa.com](http://www.ppfa.com). Visit the online store and select "Certifications" and add the CPF® or MCPF® exam to your cart. Complete your checkout to register for the exam.

Payment is by check or credit card.

Mail or fax the completed form to:

PPFA Certification

c/o Monarch Expositions

83 South Street, Unit 307

Freehold, NJ 07728 USA

Email: [certification@ppfa.com](mailto:certification@ppfa.com)

Fax: 732-252-2270

## MCPF® Exam Prices

PPFA Members: \$400 USD

Non-Members: \$595 USD

## CPF® Exam Prices

PPFA Members: \$225 USD

Non-Members: \$325 USD

Retakes:

PPFA Members: \$150 USD

Non-Members: \$250 USD

Recertification:

PPFA Members: \$195 USD

Non-Members: \$245 USD



PPFA CPF® and MCPF® Certification  
c/o Monarch Expositions  
83 South Street, Unit 307  
Freehold, NJ 07728 USA



## CERTIFIED PICTURE FRAMER® (CPF®) EXAM

### “KNOWLEDGE GAINED & RECOGNIZED”

#### The Benefits of a CPF® Designation

Show your distinction as a Certified Picture Framer® by achieving a standard of excellence that can be trusted throughout the industry. With the CPF® designation, you'll instantly gain professional recognition from colleagues, employees, and customers. Certification is available to custom picture framers around the world, with testing available in Imperial and Metric options.

#### History of the Certification Program

The Certified Picture Framer® (CPF®) examination was developed in 1986 in conjunction with Educational Testing Services (ETS) to provide professional recognition to individuals successfully completing the established criteria. In developing the CPF® program, PPFA sought the expertise of industry leaders, representing a wide range of educational backgrounds and proven talents in the picture framing industry.

#### Objectives

The objectives of the certification program are to:

- Standardize the principles and practices of the profession.
- Encourage self-assessment by offering guidelines for achievement.
- Award recognition to those who have met the established criteria.
- Improve education within the industry by encouraging participation in continuing education programs.

#### Eligibility for the Certified Picture Framer® (CPF®) Exam

Any picture framer who has a minimum of one year of hands-on experience in retail or wholesale picture framing may apply for the certification. Furthermore, a person who passes the written examination of certification will receive the designation of Certified Picture Framer® (CPF®).



#### How to Prepare

To prepare for the 3-1/2 hour written CPF® exam, download a free study guide from the PPFA online store. The guide includes a recommended reading list and practice questions. There are recommended books you may purchase from the PPFA Store. In addition, the “Introduction to the CPF® Exam” seminar will be held at select locations.

#### Taking the CPF® Exam

The written CPF® Exam is offered (in Imperial or Metric) at the annual PPFA Convention and other PPFA Events. It is also available online. Information on how to arrange for a proctor and take the online exam is available when you register. The price is the same online and onsite.

#### Recertification

- MCPF® and CPF® designation holders are required to take an authorized Recertification Course once every four years.
- The Recertification Course is an educational program. It is not a test, but a course to share new knowledge and techniques.
- Recertification instructors are MCPFs who have completed a protocol in order to be certified to teach the course.
- The Recertification Course is offered at the Annual Convention as well as a convenient download from the PPFA Online Store. It is also offered at PPFA events throughout the year.

#### Marketing

Those earning the CPF® and MCPF® designations receive the right to use CPF® or MCPF® after their name; receive a certificate and lapel pin; and can purchase materials from the online store to promote their designation.

## MASTER CERTIFIED PICTURE FRAMER® (MCPF®) EXAM



### “EXCELLENCE REWARDED”

#### Eligibility for the Master Certified Picture Framer® (MCPF®) Exam

A framer who has been a professional framer for five years, has passed the Certified Picture Framer® (CPF®) exam, and has taken a Recertification Course, is eligible to advance and earn the prestigious Master Certified Picture Framer® (MCPF®) designation.

#### Taking the MCPF® Exam

Achieving the MCPF® designation requires a candidate to meet rigorous qualifications, including successful completion of a hands-on custom framing examination administered by PPFA and demonstrating a thorough knowledge of preservation framing.

MCPF® exam consists of two parts. The candidate submits four framed articles including a canvas, a print, a textile, and an object. These are to be framed to very high preservation standards. They are taken apart and scored by MCPF® examiners. The candidate is also given 90 minutes to address the mounting and framing of a fifth and sixth item at the test site, thus demonstrating a thorough knowledge of preservation framing.

The MCPF® Exam is offered at the annual PPFA Convention and other PPFA events.

#### MCPF® Continuing Education

MCPFs are required to recertify every four years and to take three MCPF® Continuing Education classes in four years. These classes (that are open to all framers) meet the requirements for MCPF® Continuing Education Credit and are held at the Annual Convention; MCPF® CE classes also may be offered at other times of the year at other PPFA events.