ARTZFOLIO.com
MANUFACTURING

PRIVATE LABEL • DETAILED EDITION

Wall Art & Canvas Paintings *Made for your brand.*

Framed, wrapped and rolled canvas, printed, finished and packed in our own factory in Noida, India. Made to your specification and sold under your name. For brands in India and abroad. Start from a low minimum order quantity (MOQ).

YOUR DESIGN • LOW MOQ • YOUR LABEL



SOUND FAMILIAR?

Sourcing wall art *shouldn't hurt.*

01

The sample was perfect. The batch wasn't.

Colour, print and finish drift between what you approved and what arrives.

02

It arrived with broken corners.

Damaged frames and canvases. Returns pile up. Reviews suffer.

03

A printer, a framer, a packer. A margin on each.

Several vendors, several delays, and nobody owns the result.

04

Their sizes. Not yours.

Fixed size lists. Your range ends where your supplier's ends.

05

Reorders that don't match order one.

The second batch looks like a different product.

06

Minimums too high to test the market.

A big first order before you know what sells.

THE FIX

Every one of them, *fixed.*

THE PROBLEM	OUR ANSWER	PROOF
~~The sample was perfect. The batch wasn't.~~	**The sample you approve is the standard.** We print, coat, frame and check in our own factory, to your approved sample.	PAGE 04
~~It arrived with broken corners.~~	**Checked, then packed here, to your pack spec.** Every piece is inspected before it is packed in our own factory.	PAGE 04
~~A printer, a framer, a packer. A margin on each.~~	**One factory. Print to pack.** Print, frame and pack under one roof in Noida. No trader, no reseller in between.	PAGE 04
~~Their sizes. Not yours.~~	**Any size, to your brief.** Reference sizes to start from. Any other size is made to your drawing.	PAGE 15
~~Reorders that don't match order one.~~	**Same specification, every reorder.** Your spec is fixed once at sampling, then repeated.	PAGE 19
~~Minimums too high to test the market.~~	**Start small, then scale.** A low MOQ to begin. Standard MOQs, which vary by category, once you scale.	PAGE 19

OUR FACTORY

One roof.
Print to pack.

No trader. No reseller. Print, frame and pack under one roof in Noida, so the sample you approve is the one we repeat.

Prepress
Artwork set-up and file check

Printing
Wide-format digital printing

Lacquer coat
Protective coat on the print

Stretching and cutting
Wood bars, MDF and moulding cut to size

Frame making
Moulding cut, mitred and finished

Joining
Frames joined, corners checked

Assembly
Canvas fitted, back closed, hooks fixed

Inspection
Every piece checked before packing

Packing
Packed to your pack spec

Packed to your pack spec

Same specification on every reorder

Your label on every piece

FROM THE COLLECTION

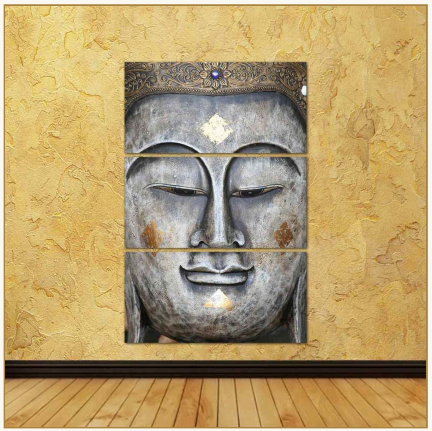
Made to hang.
Made to your label.





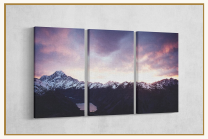






THE RANGE

Find your fit *at a glance.*

		CANVAS PRINT	FRAME	HANG-READY	
	Wooden Framed	✓	✓	✓	PAGE 07
	Synthetic Framed	✓	✓	✓	PAGE 08
	MDF-Mounted	✓	•	✓	PAGE 09
	Gallery-Wrapped Canvas	✓	opt	opt	PAGE 10
	Floater, Deep and Metallic	✓	✓	opt	PAGE 11
	Rolled Unframed Canvas	✓	•	•	PAGE 12

FRAMED PAINTINGS

Wooden Framed Paintings

Solid wood frames around archival canvas.

BUYERS WORRY ABOUT

Frames that scuff, and paintings that need hanging hardware sourced separately.

OUR ANSWER

Solid wood, lacquer-coated, with zig-zag hooks already fitted.

FRAME	Solid, natural wood
CANVAS	Archival, museum-grade
FINISH	Lacquer coat
HANGING	Zig-zag hooks
COLOURS	Black, White, Dark Brown, Natural Brown, Golden, Antique Gold, or any colour







Solid wood frame

Lacquer coat

Hooks fitted

SIZES

Reference sizes in our current range: 12 • 12 to 28 • 28 in. Any other size to your brief.

FRAMED PAINTINGS

Synthetic Framed Paintings

A light, handcrafted polystyrene-fibre frame.

BUYERS WORRY ABOUT

Heavy frames that cost more to ship, and finishes that look cheap.

OUR ANSWER

A 0.75 in polystyrene-fibre frame in our usual colours, lighter than solid wood.

FRAME	Polystyrene fibre, 0.75 in wide
CANVAS	Pure-white enhanced
PRINT	High-definition, vivid
HANGING	Hooks fitted
COLOURS	Black, White, Dark Brown, Natural Brown, Golden, Antique Gold, or any colour







Light polystyrene frame

High-definition print

Hooks fitted

SIZES

Reference sizes in our current range, for example 18 • 12 in and 24 • 16 in. Any size to your brief.

FRAMELESS PAINTINGS

MDF-Mounted Paintings

Gallery-wrapped canvas on 6 mm engineered wood. No frame, a clean edge.

BUYERS WORRY ABOUT

Flimsy backs that warp, and bulky frames that crowd the carton.

OUR ANSWER

A 6 mm engineered-wood base, flat, with a zig-zag hook fitted.

BASE	6 mm engineered wood (MDF)
CANVAS	Archival, gallery-wrapped
FINISH	Lacquer coat
LOOK	Canvas texture
HANGING	Zig-zag hook







6 mm engineered base

Canvas texture

Hook fitted

SIZES

Current range: 12 × 12 to 28 × 28 in, and 12 × 18 to 18 × 27 in. Any size to your brief.

GALLERY CANVAS

Gallery-Wrapped Canvas

Printed canvas stretched on wooden bars and wrapped round the edge.

BUYERS WORRY ABOUT

Unframed canvas that sags, and prints that stop at the edge.

OUR ANSWER

Stretched taut on wooden bars, with the print wrapped round the sides.

CANVAS	Archival, high-definition
FRAME	Wooden stretcher bars
OPTION	Add a floater frame
HANGING	Your choice of fitting







Print wraps the edge

Wooden stretcher bars

Optional floater frame

SIZES

Any size to your brief. Large formats are made as sets or panels.

PREMIUM FRAMES

Floater, Deep and Metallic Frames

Frame styles with depth: floater, deep wooden, metallic, shadow box.

BUYERS WORRY ABOUT

A flat look that your premium range can't carry.

OUR ANSWER

Floating gap, deep profiles and metallic finishes on the same print.

STYLES	Floater, deep wooden, metallic, shadow box
CANVAS	Archival print
FINISH	Wood tones, metallic finishes







Floating gap

Deep profiles

Metallic finishes

SIZES

Sizes to your brief. Profile and depth agreed at sampling.

PRINT ONLY

Rolled Unframed Canvas

Print only. Rolled, with extra margin on every side.

BUYERS WORRY ABOUT

Freight and breakage on framed goods before you know what sells.

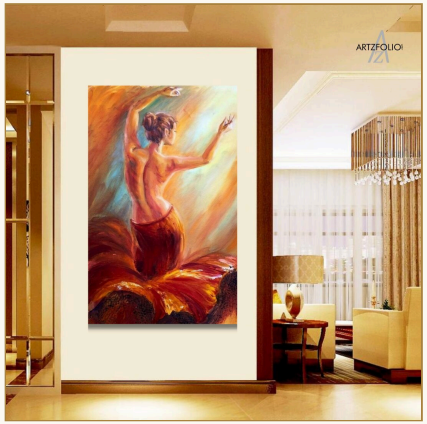
OUR ANSWER

Ship the print rolled. Your customer frames it later.

CANVAS	Archival, high-definition
FINISH	Lacquer coat
MARGINS	Extra, on all sides
SUPPLIED	Rolled







Supplied rolled

Extra margin

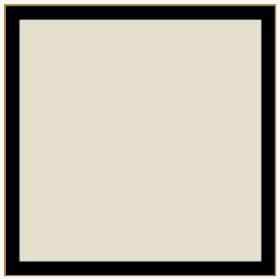
Lacquer coat

SIZES

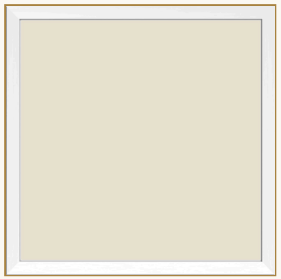
Reference sizes in our current range: 12 • 16 in to about 29 • 24 in. Any size to your brief.

FRAMES

Signature finishes.
Any colour on request.



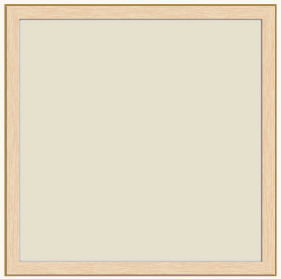
Black



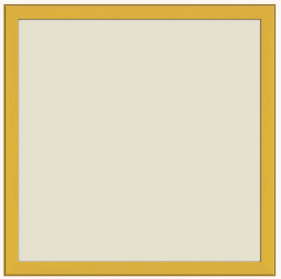
White



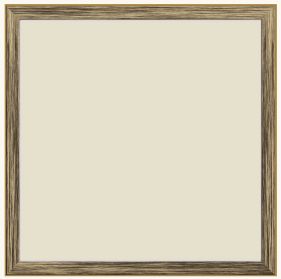
Dark Brown



Natural Brown



Golden



Antique Gold

ON THE WALL









PRINT AND MATERIALS

Choose the canvas.
We print and finish it.



Cotton glossy canvas
Rich colour, light sheen

Cotton matte canvas
Soft, low-glare surface

Cotton satin canvas
Between gloss and matte

Polyester matte canvas
Smooth, even weave

Print on handmade paper
Textured, fine-art look





Every print gets a protective lacquer coat. Archival, museum-grade canvas is our standard.

SIZES TO SCALE

Every reference size, *in proportion.*

Inches, one scale. Reference sizes from our current range. Any other size is made to your brief.

SQUARE

12 • 12

16 • 16

20 • 20

24 • 24

28 • 28

PORTRAIT 2:3

12 • 18

14 • 21

16 • 24

18 • 27

LANDSCAPE 7:5

16.8 • 12

19.6 • 14

22.4 • 16

25.2 • 18

28 • 20

GOOD TO KNOW

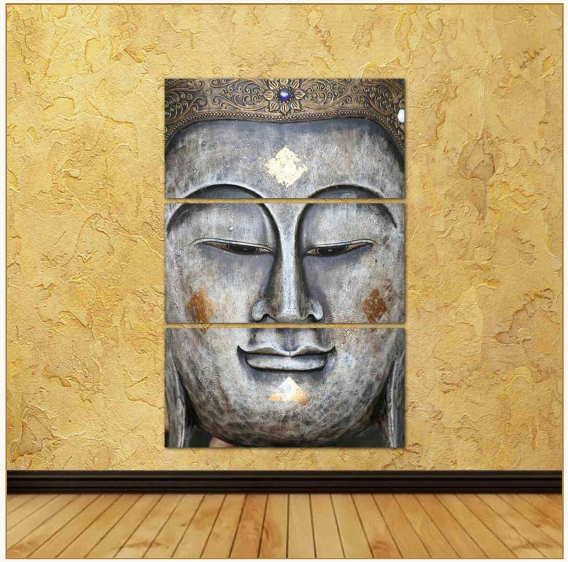
Any other size is made to your brief. Send a drawing, a sample or a size list.



DESIGN COLLECTION

Choose from our themes.

Or send your own art.







3D | Abstracts | Animals | Asian | Astrology | Automobiles

Baby | Birds | Black and White | Boats | Buddha | Calligraphy

Chinese | Cities | Conceptual | Egyptian | Elephants | Fantasy

Fashion | Figurative | Fish | Flags | Floral | Food and Beverage

Ganesh | Historical | Horses | Humour | India | Japanese

Kids | Krishna | Landscapes | Love | Maps | Motivational

Mountains | Movies | Music and Dance | Places | Pop Art

Portraits | Quotes | Religious | Skylines | Spiritual and Meditation

Sports | Still Life | Surrealism | Traditional | Travel | Tropical

Unicorn | Vintage | Watercolour | Waterfall | World Map

MORE WALL ART

Same factory.
More for the wall.



Multi-panel sets

Pairs, triptychs and wall sets from one artwork.



Framed posters

Poster prints in a clean frame, any size.



Framed mirrors

Decorative framed wall mirrors in wood, gold, silver and dark finishes.

PRIVATE LABEL

You choose.
We make the rest.

Any size
A reference size, or your own.

Frame and colour
Our usual colours, or any colour you specify.

Canvas and finish
Cotton, polyester or handmade paper. Gloss, matte or satin.

Artwork
Your art, or our design themes.

Sets and layouts
Pairs, triptychs and wall sets.

Your label
Back labels, inserts and packaging in your name.

Send a drawing, a sample or a brief. Price depends on quantity and specification.





HOW AN ORDER RUNS

From brief to dock, *in four steps.*

STEP 01

Send your brief

Type, size, design, quantity, country.

STEP 02

Get a sample plan and price

We reply within 2 working days.

STEP 03

Approve the sample

Your approved sample is the standard.

STEP 04

We produce, pack and dispatch

Packed to your pack spec.

ORDER TERMS

MINIMUM ORDER

Start small, then scale. We have a low MOQ to start with. To get the best prices, you can then move to our standard MOQs, which vary from category to category.

LEAD TIME

Depends on category and quantity. Lead time is not one standard number. The first order and the sampling can take longer. Once we know your exact requirements and the sample is approved, the final order is expedited.

SAMPLES

On request, cost agreed.

PAYMENT AND SHIPPING Shared on request, as per our understanding.

TERMS AND ASSURANCES

What you can *plan on.*

MINIMUM ORDER (MOQ)

Low MOQ to start. Standard MOQs, which vary by product, give the best price.

LEAD TIME

Depends on product and quantity. First order and sampling take longer. After sample approval, the final order is expedited.

SAMPLES

On request. Sample cost and time agreed per design.

CAPACITY

Monthly capacity confirmed per order and schedule.

PAYMENT AND CURRENCY

Shared on request, as per our understanding.

TRADE TERM

Agreed per order. Shipped from our factory in Noida, India.

EXPORT PACKING

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

PRICE

On request, per design and quantity.

PLEASE NOTE

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

TERMS AND CONDITIONS

Six points, *agreed in writing.*

Each order is confirmed in writing. These are the points every confirmation covers.



Artwork and rights

Who supplies the artwork, and the right to print it.

AGREED IN WRITING PER ORDER



Colour and print tolerance

How closely the print is matched to your reference, approved on sample.

AGREED IN WRITING PER ORDER



Defects and transit claims

How a defect or transit damage is reported and handled.

AGREED IN WRITING PER ORDER



Quotation validity

How long a quotation holds.

AGREED IN WRITING PER ORDER



Changes after approval

What happens if the design, size or quantity changes after sample approval.

AGREED IN WRITING PER ORDER



Confidentiality

How your designs, specifications and brand details are treated.

AGREED IN WRITING PER ORDER

QUALITY AND CREDENTIALS

Quality you can *check.*

ORIGIN AND DOCUMENTS

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

REGISTRATIONS

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

PRE-SHIPMENT APPROVAL

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

COMPLIANCE DOCUMENTS

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

COLOUR MATCHING

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

QUALITY CHECKS

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

DIGITAL PROOF

A digital proof is shared before production.

TRANSIT DAMAGE

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

DOCUMENTS

Documents are shared on request, and depend on the order and the market you sell in.

STORAGE AND DISPATCH

Storage, packing *and dispatch.*









QUESTIONS BUYERS ASK

Straight answers, *before you ask.*

Can you put my brand on the pack?

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

Can I see the artwork and colour first?

A digital proof is shared before production. Colour is approved on sample.

What if it is damaged in transit?

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

Will repeat orders match the first?

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

What if my size is not on the list?

Any other size is made to your brief. Send a drawing, a sample or a size.

Can I choose the frame colour?

Our usual colours are Black, White, Dark Brown, Natural Brown, Golden and Antique Gold. Any other colour on request.

QUESTIONS ABOUT THE PRODUCT

Canvas, fittings *and finish.*

Which canvas can you print on?

Cotton (glossy, matte or satin), polyester matte, and handmade paper.

Are hanging fittings included?

Hooks come fitted on framed and MDF-mounted paintings. Gallery-wrapped canvas takes your choice of fitting.

Our art, or your themes?

Both. Send your own artwork, or choose from our design themes.

Is the print protected?

Every print gets a protective lacquer coat.

Do you make mirrors, posters and sets?

Yes. Framed mirrors, framed posters, and pairs, triptychs and wall sets from one artwork.

Can I start with a small batch?

Yes. Low MOQ to start. Standard MOQs, which vary by product, give the best price.

ANOTHER QUESTION?

Send it through the enquiry form at privatelabel.artzfolio.com/contact/. We reply within 2 working days.

BY BUYER TYPE

Whoever you buy for, *the answers.*

Export buyer

Trade terms?

Agreed per order. Shipped from our factory in Noida, India.

Documents?

Invoice, packing list and certificate of origin on request. HS code on request.

Packing?

Export-grade cartons, pallet and container loading as agreed.

Payment?

Shared on request, as per our understanding.

Indian brand or seller

Invoice?

A GST tax invoice on every order.

Delivery?

Dispatch by transporter or courier to your address in India.

Carry my brand?

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

Repeat orders?

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

Bulk and corporate buyer

Can I start small?

Yes. Low MOQ to start.

Match my brief?

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

See it first?

A digital proof is shared before production. Samples on request.

Damaged goods?

Handled in the order terms, agreed per order.

NEXT STEP

Send the brief.

We send a sample plan and a price.

Tell us the painting type, size, design and quantity, and where it ships to. We reply within 2 working days.

ENQUIRY FORM

privatelabel.artzfolio.com/contact/

ENQUIRY FORM