



## Format.

# Working with Artists

Since launching Format, we have worked with many artists, designers, stylists, retailers and galleries, allowing us to develop a seamless and effective process for printing and framing on your behalf.

Whether you are new or established, large or small, we will work with you to print, frame, package and deliver your work right to your customer's doorstep. Our process is all inclusive and designed to take the hassle out of selling artwork so you can do what you do best - create and sell.

In a nutshell, we integrate with your eCommerce store and when an order is received, we are notified to print and frame your work. There is no need to email us as we access files from a shared Dropbox folder. We then securely package the print and drop ship Australia-wide on your behalf.

With minimal input from your end your customer will receive your work - a fine art giclée print in a sustainably sourced timber frame using archival materials - to their door.

## Initial set up

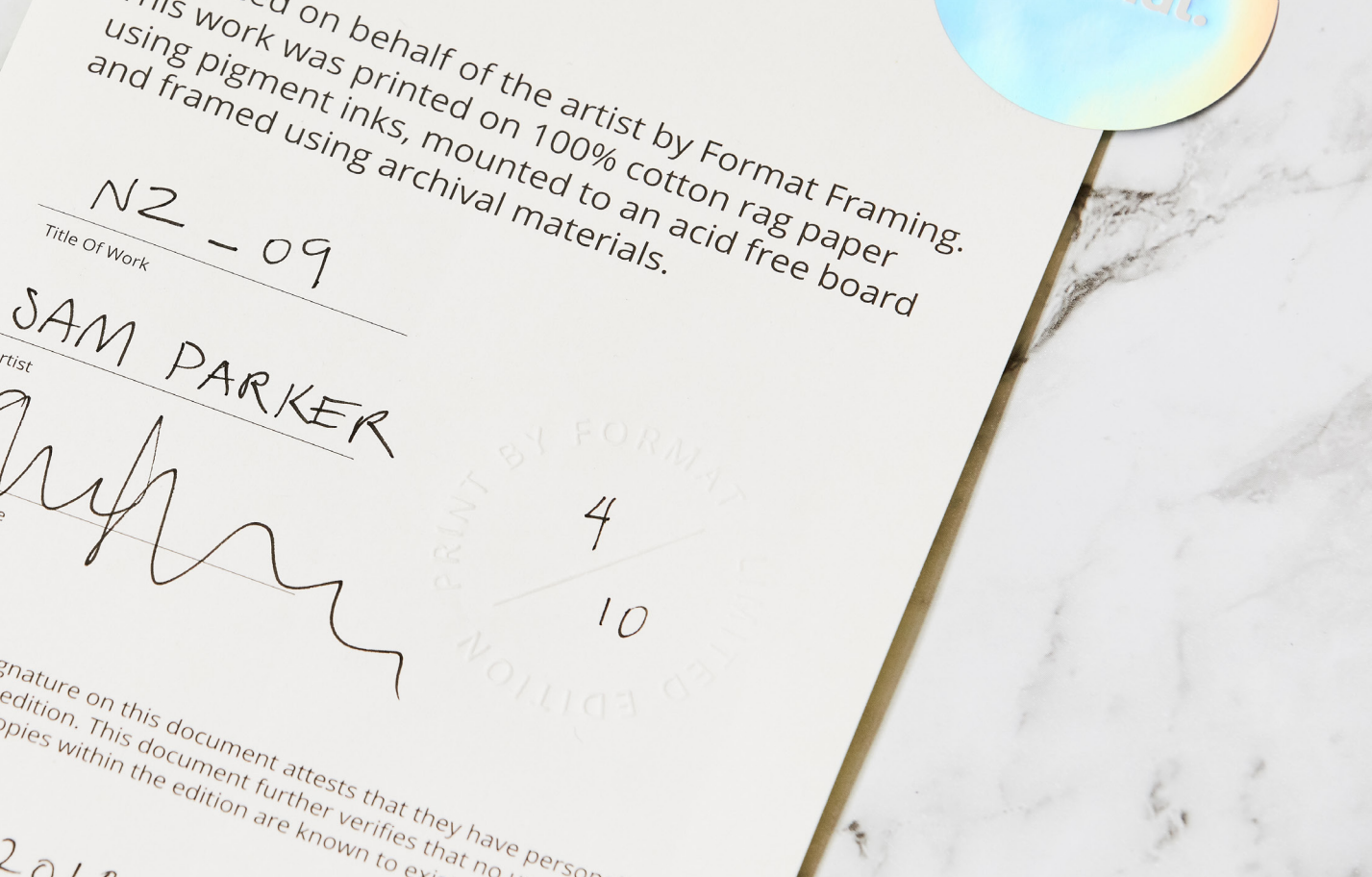
1. Contact us at [info@formatframing.com.au](mailto:info@formatframing.com.au) to introduce yourself. We will come back to you within two business days to formalise an arrangement.
2. Together we establish a shared Dropbox folder of high-resolution imagery with files names matching your store's product titles.
3. In your eCommerce platform add [orders@formatframing.com.au](mailto:orders@formatframing.com.au) to your order confirmation notifications.
4. We are ready to go!

*Note: If you manually take orders, you can skip step 3. Instead, you can upload each new order via our Online Print + Frame function on the website.*

## When an order is placed

1. When an order is placed through your store, we are notified and will send you an invoice within 24 business hours.
2. When we receive your payment, we will commence printing and framing at our Melbourne workshop.
3. We print to a Ilford Prestige Galerie 310gsm 100% Smooth Cotton Rag stock using genuine Epson Ultra-chrome Pro inks on the latest Epson P20070 printer.
4. Your giclée print will be dry mounted to an acid free 5 mm foam board using an archival adhesive film.
5. We then hand craft your shadowbox frame from FSC certified Tasmanian Oak and durable 3mm museum grade plexiglass.
6. The back of the frame is finished with framer's tape and stainless steel hanging wire.





## Branding & packaging

As a standard, we securely package each package in Polycell EcoPure biodegradable bubble wrap and cartons from 3BC stock from 77% recycled content and 33% FSC certified kraft fibres.

WE CAN CUSTOMISE YOUR ORDER TO INCLUDE -

- Tape
- Stickers
- Postcards

If you prefer, we can also white label with no Format branding. Simply add any packaging requests to each order in the notes section of the checkout process.

## Certificate of Authenticity

For artists producing editioned work we also offer a [Certificate of Authenticity](#) which can be applied to the back of each frame. By pre-signing a set of blank COA stickers, we will add the title and edition number as each order is placed. You can learn more about the value of including a COA [here](#).

Please add this request and specify the edition number to each order in the notes section of the checkout process. It is up to each artist to keep track of the edition numbers and add the info to each order when processing payment.

Blank COAs can be requested and sent out with your first order.

## Lead time and delivery

We provide free express delivery Australia-wide using a fully trackable, 100% carbon neutral third-party courier service. Within two weeks of order, your customer will receive their delivery with no additional cost or hassle at your end. As standard, you will receive tracking info via email and your customer will receive notification via text message -

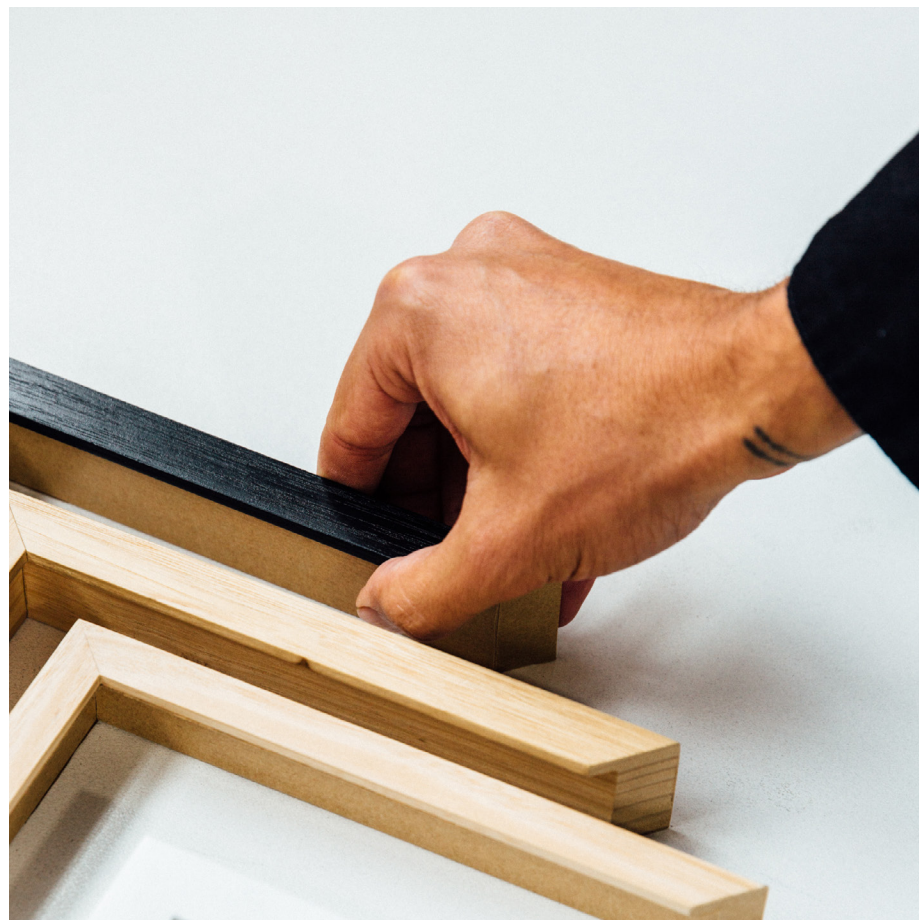
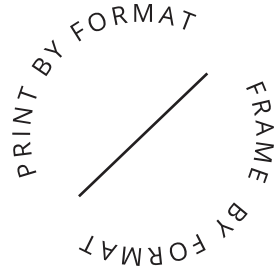
"Your delivery from Format Framing is on its way"

For higher volume customers shipping 40+ orders per month a custom portal can be set up with your own branding and tracking information coming from your domain.

## Additional ways we support artists

Each artist or company will receive access to free, high resolution PNGs frames which can be used to mock up their prints.

Format actively promotes the work of new artists, companies and long-term clients via our [social media channels](#) and [website](#). Our intention is to support, build brand awareness and drive traffic to those that we work with.



# Working with Artists FAQs

## SIZES

We offer four frame sizes. Custom sizes can be arranged for artist editions or high order quantities.

Small  
300 x 300mm  
300 x 200mm  
(Frame profile: 15mm face/ 30mm deep)

Large  
900 x 900mm  
900 x 600mm  
(Frame profile: 20mm face/ 38mm deep)

Medium  
600 x 600mm  
600 x 400mm  
(Frame profile: 15mm face/ 30mm deep)

XLarge  
1200 x 800mm  
(Frame profile: 20mm face/ 38mm deep)

## DO YOU DO PRINT-ONLY?

Yes. Our primary service is offering a print and frame package but in support of that we offer a print-only service. We do not manage any print-only stores. All prints will have a 10-20mm border and are shipped in a tube or flat packed.

*Unlike framed prints, shipping of prints alone will incur a \$15 delivery fee.*

Small  
300 x 200mm \$16  
300 x 300mm \$22

Large  
900 x 600mm \$95  
900 x 900mm \$140

Medium  
400 x 600mm \$48  
600 x 600mm \$72

XLarge  
1200 x 800mm \$180

## DO YOU PRINT ON OTHER PAPER STOCKS?

By request, for edition runs or higher volume orders only.



## PRICES

Prices are inclusive of all logistics, printing, framing and custom packaging requirements. We provide free express shipping for all orders.

- Small \$99
- Large \$310
- Medium \$210
- XLarge \$600

## DO YOU OFFER AN ARTIST DISCOUNT/ WHOLESALE?

As artists make up the majority of our customers we don't offer further discounts. To build each frame individually is labour intensive, so unfortunately we don't benefit from economies of scale on larger orders.

## HOW DOES PAYMENT WORK?

When an order is placed through your store, we are notified and send you an invoice within 24 business hours. Once payment is received, we will commence printing.

*We never include invoices in our shipments. These are emailed directly to you.*

## HOW MUCH SHOULD I CHARGE FOR MY WORK?

How each artist values their work is unique and circumstantial. We suggest researching similar artists and companies to determine market value.

## DO YOU OFFER INSURANCE?

All pieces are fully insured for damage. Though rare, from time to time it does happen. Please notify us within 2 days of receiving your package so that we can submit a claim to the courier company. Include photos of the damage to the frame and photos of the packaging.



## ANY RESOURCES FOR CREATING AN ONLINE STORE?

We suggest looking into Shopify or Squarespace if you are new to eCommerce.

## DO YOU HAVE A MINIMUM ORDER QUANTITY?

No.

## IMAGE SPECIFICATIONS

We print files as RGB and use the Adobe 1998 RGB colour profile. We print from .jpeg .psd or .tif files. You don't need to resize your files, it is best to upload the full resolution file in its native pixel resolution. We will re-size to the print size, but never alter the image or pixel dimensions.

Images should be high resolution and at minimum:

- Small 1000x1500px
- Medium 1800x2700px
- Large 2667x4000px
- XLarge 3000x4500px

Our website uploader accepts jpegs and pngs, but you can submit a tiff file via email to [orders@formatframing.com.au](mailto:orders@formatframing.com.au).

The website uploader accepts jpegs and pngs but you can submit a tif via a download link or via email.

## FILE NAMING FOR DROPBOX

File names in Dropbox should be identical to the product names on your store.

## I AM ON SHOPIFY / SQUARESPACE / MAGENTO / WOOCOMMERCE / OTHER... CAN WE WORK TOGETHER?

Yes, we can automatically integrate with most e commerce platforms by adding [orders@formatframing.com.au](mailto:orders@formatframing.com.au) to the order confirmation notifications.

## HOW SUSTAINABLE IS FORMAT?

Refer to our Sustainability page [here](#).

