DETAILED EDITION

PHOTO FRAMES

Wall photo frames, frame sets and gallery walls

The frame behind your brand.

Photo Frames, Frame Sets and Gallery Wall Frames, made to your specification and sold under your name. Made in our own factory in India, for brands and businesses. Start from a low minimum order quantity (MOQ).

YOUR DESIGN · LOW MOQ



PROBLEMS WE SOLVE

Eight problems brands face. Our fix, and the proof.

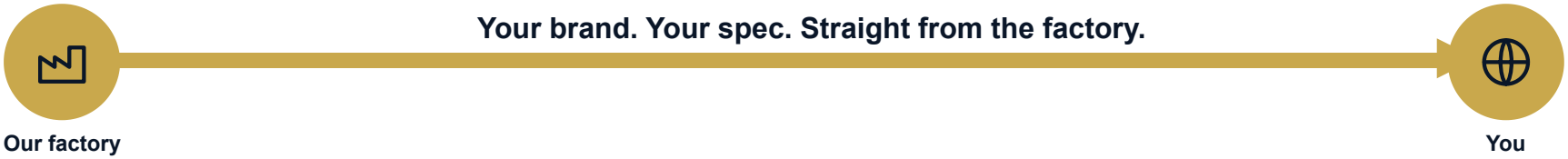
	THE PROBLEM	OUR FIX	THE PROOF IN THIS CATALOGUE	
01	**Your design. Their minimums.** Custom design only comes with huge order quantities.	✓ **Your design. From a low MOQ.** Start small with your artwork. Move to standard MOQs as you grow, for the best price.	Order terms: low MOQ to start, standard MOQs for the best price	p. 20
02	**Out of stock when it matters.** Supply that stops and starts instead of flowing.	✓ **Repeat orders, same spec.** Keep the material, size and finish the same, order after order.	Built for repeat orders: same spec, order after order	p. 8
03	**Great sample. Different bulk.** Batch two drifts from batch one.	✓ **What you approve is what you get.** Your approved sample is the standard for every reorder. Every piece is checked before packing.	Inspection bench: every piece checked before packing	p. 5
04	**Every change is a fight.** A new size, colour or artwork becomes a negotiation.	✓ **Any design, size or colour.** Tell us once. One team handles every change.	Standard sizes, any size to your brief, any colour	p. 16
05	**Middlemen take the margin.** Higher prices, and nobody owns the quality.	✓ **Straight from the maker.** You deal with the factory. One team owns the price and the quality.	Our own factory in Nine stations under one roof	p. 3
06	**Four vendors. One headache.** Printer, cutter, framer, packer. Dates keep moving.	✓ **One partner. One roof.** Printing to packing in our factory in India. Repeat orders match your approved sample.	Nine stations, from artwork to carton	p. 5
07	**It arrives damaged.** Scratched glazing, knocked corners, returns piling up.	✓ **Checked, then packed by us.** Every piece is inspected, then packed on our own packing line, in your pack.	Storage, packing and dispatch	p. 24
08	**Surprise costs. Then silence.** Extras appear after the price. Replies slow down.	✓ **Clear terms. A real reply.** Samples are paid, and the cost can be adjusted against the final order. A sample plan and a price within 2 working days.	Five clear steps, clear order terms	p. 20

Skip the middleman.

A common route



Our route



2015	9	3	31
year we were established	stations under one roof	frame families	standard sizes

- ✓ **Quality checked in-house**
- ✓ **Any size to your brief**
- ✓ **Your brand on the pack**
- ✓ **Same spec every reorder**
- ✓ **No middleman margin**

Buy from the factory, not from a middleman.

	BUYING VIA A TRADER	WORKING WITH US
Quality	× Can vary with the trader's supplier	✓ **Every piece checked before packing in our own factory**
Sizes	× Often limited to what the trader stocks	✓ **31 standard sizes, or any size to your brief**
Colours and profiles	× Often limited to what the trader stocks	✓ **Six standard colours and four profiles, or your own**
Materials	× Often fixed by the trader	✓ **Clear acrylic front sheet 0.5 to 10 mm and MDF 1.5 to 10 mm, your choice**
Your brand	× Often limited	✓ **Your labels, inserts, back cards and packaging**
Repeat orders	× Can vary with the trader's supplier	✓ **Built against your approved sample**
Price	× A middleman's margin may be added	✓ **No middleman margin; price agreed direct with the factory**

OUR FACTORY

Nine stations, from artwork to carton.

All under one roof in our factory in India.

01
Prepress
Prepress workstations

Artwork set-up and file checks

02
Printing
Wide-format digital printer

In-house printing of your artwork

03
Lamination
Heavy-duty roll laminator

Protective finish on printed sheets

04
Sheet cutting
Flatbed digital cutting table; front sheet and MDF cutting

Exact-size glazing, backboards, mounts

05
Mitre cutting
Mitre saws, 45° cut

Clean mitred corners on every moulding

06
Joining
Underpinner (V-nailer), glue and corner clamps

Strong, flush, reinforced corners

07
Assembly
Hardware stapling; hanger and stand fitting

Glazing, mount, photo and backboard fitted

08
Inspection
Inspection bench

Every piece checked before packing

09
Packing
Packing line

Each frame wrapped, in your pack

THE RANGE

Three frame families. One factory.



FAMILY 1

Photo Frames

Standard sizes, standard colours, standard profiles. Anything else is made to your brief.

CLEAR FRONT · MDF BACK · 4 PROFILES · 31 SIZES



FAMILY 2

Frame Sets

One set, packed together, with a layout guide.

MATCHED SETS · LAYOUT GUIDE · ANY COLOUR MIX



FAMILY 3

Gallery Wall Frames

Colours and sizes working together as one display.

MIXED WALLS · RETAIL READY · 31 SIZES

Any size, colour or profile to your brief, or choose from our standard range.

Choose your product at a glance.

	Standard sizes	Standard colours	Packed as a set	Layout guide	Mixed sizes and colours
Photo Frames	✓	✓	—	—	—
Frame Sets	✓	✓	✓	✓	✓
Gallery Wall Frames	✓	✓	—	—	✓

31
standard sizes

6
standard colours

4
frame profiles

Your brand
on label, insert and pack

✓ included Every family: any size, colour or profile to your brief, or choose from 31 standard sizes, six standard colours and four profiles.

WHY US

A frame manufacturing partner for your brand.

2015	India	OEM and ODM	31 · 6 · 4
Established	Based in	Your design, or our design with your label	Standard sizes, colours and profiles

Vishnu Image Folio Private Limited has been making frames and printed décor in India since 2015. Printing, cutting, framing and finishing are done by our own teams under one roof. We make frames for brands that sell under their own name. You bring the brand and the customer. We bring the factory, the process and repeatable quality.

01
Made in-house
Printing, cutting, framing and finishing under one roof in India.

02
Three frame families
Photo Frames, Frame Sets and Gallery Wall Frames from one factory.

03
Your choice of materials
Acrylic front sheet 0.5 to 10 mm. MDF back 1.5 to 10 mm. You choose.

04
Your brand, your pack
Labels, inserts, back cards and packaging in your name.

05
Built for repeat orders
The same specification and finish, order after order.

06
Shipping on agreed terms
Ex-works (EXW) Noida.

FAMILY 1

Photo Frames

A photo frame made in our factory: a clear acrylic front sheet in front, an MDF backboard behind, in the profile and colour you choose.

Clear front sheet
Acrylic, with a protective film.

MDF backboard
Cut to size and fitted to every frame.

Four profiles
Fine, Slim, Classic and Broad.

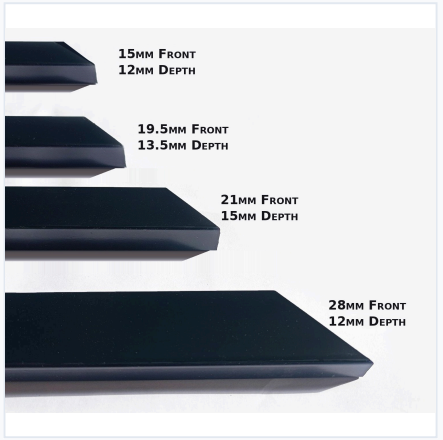
Hang or stand
Adjustable hangers, or a back stand for table models.

BUYERS WORRY ABOUT Scratched, cloudy glazing and corners that gap.

OUR ANSWER A clear acrylic front sheet with a protective film, corners joined and reinforced, and an MDF backboard fitted in our factory.







IN EVERY FRAME

- ✓ Acrylic front sheet, 0.5 to 10 mm
- ✓ MDF back, 1.5 to 10 mm
- ✓ Hanger or back stand

Own factory
Nine stations

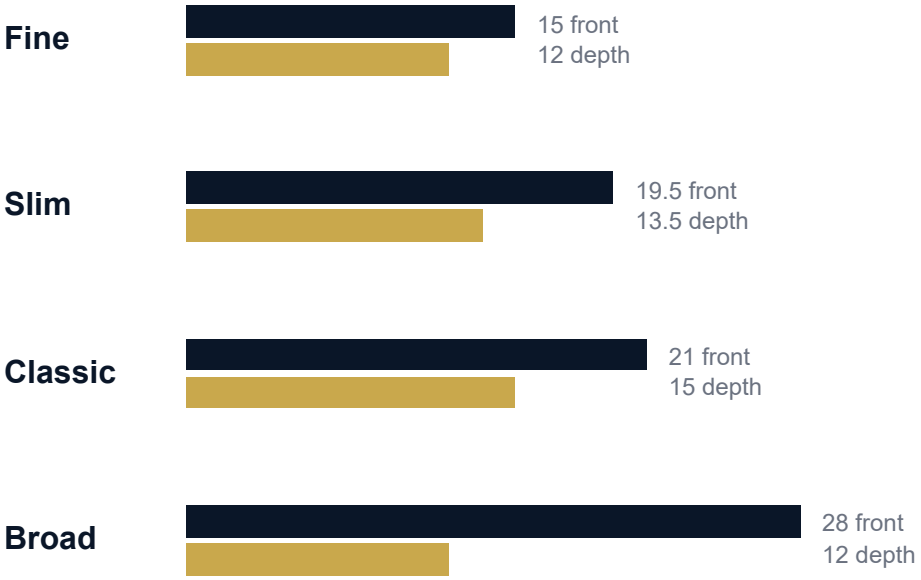
Every piece checked
before packing

Packed in your pack
in your own pack

FAMILY 1 · CONTINUED

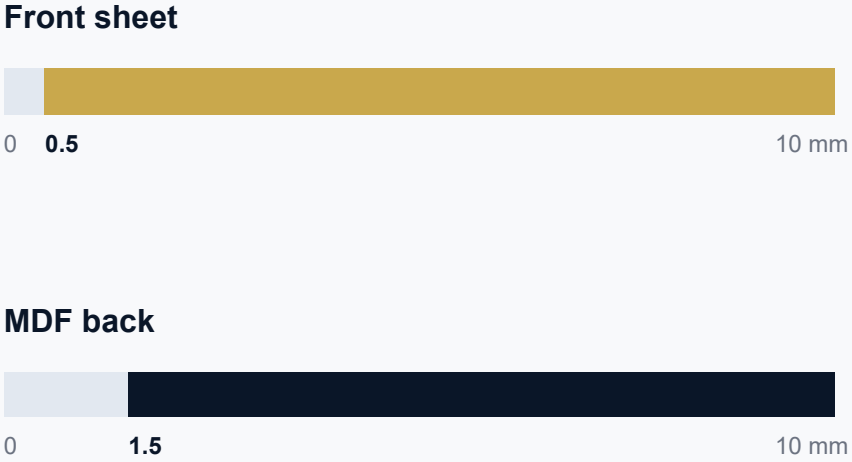
Photo Frames. In detail.

FOUR PROFILES · FRONT ■ AND DEPTH ■ IN MM, TO SCALE



Front is the visible width of the frame. Depth is how far it stands from the wall. Any other width, depth or section can be made to your specification. Your chosen mix of width, depth and section is confirmed at quotation.

THICKNESS RANGE, TO SCALE



Any thickness in between. Thicker sheet and board for larger frames. We recommend the pairing at quotation.

FAMILY 2

Frame Sets

Matched frames packed together as one set, in a single colour or a chosen mix of colours and sizes.

Matched sets
Same colour, or a mix of colours and sizes.

Layout guide
Packed with the set, so your customer can hang it with confidence.

Standard colours
Six colours, or your own.

Any size
Any size to your brief.

BUYERS WORRY ABOUT Sets that arrive mismatched and hang crooked.

OUR ANSWER Matched sets in one colour or a chosen mix, packed together with a layout guide so your customer can hang them with confidence.







Layout guide

IN EVERY SET

- ✓ Matched frames
- ✓ A layout guide
- ✓ Your pack, your label

Own factory
Nine stations

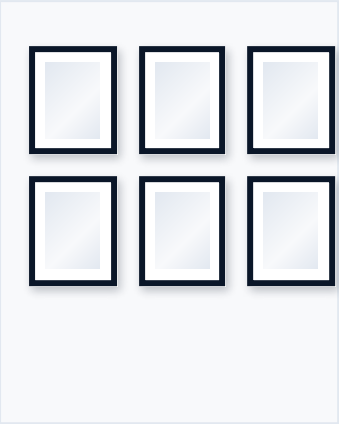
Every piece checked
before packing

Packed in your pack
in your own pack

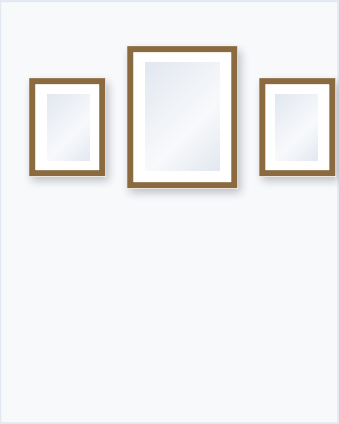
FAMILY 2 · CONTINUED

Frame Sets. In detail.

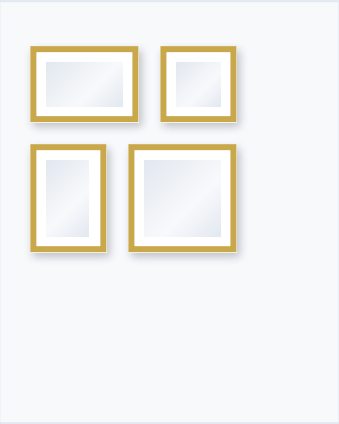
EXAMPLE LAYOUTS, DRAWN FOR ILLUSTRATION



Grid of six



Centre and sides



Mixed sizes

Matched sets

Same colour, or a mix of colours and sizes.

Packed together

One set, in one pack.

Layout guide

Packed with the set, so your customer can hang it with confidence.

STEP 1

Choose the colours

Same colour, or a mix of colours and sizes.

STEP 2

We pack it together

Frames and layout guide packed together in your pack.

STEP 3

Your customer hangs it

Your customer hangs it with the layout guide.

FAMILY 3

Gallery Wall Frames

Frames in mixed colours and sizes that work together as one display, packed ready to sell.

Mixed walls
Colours and sizes working together as one display.

Retail ready
Packed and ready to sell.

Any size
Any size to your brief, or 31 standard sizes.

Any colour
Standard colours, or your own.

BUYERS WORRY ABOUT Mixed frames that clash on the wall.

OUR ANSWER Colours and sizes chosen to work together as one display, from our standard colours and profiles, packed ready to sell.









Own factory
Nine stations

Every piece checked
before packing

Packed in your pack
in your own pack

FAMILY 3 · CONTINUED

Gallery Wall Frames. In detail.

A MIXED WALL IN OUR SIX STANDARD COLOURS, DRAWN FOR ILLUSTRATION



Black · White · Dark Brown · Natural Brown · Golden · Antique Gold

Mixed walls

Colours and sizes working together as one display.

Retail ready

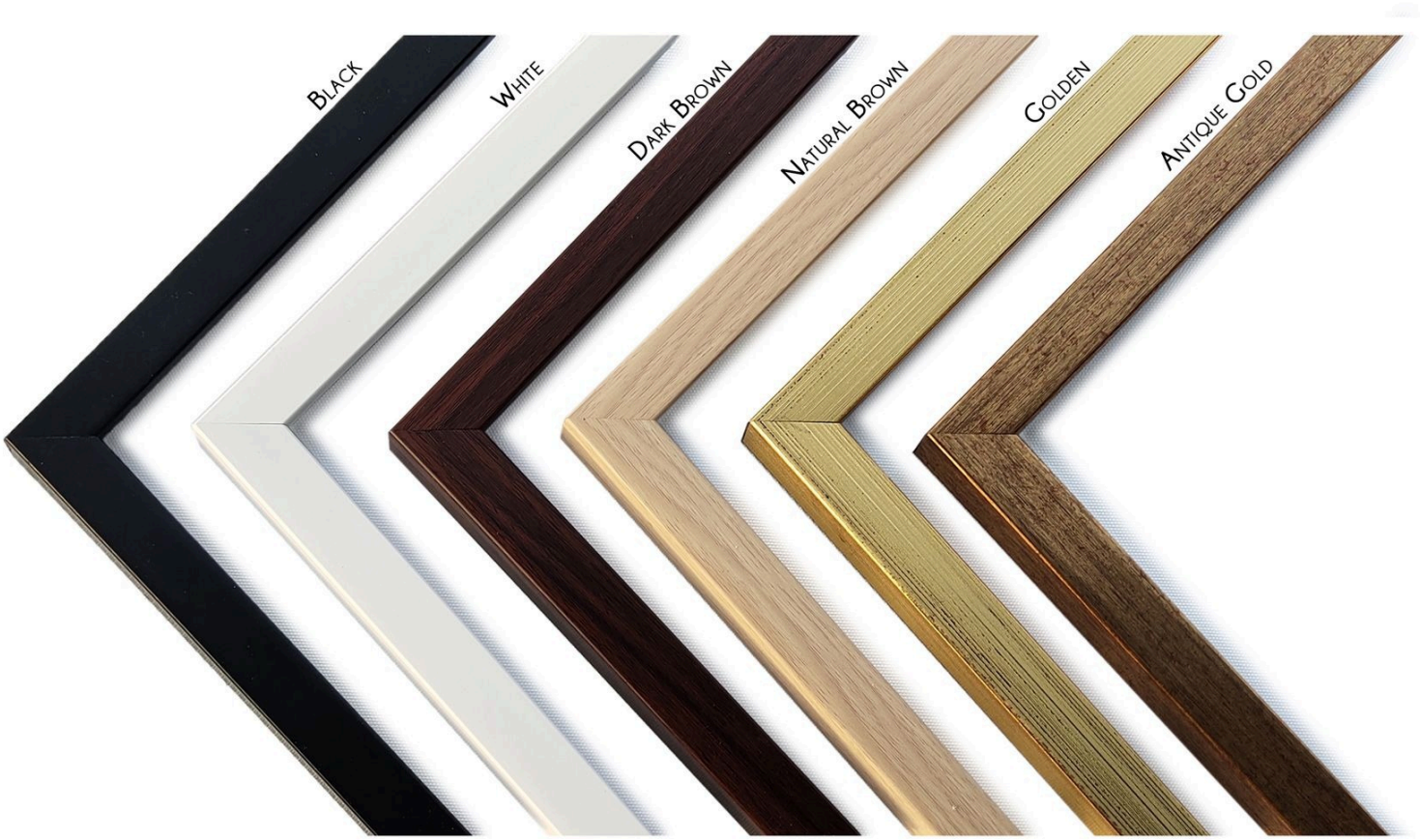
These frames arrive packed and ready to sell.

Any size, any colour

Any size to your brief, or 31 standard sizes. Six standard colours, or your own.

THE COLLECTION

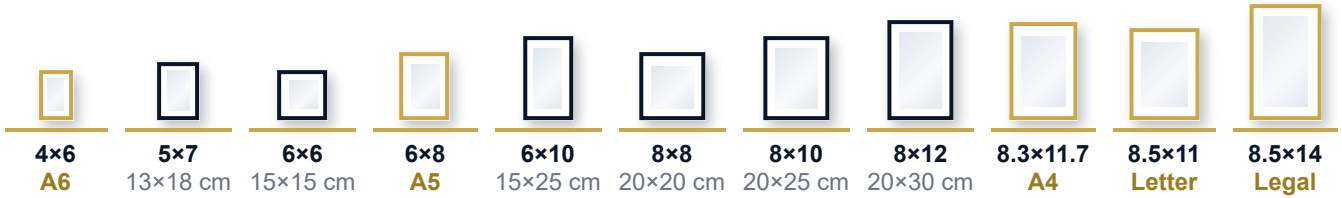
Our standard colours. Any colour on request.



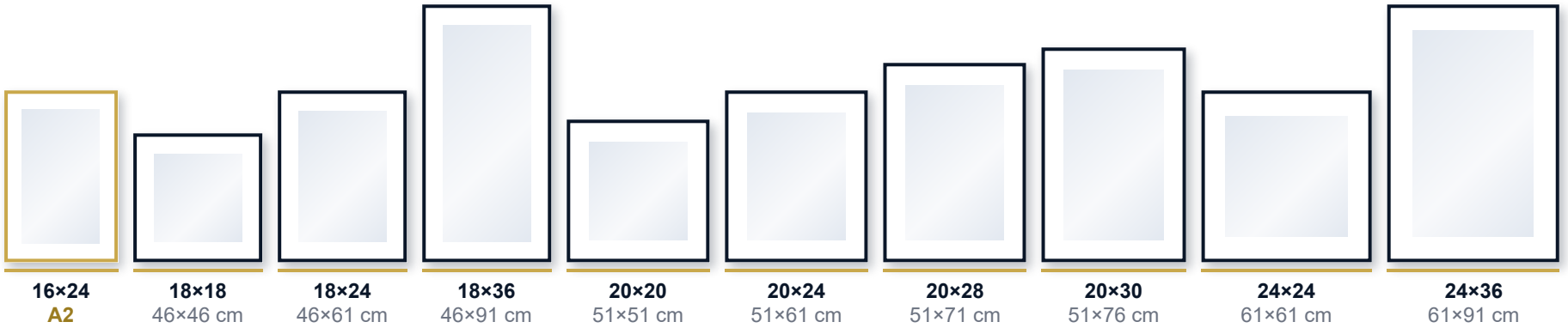
Standard frame colours: Black, White, Dark Brown, Natural Brown, Golden and Antique Gold. Any other colour or finish is made to your specification.

STANDARD SIZES

31 standard sizes, drawn to one scale.





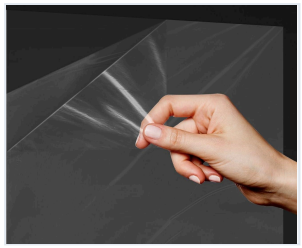
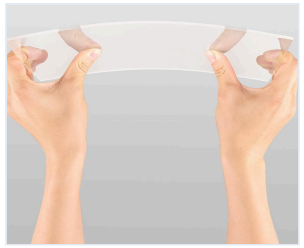


Width × height in inches, centimetres below. Gold: nearest paper format (A-series, Letter, Legal). Any other size is made to your specification.

MATERIALS

Clear sheet in front. MDF behind. You choose the thickness.

FRONT: ACRYLIC SHEET

Thickness	0.5 to 10 mm
Choose by	Frame size and use.
Finish	Clear, with a protective film.

BACK: MDF BOARD





Thickness	1.5 to 10 mm
Choose by	Frame size and weight. Thicker board for larger frames.
Used as	Backboard, with hangers or back stand fitted.

FRAME MOULDING Polystyrene, wood or aluminium. Polystyrene is our most standard material.

Raw sheet and board, cut to your frame size in our factory and fitted into every frame we make. We recommend the right pairing at quotation.

BUILD

Made to be handled, hung and displayed.

Each frame
Frame moulding, clear front sheet, backboard and, if specified, a photo mount.

Display
Hang vertically or horizontally; table models with a back stand.

Corners
Joined and reinforced.

Back
Adjustable hangers; easy-open tabs to change the photo.

Delivery
Each frame individually wrapped; sets are then packed together.



PRIVATE LABEL

Make it yours.

Any size
One of our 31 standard sizes, or your own.

Any colour
Our six standard colours, your own, or a mix.

Any profile
Fine, Slim, Classic or Broad, or one you specify.

Materials
Acrylic front sheet 0.5 to 10 mm.
MDF back 1.5 to 10 mm.

Mount
With or without a photo mount.

Sets
Matched sets in the same or mixed colours and sizes.

Other processes
Any printing, finish or process to your specification.

Your brand
Labels, inserts, back cards and packaging in your name.

Supplied as
Empty, or framed with your artwork.

Standard range: 31 sizes · six colours · four profiles. Everything else is made to your specification. Start from a low MOQ. Price depends on quantity and specification.

HOW WE WORK

Five clear steps. Clear order terms.

1

Brief

Frame type, size, design, quantity and the country you ship to

2

Sample

Paid sample, adjustable against the final order

3

Order

50% advance payment to start production

4

Make

Production in our factory in India

5

Ship

Balance as agreed. Ex-works (EXW) Noida

MINIMUM ORDER QUANTITY

Start small, then scale

We have low minimum order quantities. To get the best price, you can then move to our standard quantities, which vary from product to product. The exact number is given in the quote.

LEAD TIME

Confirmed in the quote

The lead time is confirmed in the quote, once we know your exact requirements.

SAMPLES

Always paid, adjustable

Tell us the frame, size and design. Samples are always paid. The sample cost can be reimbursed or adjusted against the final order, by agreement. We work with you until you approve.

Payment: 50% advance payment to start production. Balance as agreed. **Shipping:** ex-works (EXW) Noida.

All terms are subject to discussion. They depend on the order, the client, and drop and packaging testing.

ORDER TERMS

Terms and assurances.

All terms are subject to discussion. They depend on the order, the client, and on drop and packaging testing.

1. **Brief** — Frame, size, quantity
2. **Sample** — Paid, adjustable
3. **Order** — 50% advance payment
4. **Make** — In our own factory
5. **Ship** — Ex-works Noida

01 MINIMUM ORDER QUANTITY

Low minimum order quantities. The exact number is given in the quote.

02 LEAD TIME

Confirmed in the quote.

03 SAMPLES

Samples are paid. The sample cost can be reimbursed or adjusted against the final order, by agreement.

04 CAPACITY

Monthly capacity confirmed per order and schedule.

05 PAYMENT

50% advance payment to start production. Balance and terms as agreed.

06 TRADE TERM

Ex-works (EXW) Noida. Shipped from our factory in India.

07 EXPORT PACKING

Export-grade cartons, pallet and container loading as agreed. Carton and pallet quantities confirmed in the quotation.

08 PRICE

On request, per design and quantity.

QUALITY AND CREDENTIALS

Quality, origin and credentials.

All terms are subject to discussion. They depend on the order, the client, and on drop and packaging testing.

1. **Material** — Polystyrene, wood, aluminium
2. **Checks** — Every piece, before packing
3. **Approval** — Sample and photo
4. **Documents** — On request
5. **Dispatch** — Export-grade packing

01 FRAME MOULDING

Polystyrene, wood or aluminium. Polystyrene is our most standard material. Material and profile agreed at quotation.

02 QUALITY CHECKS

Every piece checked before packing. Drop and packaging tests per order.

03 PRE-SHIPMENT AND CUSTOM TESTS

Sample and photo approval before dispatch. Buyer-specified checks can be discussed.

04 COMPLIANCE DOCUMENTS

Material compliance documents on request, subject to the buyer's market.

05 ORIGIN AND DOCUMENTS

Made in India. HS code on request. Export documents on request: invoice, packing list, certificate of origin.

06 COMPANY AND REGISTRATIONS

Vishnu Image Folio Private Limited. Incorporated 2015. GST-registered exporter. Import-Export Code (IEC) holder.

07 PHOTO MOUNT

Photo mount (mat) available on request. Size and colour agreed per order.

08 COLOUR MATCHING

Colour matched to your reference sample or colour code, approved on sample.

BUYER QUESTIONS

Questions buyers ask.

Q1



Can you put my brand on the pack?

Yes. Brand labels, barcodes, carton marks and insert cards on request.

Q2



Do we see artwork and colour before production?

Yes. A digital proof is shared before production.

Q3



What if goods are damaged in transit?

Transit damage and replacement are handled in the order terms, agreed per order.

Q4



What about repeat orders?

Your specification is kept on file, so repeat orders match the first order.

Anything not answered here? Ask us. We reply within 2 working days.









STORAGE AND DISPATCH

Storage, packing and dispatch.

NEXT STEP

Tell us the frame you want to sell.

Send the frame type, size, design and quantity, and the country you ship to. We reply within 2 working days with a sample plan and a price for your quantity.

ENQUIRY FORM

privatelabel.artzfolio.com/contact/

Vishnu Image Folio Private Limited
English and Hindi
Based in India
CIN U74140DL2015PTC287361 · GSTIN 09AAFCV2806H1ZA



SCAN, THEN SEND YOUR BRIEF

SCAN TO OPEN THE ENQUIRY FORM