collagewall™

Lab Pitch May 2019

“We’re selling a lot more than we expected”

mpix

Launched Collagewall displays in Fall 2018 to the delight of their customers

Brad Verified Buyer

05/02/19

★★★★★

COLLAGEWALL

Simple to design, simple to order, simple to hang, looks great.

lynne Verified Buyer

04/17/19

★★★★★

KID'S DELIGHT

We took a vaca to Puerto Rico. First in 10 years! We did a collage for the family and the kids(ages 18-27) love looking at the pictures. Super easy to install!

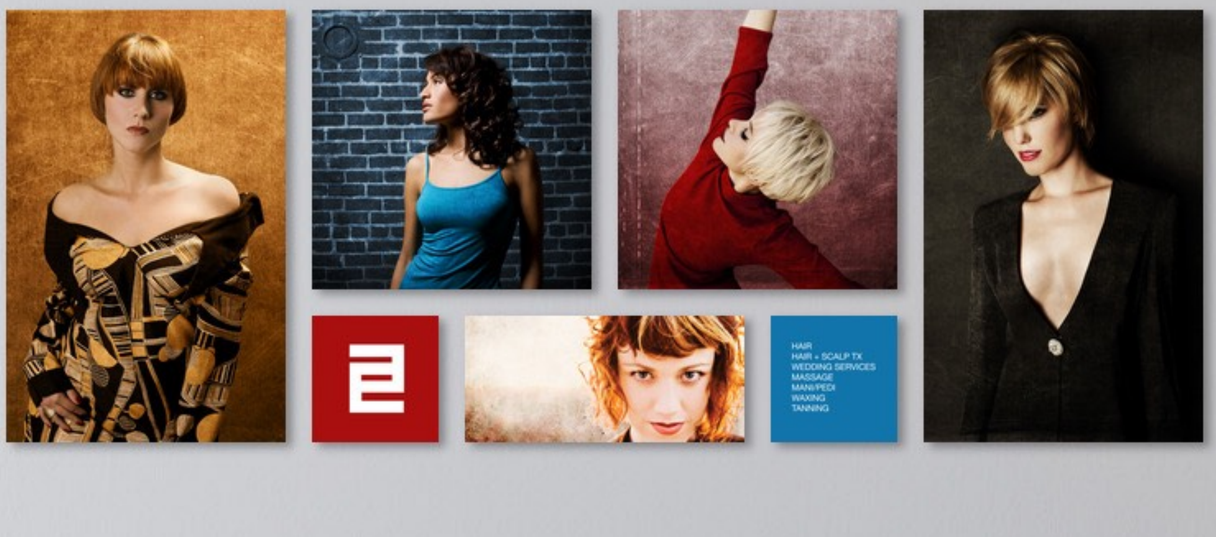
Leslie Verified Buyer

04/13/19

★★★★★

COLLAGEWALL ON METAL

I am so happy with my collagewall! The printing is brilliant and beautiful. The system for hanging is clever and easy. I had longed to hang some of my photography and am proud of the result.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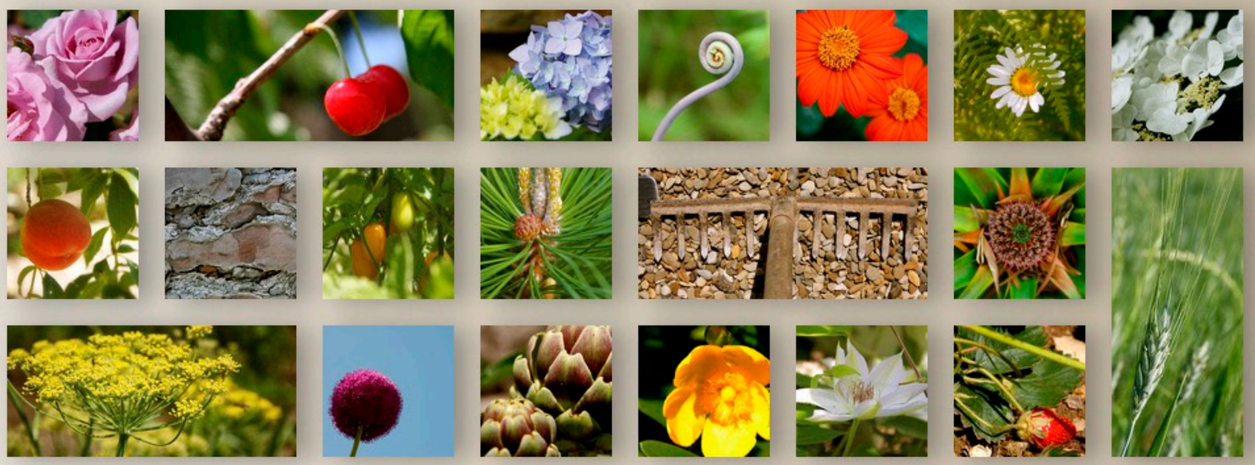
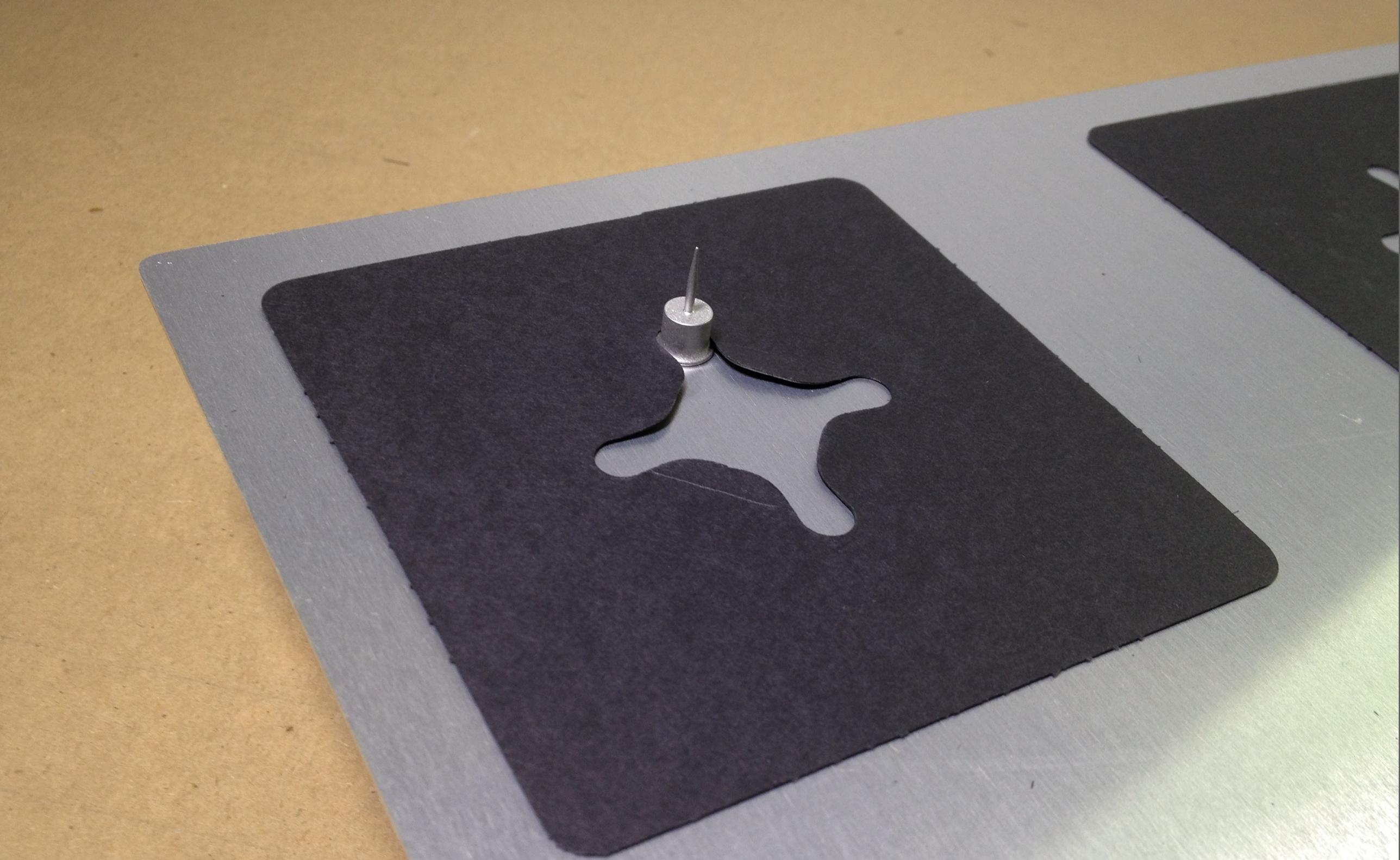


PHOTOGRAPHY
NIALL DAVID
SAN FRANCISCO
nialldavid.com

A grid of pegs support the panels



Sockets on the back match up with the pegs

Installation is quick and fool-proof

Tape up the template

Insert the pegs

And hang the panels

Panels float 1/4” off the wall

Foam spacers
keep small
panels plumb

Stands give small panels a second life

Features

Installation is fast and fool-proof

You can add, remove and rearrange panels in seconds

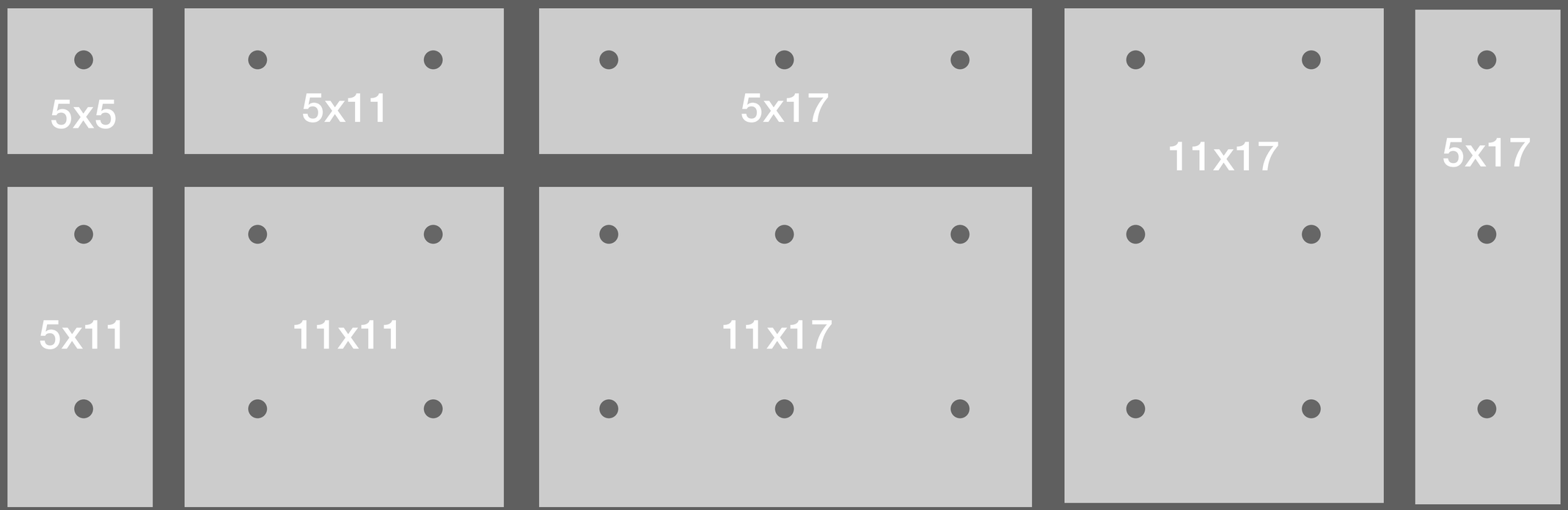
Panels are perfectly aligned and spaced

Panels hang level and never go crooked

U.S. Patent No. 8,333,026

Panels fit together with 1” margins

The five panel sizes—with rotation—become eight sizes



026 3' x 1'

022 3' x 1'

034 2' x 1½'

045 2' x 2'

047 2' x 2'

059 3' x 1½'

056 3' x 1

33 2' x 1½'

202 3' x 1'

023 3' x 1'

204 3' x 1½'

060 3' x 1½'

058 3' x 1½'

211 3' x 1

40 2½' x 1½'

038 2½' x 1½'

037 2½' x 1½'

205 3' x 2'

206 4' x 1½'

074 4' x 1½'

210 4' x 1

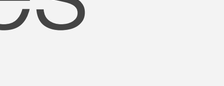
044 2' x 2'

041 2' x 2'

046 2' x 2'

072 4' x 1½'

212 3' x 2'


067 4' x 1½'

075 3' x 2

047 2' x 2'

059 3' x 1½'

056 3' x 1½'

078 3' x 2'

070 4' x 1½'

085 3' x 2'

213 3' x 2

60 3' x 1½'

058 3' x 1½'

211 3' x 1½'

082 3' x 2'

209 4' x 1½'

208 4½' x 2'

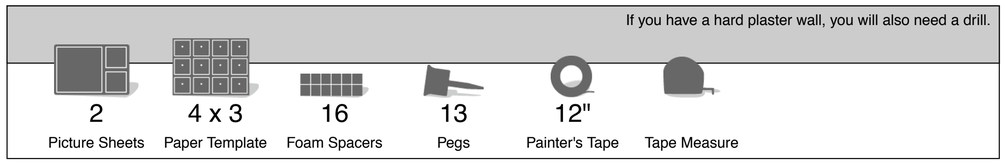
207 4½' x

We offer hundreds of templates

Instructions

Layout 33

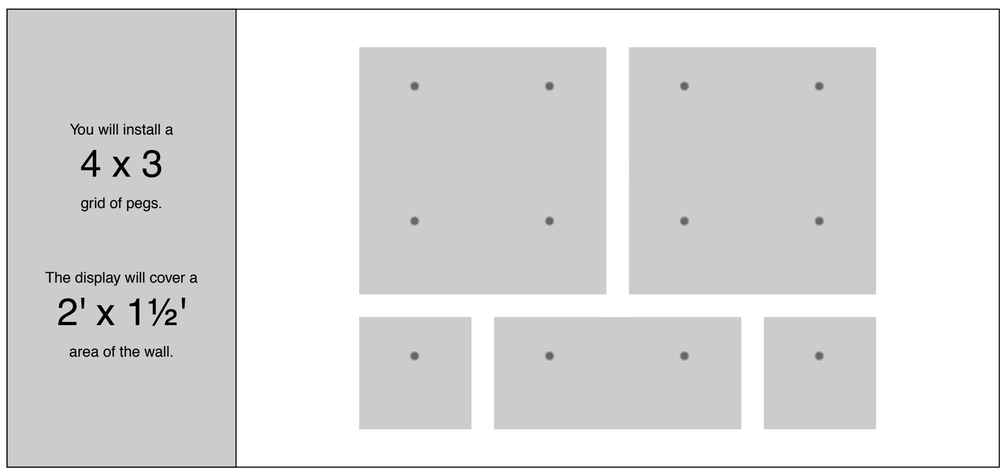
1. Unpack the contents of your order and gather the tools you'll need:



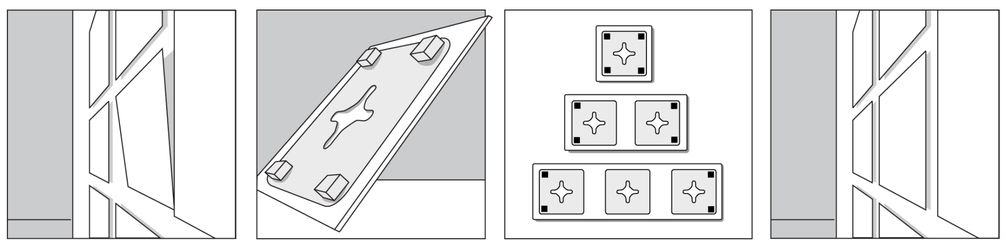
2. Cozy up to the wall with your web browser and visit:

wallcollages.com/install/33

3. Flow the step-by-step directions online.



4. Don't miss this important bit.



Unless you do this step, some panels will flop about and hang at an angle.

To the panels that span 1, 2 or 3 pegs, attach adhesive foam spacers to the back corners as shown above – on the paper.

Now these panels will hang parallel to the wall and hold tight.

If you run into problems, please email support@wallcollages.com.

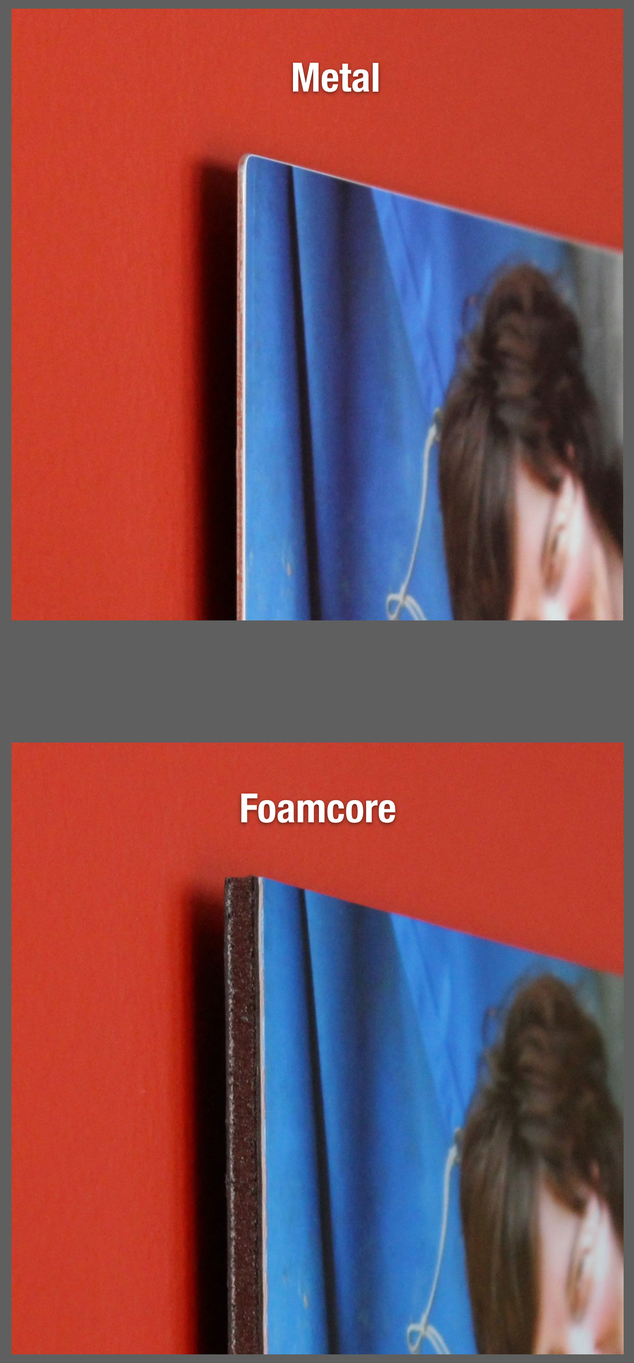
U.S. Patent 8,333,026

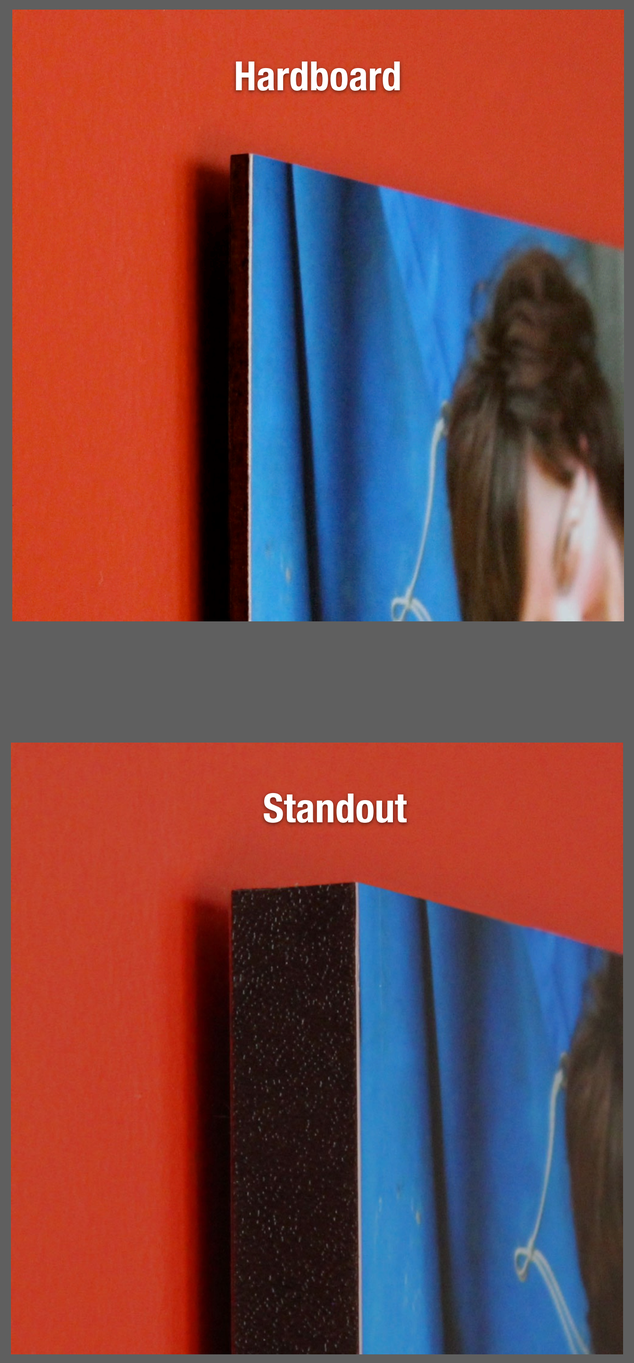
Instructions

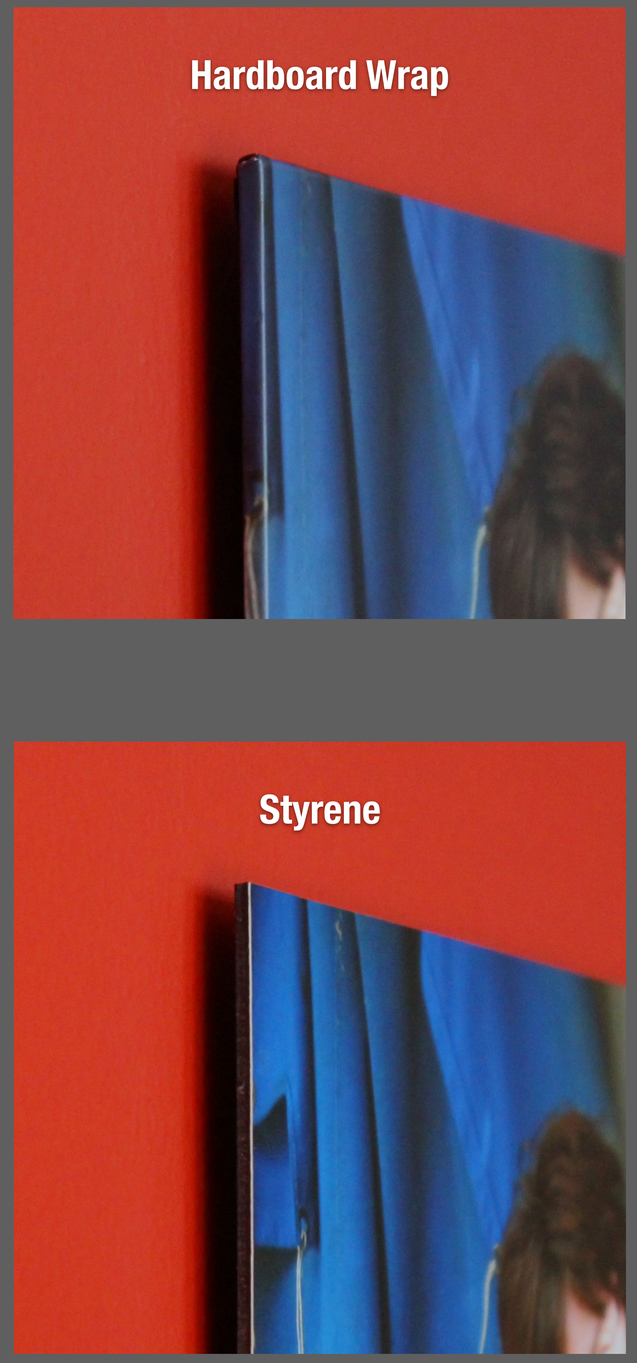
Each display order includes a printed instuction sheet, specific to the layout of their display. View sample instructions sheet (PDF)

The sheet directs them to online instructions. View online step-by-step instructions.

The system works with all types of panels







Grid paper

Comes in 3' wide rolls

12x18 backsheets

Provide sockets and stands & secure panels for shipping

Push-in pegs

Support panel on the wall

Foam spacers

Hold small panels plumb

Lab instructions

The orders are easy to fulfill as well

[See how Collagewall orders are put together]

$4 per sq ft for parts

You buy parts: back sheets, push-in pegs, grid paper, and foam spacers

We include:

Use of Collagewall IP and brand

Online end user support

Integration assistance: Lucidiom, ROES, etc.

Marketing copy and images

Confidential

Suggested retail pricing (USD)

$**40**/sq ft

$**30**/sq ft

6
sq ft display

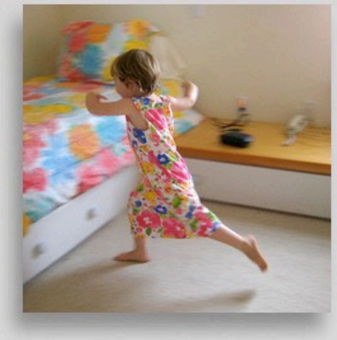
$240
metal

$180
hardboard

3
sq ft display

$120
metal

$90
hardboard



Breakdown of same 3 sq ft metal display

Retail cost of display (MSRP) 3 x $40/sq ft	$120
Chromaluxe metal panels 2 11x11” panels, 4 5x5” panels	-$23
Collagewall parts 2 backsheets, 1 spacer strip, 13 pegs, grid paper	-$12
Other materials Transfer paper, ink, packaging	-$3
Remainder for labor & profit (68%)	$82

Confidential

Consumer Labs

mpix

Professional Labs

bayphoto.com

MILLER'S

technicare IMAGING LTD.

Click logo to visit their product page

Branding

Labs and their customers see the Collagewall brand

Distributors and labs only sell displays as “Collagewall® displays”

End-users do not need to see the Collagewall brand

Parts and instruction sheets do not include Collagewall branding

Online instructions are at the generic "wallcollages.com" domain

Labs are expected to follow certain guidelines

See collagewall.com/labs/support/guidelines

collagewall.com

Promotes Collagewall system to labs, pros, etc.

Offers Collagewall displays to consumers

collagewall™

Visit collagewall.com/labs/support