

POSTERJACK

# Talking Points for Posterjack Referral Program & Ambassadors

Tips, tools, and information to help you share  
your referral code and generate sales.

# WHAT'S THE POINT?

The purpose of these talking points is to provide you with tools and information that can help you share your love for both Posterjack as a small Canadian business, as well as your love for our quality photo printing products. We have included a few details about Posterjack and a handful of our most popular products but, as always, we are here to answer any questions you have and support you in whichever way we can.



Please feel free to email [rhonda.callow@posterjack.ca](mailto:rhonda.callow@posterjack.ca) if you need help.

started \* Three tips to get you

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**Tag @posterjack**

When you share content, be sure to tag us so we'll see your posts.

**Capital "P"**

Posterjack is written as one word, with only the "P" capitalized.

**Follow the rules**

Please adhere to the Competition Act by disclosing your association with Posterjack.

Adhere to the Competition Act here.

# Who is Posterjack and What Makes This Photo Printing Company the Best?



Over 25 photo art products available in several sizes and styles.

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# TALKING POINTS ABOUT POSTERJACK



- \* Posterjack is a small, Canadian business that is located in Toronto, Ontario.
- \* We're 100% Canadian owned and operated, with about 20 employees.
- \* We handcraft everything in-house for complete quality control.
- \* We have been making photo art for Canadians since 2009.
- \* We continually invest in state-of-the-art equipment and premium-quality materials in order to provide the best quality photo art products on the market.
- \* Our proprietary PJ-PRINT™ software uses an advanced interpolation algorithm, which enables us to print your photos super-crisp at a large scale.
- \* When you upload a photo to our website, you're automatically provided with a photo quality rating. This will help give you a better idea on what to expect before you print, and if your photo quality is unacceptable, our system won't allow you to proceed with your order.
- \* Because we're a small business and 100% Canadian, our support team knows our products inside and out and genuinely care that your Posterjack experience is the best it can be.
- \* Shipping is just a flat rate of \$10 regardless of order size, and for orders over \$150, shipping is always free!

# Examples of What to Say

“Looking for a Canadian photo printing company that makes the best quality products? Check out Posterjack!”

“Have you discovered Posterjack yet? They’re a Canadian photo printing company that makes everything in-house from their Toronto location for complete quality control.”



“Posterjack is my go-to for all my photo printing. They handcraft everything in-house and ship right to your door.”

“Creating custom photo art couldn’t be easier with Posterjack. Simply upload your photo and choose your product, and Posterjack will handcraft your masterpiece and ship it right to your door, ready to hang!”

# What are Posterjack Canvas Prints and Why Are They The Best in Canada?



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# TALKING POINTS ABOUT CANVAS PRINTS

- \* Our Canvas Prints are printed and expertly handcrafted in our Toronto-based shop.
- \* Posterjack prints photos on canvas using the Giclée method using original HP Vivera Latex inks, so photos will stay vibrant and will not fade for over 200 years.
- \* We use a premium 380 GSM satin poly/cotton canvas that is made in Canada and will not sag.
- \* The 1.5" kiln-dried custom frame that we professionally stretch your canvas over is made using select Canadian basswood that comes from renewable sources.
- \* We use canvas that is whitened using an environmentally-safe process, as well as non-toxic inks.
- \* Arrives ready to hang right out of the box with a sawtooth hanger installed on the rear side of the stretcher frame.





# Examples of What to Say

“Posterjack uses canvas that is whitened using an environmentally-safe process, as well as non-toxic inks. They also make their frames from select Canadian basswood that comes from renewable sources.”

“One of the benefits of canvas printing compared to other photo art products with smooth surfaces is its beautiful textured canvas weave. The texture not only adds a layer of visual interest to your decor, it also helps soften photo imperfections. Posterjack Canvas Prints have a texture that looks amazing!”



“Posterjack Canvas Prints are made in Canada using Canadian-sourced products. Their canvas is made in Canada, the wood is Canadian, and the product is printed and expertly handcrafted by Canadians in their Toronto-based shop.”

“Posterjack Canvas Prints are made with premium materials that are designed to last a lifetime. They print photos on canvas using the Giclée method using original HP Vivera Latex inks, so photos will stay vibrant and will not fade for over 200 years!”

# What are Posterjack HD Metal Prints and Why All The Hype?



Available in over 20 sizes with option to have a Float Mount Hanging System or hardwood Standard Frame expertly installed.

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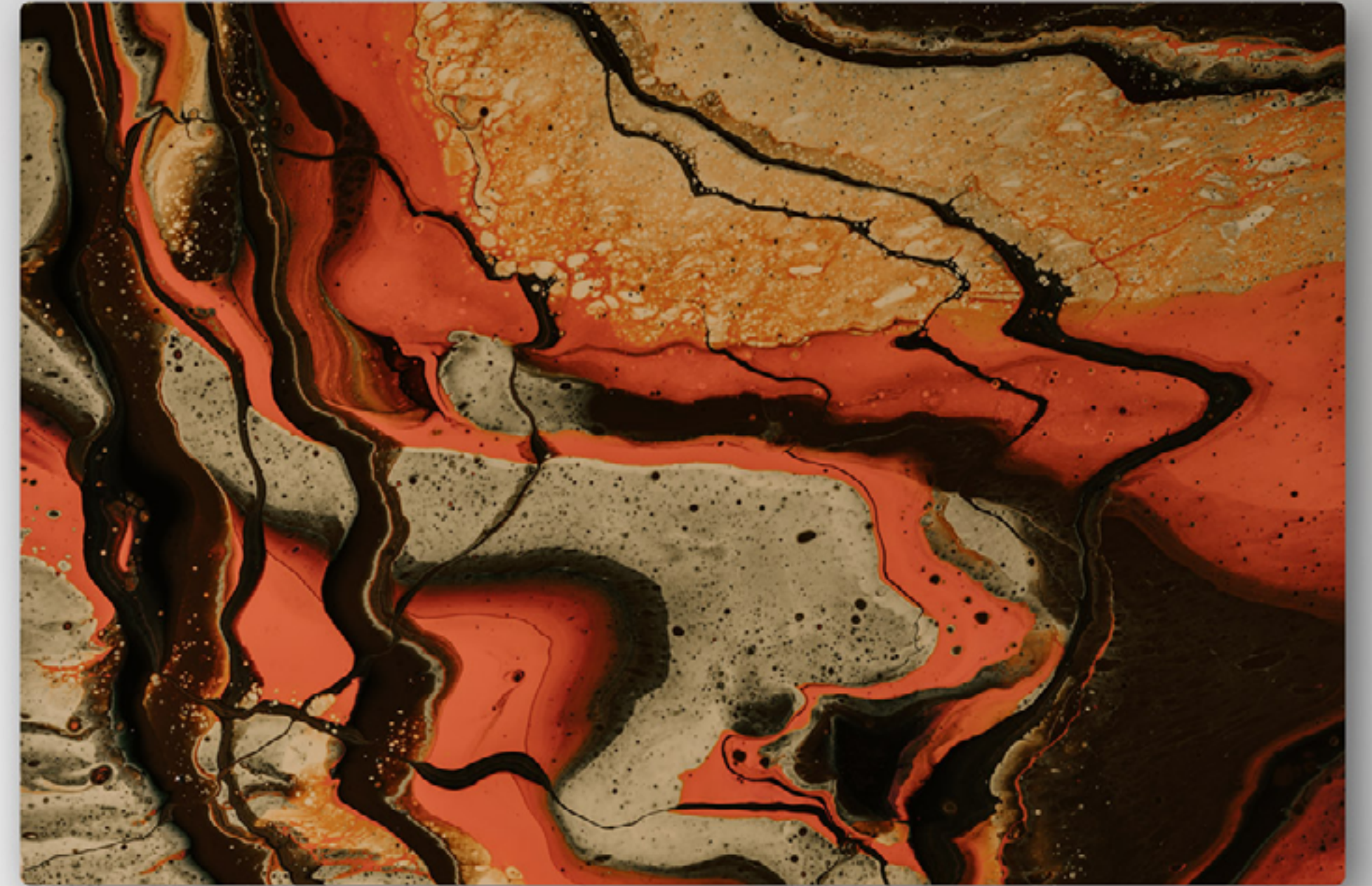
# TALKING POINTS ABOUT HD METAL PRINTS

\* Made in an advanced dye-sublimation process using state-of-the-art Chromealuxe metal panels.

\* Colours are incredibly vibrant, we use original EPSON inks.

\* Your photo is printed on a premium glossy Chromaluxe high-definition metal panel with rounded corners.

\* Rated for 100 plus years of fade resistance, HD Metal Prints will look just as incredible decades down the road.



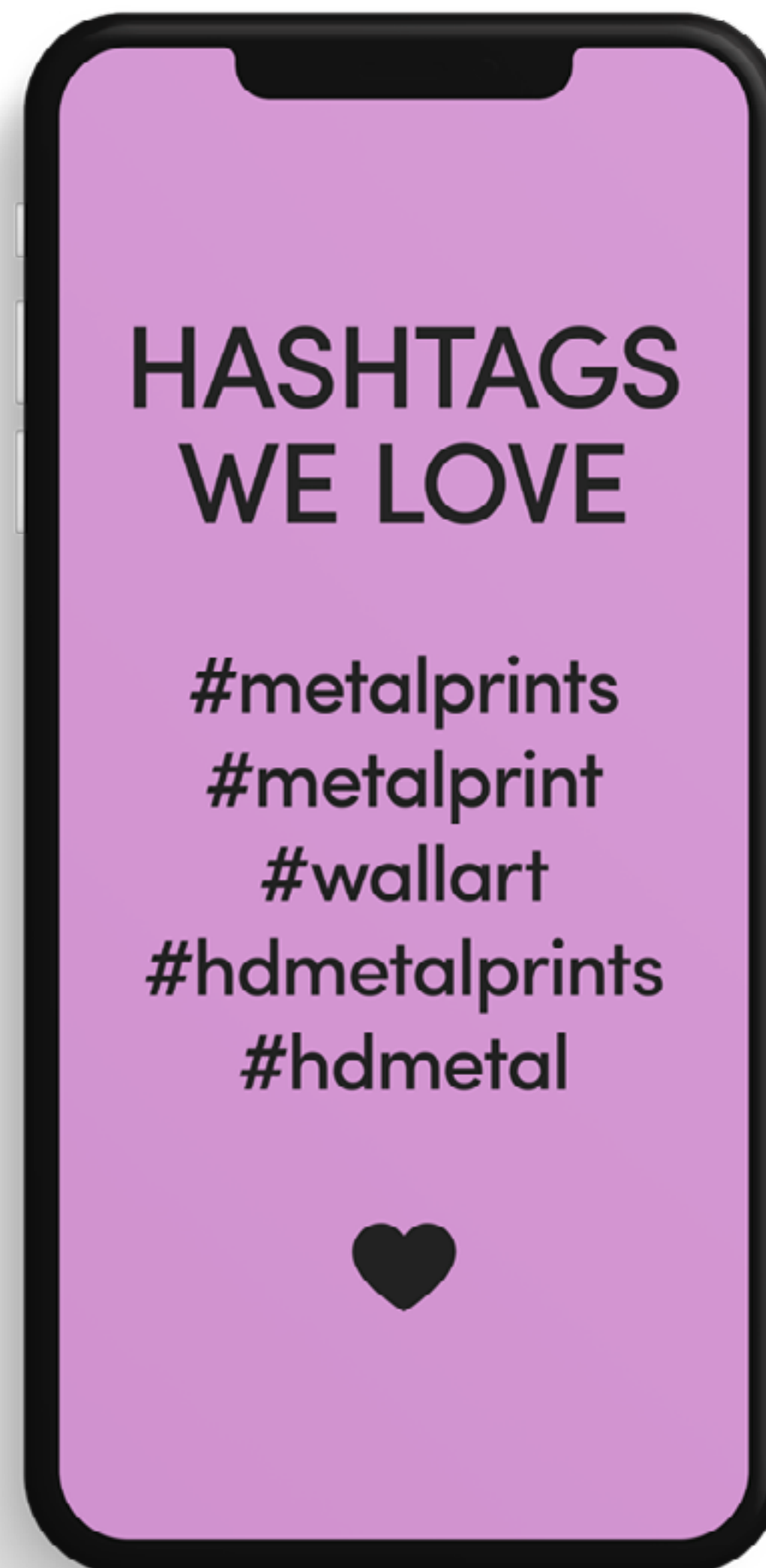
# Examples of What to Say

“Posterjack HD Metal Prints are next level. My photo is so vibrant it’s almost surreal!”

“Photographs don’t do this product justice. Posterjack HD Metal Prints need to be seen in real life to be fully appreciated.”

“This Posterjack HD Metal Print is stunning. And knowing that my photo will look just as vibrant and glossy 100 years down the road is remarkable.”

“If you’re looking for one of the most luxurious ways to print your photos, you have got to check out Posterjack HD Metal Prints.”



# What are Posterjack Fine Art Prints and What's The Quality Like?

Available in over  
**40**  
different sizes  
with the option to  
add a custom  
frame in several  
styles.



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# TALKING POINTS ABOUT FINE ART PRINTS

\* We print your photos and artwork using the giclee (inkjet) method for a gorgeous continuous tone look.

\* Fine Art Prints are made using 308 GSM Photo Rag that is manufactured in Germany, this is the world's best quality cotton fine art photo rag.

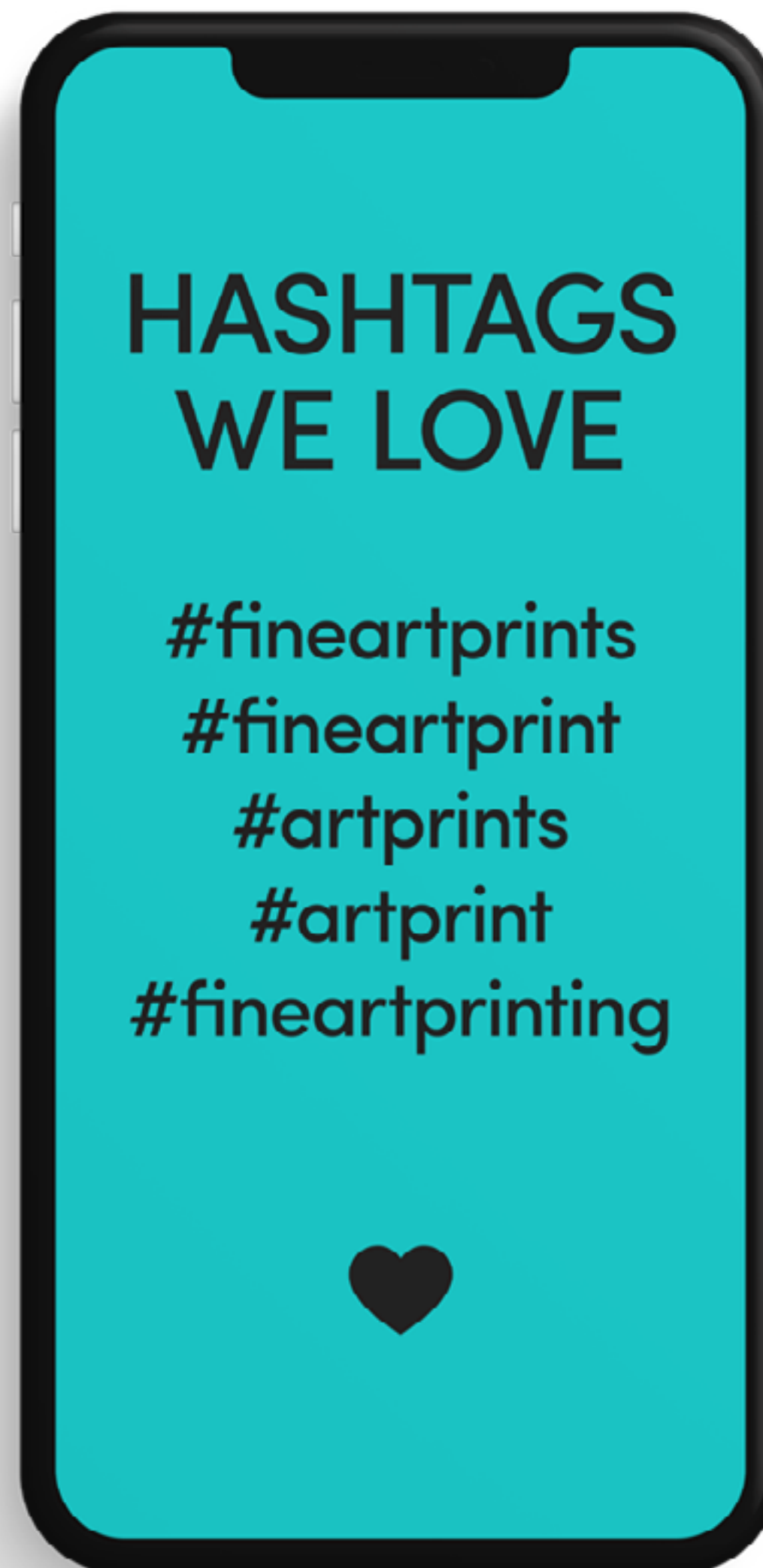
\* These prints have excellent print longevity, rated for 200 plus years of fade resistance.

\* Fine Art Prints can be purchased alone, or with the addition of a custom frame and mat.



# Examples of What to Say

"I want the best quality prints for my artwork, so choose Posterjack Fine Art Prints. The colour and detail of my art is incredible, you can hardly tell the difference between the original piece and the print!"



"Posterjack Fine Art Prints are the best. The print quality and paper is fantastic. It's so exciting to see my photos printed this way."

"The Hahnemuehle Photo Rag fine art paper Posterjack prints on is amazing quality. You can feel the difference between these prints and standard photo paper. They're so thick."

# What are Posterjack Framed Prints and Are They Built to Last?



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# TALKING POINTS ABOUT FRAMED PRINTS

- \* Your photos are printed using the giclee (inkjet) method for a dynamic look.
- \* You can choose from 7 different frame styles, each with different colour options.
- \* Framed Prints always include an acid-free matboard and framer's acrylic glass.
- \* Framed Prints are rated for 200 plus years of fade resistance.
- \* They arrive at your door ready to hang with a picture wire installed.



# Examples of What to Say

“Digital downloads and Posterjack Framed Prints are a match made in heaven. I’ve created my very own custom artwork at a very affordable price. I couldn’t be happier.”

“The care that has gone into making my Frame Print is impressive. Posterjack handcrafted my print from their Toronto workshop so they were able to make sure everything was perfect before shipping it to me.”



“Seeing my own photo enlarged and framed was so exciting. My Posterjack Framed Print looks amazing up on my wall!”

“Knowing that my Posterjack Framed Prints are going to look just as great decades down the road is so comforting. My family photos are rated for 200+ years of fade resistance. How incredible is that?”

# POSTER JACK

Ready to be rewarded?

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