

COOPERATION



April '13

Fast facts

The SUN Studio network will has own Miss



The international beauty pageant started in the network of Art Centers SUN Studio on April 15. All the girls working in SUN Studio were invited to participation. If you would like to take part in the competition for the title of Miss SUN Studio please send your coordinator 1-3 of your favorite photos and a quatrain dedicated to the SUN Studio. At the end of the contest, we will choose 12 most beautiful colleagues as a year has the same number of months too, and make an original gift calendar that will decorate every art center of the network in 19 countries! We will place the best photo of the winner on a cover and this girl will get the proud title of Miss SUN Studio.

Hurry up! The contest will end on May 31.

The first Art Center SUN Studio was opened in Paris



Now SUN Studio is in Paris too! The first Art Center in the French capital was opened on April 26. The company has a joint ownership capital and is on the basis of the multifunctional dealer center of IQDEMY Company. The main specialization of the Art Center is printing on glass. In addition to applying images on any materials, clients of SUN Studio Paris also can order the high-tech printing equipment and consumables manufactured by IQDEMY and buy the ready-made business SUN Studio or a share in the joint business of IQDEMY in other countries. At present a staff of the Art Center takes its first orders and negotiates with the architects and designers of Paris with the aim of placing products SUN Studio in their show rooms to further promote the services of UV printing.

We congratulate colleagues in France on the opening of SUN Studio Paris on behalf of the SUN Studio network! We wish you a fast return on investment, a stable of profitable orders and business success!

Number of free high-quality files has increased to 30!



Since May, every owner of the ready-made business SUN Studio can receive monthly 30 free high-quality files provided SUN Franchising Company (IQDEMY). We remind, first the maximum number of free images has been 20. This is the second favorable change from the beginning of the year in this direction because you can get all the 30 files through the remote server, FTP (we published the news of the launch of the remote server in Cooperation'01, January), that is easier and faster than through Skype or file sharing websites. We are pleased to inform you that at present almost all the art centers SUN Studio use this useful tool to get the image files from their coordinators. We recommend you to take full advantage of this change and ask the images even when you do not need specific files. "If you would not order 30 files within a month check out your photo bank before it ends. I do not think that in these days you will

receive an order, which is not possible to make without company's help. And, then, you have a great opportunity to increase your own image bank", Elena Shatova, coordinator, said.

SUN Studio services in the exhibition in Bulgaria



SUN Studio Plovdiv Art Center presented its services in the Techno Mebel international furniture exhibition, which was held at the International Exhibition Center of Sofia (Bulgaria) from April 23 to 27. The event attracted more than 7,000 people during those days and a staff of the Art Center made full use of the opportunities to get new customers. A large part of orders of SUN Studio Plovdiv is printing on the furniture; a director of the Art Center also develops the production of furniture. That is why the participation in Techno Mebel was the way to

receive additional attention of the customers to the products and services of the art center. The booth of SUN Studio demonstrated printing on the whole range of surfaces that is used in the furniture production, from plastic and MDF to the fluted glass. Sure, it was a perfect match of the activities, target audience and specialization of the art center and it has played an important role in the effectiveness of participation in the exhibition.

Works of art

How to sell and make the murals? Specialists of IQDEMY and your colleagues from the SUN Studio in different cities know answers for these questions.

The SUN Studio network has 95 art centers but only about 7 of them sell printing on decorative plaster despite the benefits of such orders. But what about Feng Shui? Why do not we take money when they are in the way? There are several reasons:

- Lack of knowledge of the service;
- Lack of experience in the printing on decorative plaster;
- Lack of knowledge and understanding of the market outlets.

As a result we have the main problem - the lack of faith in the prospects of selling frescoes. Meanwhile, the minimum recommended retail price for the printing on the plaster for the SUN Studio network is 81 dollars per m² and the markets to sell the service is a great many.

Who is a customer

Before you decide about a client you should come to decision whether you want to produce frescoes or just apply images on an already prepared stuccoed surface. Usually your colleagues in other SUN Studio prefer not to expand production in this direction. In this case, the main client is a partner of the company. Its team finds the customers, applies decorative plaster on the material, and then brings you for the printing. Advantages of such cooperation are obvious - you get regular orders and save the time of your managers and operators of the printer to for the performance of other tasks. You need to notice the only one thing; the price of printing for this client should be lower than if you would find a final customer by yourself. However, a critical role is played the volume of orders and you have all the chances to become your partner's favorite supplier.

Yurjy Nechaev, founder, director, SUN Studio in Orel, Russia:



“To print on decorative plaster we work with the design studio. In autumn 2012 we told them about our opportunities for applying images on plaster and offered to work together in this direction. They chose flexible material, wallpaper. They apply plaster themselves and we get “wallpaper” that are ready for the printing. We unroll the material on a printing table and apply an image leaving space on the periphery of the “wallpaper”. No complications! Then we send the finished mural the partner who carries out assembling the fresco.”

Your cooperation with the partner in terms of finding orders may be mutual. Managers, who understand the artistic value of the murals for the interior and financial - for business, offer skillfully them to their customers.

Xenia Zhukova, sales manager, SUN Studio in Rudny, Kazakhstan:



“Our main client in this direction is a private company that produces and assembles murals. Initially, orders for printing on decorative plaster came to us through it. Gradually, however, we ourselves began to offer frescoes. Usually this occurs in the conversation with customers. Thus, clients often ask how to decorate the wall to make the good-looking and interesting interior. This is a favorite question of entrepreneurs who launch a cafe or restaurant! As a rule, the mural fits into all the expectations; it is eco-friendly, easy-care, and has an unusual texture. That’s how we find the customers for themselves and the partner!”

In general, the consumer appeal of the frescoes fixes markets to sell printing on a decorative plaster. The specialists of the Russian company Affresco, which produces and sells murals, show this interrelation like this:

The consumer appeal of the frescoes	Who are clients	Result
<p><i>Environmental safety.</i> Additionally manufacturers of decorative plaster improve it by special additives that absorb radiation and have a health-improving effect on the human body.</p>	<p>Private clients and designers to design living spaces. Kindergartens, orphanages, child centers, schools. Private clinics and hospitals. Music schools, children’s art houses, and libraries. Boarding houses and holiday houses. Hotels.</p>	
<p><i>Durability, abrasion resistance, easy-care.</i> These qualities of the murals are achieved through the covering print with varnish. It protects the plaster from dust and dirt and allows washing the mural without harm the surface and image.</p>	<p>Designers and any commercial companies - theaters, banks, concert halls, restaurants, cafes, shops, beauty salons, night clubs, shopping malls.</p>	
<p><i>Moisture resistance, resistance to temperature changes.</i> To provide the mural these qualities cover it with varnish like it would be a ceramic tile for the bathroom.</p>	<p>Private clients, designers and commercial companies to design bathrooms, toilets, and kitchens. Pools and fitness centers. Baths and saunas. Laundries.</p>	

The consumer appeal of the frescoes	Who are clients	Result
<p><i>Durability and resistance to external influences.</i> These frescoes are on a base of reinforcing mesh, and the assembling is carried out with the tile adhesive. Such mural will be safe from the wind and vandals.</p>	<p>Private clients and designers to design facades of houses, conservatories, porches, and gazebos. Commercial companies to design facades and entrances. Summer cafes, outdoor night clubs.</p>	
<p><i>Elasticity.</i> If decorative plaster is applied on a flexible material the finished mural is elastic, it does not crack, and it can easily be rolled up. The base for such mural is wallpaper, fiberglass wallpaper or canvas. This allows for a small thickness of the finished product - 1-2 mm.</p>	<p>Private clients, designers, commercial and religious institutions to design ceilings, arches, columns, and niches.</p>	
<p><i>The variety of textures.</i> Thanks to elastic properties of plaster you can achieve almost any texture of frescoes. Thus, decorative plaster successfully imitates the texture of the stone, leather, wood, Venetian plaster, cracked porcelain, and that's not counting creative textures with the effect of spray, sea foam, etc.</p>	<p>Private clients, designers and companies for any interior decoration and furniture decor. The variety of textures allows you to create unique furniture, reminiscent of an old, unusual decor in the form of relief panels in the classical style, and other things with exclusive design.</p>	

How make

Then, you have begun to cooperate with a partner who produces murals and brings you the ready for printing material. To apply an image on it is not a big deal; there is no special printing technology or surface preparation. You just need to watch over the level of the printer carriage, especially if the base of the fresco is a thick sheet material or a plaster has a surface with high relief. Among the other recommendations is to attentively work with a joint. This is important if the size of the finished mural exceeds the width of the printing area. In this case you should be guided by the same principles as in the printing on wallpaper - leave space on the periphery estimating the width and numbers of joints depending on the number of rolls of material, its type and complexity of the image. For more information about the printing technology on decorative plaster and assembling of the finished product please read item k «Guidelines for the printing on decorative plaster», which is in Part 5 «Description of the printing technology» of the Appendix 1.

If you decide to make yourself a base for the mural the manufacturing process also will not be complex. There are not special techniques of application of plaster; you have not to a special knowledge or skills for that. The main thing is carefully read the instructions on the package with a plaster chosen to create a specific texture. Alternatively, you can manually create the desired surface topography. On the Internet there are a lot of video tutorials how to make that. Please find some of them:

- How to create a simple embossed texture of plaster
<http://www.youtube.com/watch?v=XSvEK6L8u9s>.
- How to apply Venetian plaster
<http://www.youtube.com/watch?v=ZB7efVVVeKA>.
- 44 secret of the plaster - how to create various textures
<http://www.youtube.com/watch?v=lrz5MZz6fks>.
- How to make a creative texture “Flowers”
<http://www.youtube.com/watch?v=cGDI-zuYdBI>.
- How to make a creative texture “Spatters”
<http://www.youtube.com/watch?v=MlciVmwoKZA>
- How to make a creative texture “Bark”
http://www.youtube.com/watch?v=HknEiFkBy_o
- How to make a creative texture “Planks”
http://www.youtube.com/watch?v=qgl_z0rPFns

Tip:

If you are making a mural for the room where children live or often play be careful when choose a texture or recommend it to the customer. Some creative textures can scratch baby’s skin. To check how a texture suitable to decorate the room for kids, stroke the back of your hand over the surface. If the touch is felt without discomfort the plaster is suitable. But if the texture scratches the skin ask how you can provide the desired texture after sanding.

It is worth to mention that there are other ways of making murals, without the use of plaster. Of course, it is the imitation but such products also successfully find buyers. Especially if you make exclusive murals:

Irina Zubkova, sales manager, SUN Studio in Sochi, Russia:

“We provide a fresco texture through the use of special textured wallpaper and by applying various effects on the layout. To further protect the mural from external influences we cover it with varnish. There was also an interesting example. There is a firm in Sochi whose the main service is armoring of the wallpapers and other materials. We ordered them with this service for the customer, which asked us to print on a canvas 2 to 3 meters. This canvas is designed for a wall in a kitchen and it was necessary to protect it from dust and odors. The armoring perfectly coped with this task! I think we will use the armoring for manufacturing frescos again.”

Summary

The last thing is a few brief arguments in favor of murals created by digital printing.

1. «Printing on plaster is a **very profitable** direction as the most ordered frescos have a large square», Xenia Zhukova, sales manager, SUN Studio in Rudny, Kazakhstan.

2. Printing on decorative plaster gives you **unlimited design possibilities**, almost more than the printing on all the other materials together! Offer a customer to combine a print on plaster with photo wallpapers, create an exclusive textured partition or decorate furniture. The printing on plaster makes any design idea a reality!

3. UV printing **allows you to avoid mistakes and make the production process simple**; a client can be sure he will get the desired result - not as in a famous story happened in August 2012 when the church fresco of the XIX century, which is in the Temple of Mercy in Borja, Spain, was fatally flawed. The reason was the good intentions of 80-year-old lady who was a parishioner of the church and took to restore the ancient fresco with the consent of the abbot of the temple. The result was not the best.



We wish you success in the development of a new direction, big orders and creative victories!

Printing on glass



Fancy safari

A panel of glass for home décor for the private customer is made in fancy summer safari style. Order of SUN Studio Abakan



The world of cinema

What should you use to decorate a bar at the movie theatre? Shiny glass with heroes of favorite movies! The order was made by SUN Studio Abakan



Fresh grass

Vases are a great way to decorate the interior and UV printing to create a customized design. Made by SUN Studio Belgorod

Printing on glass



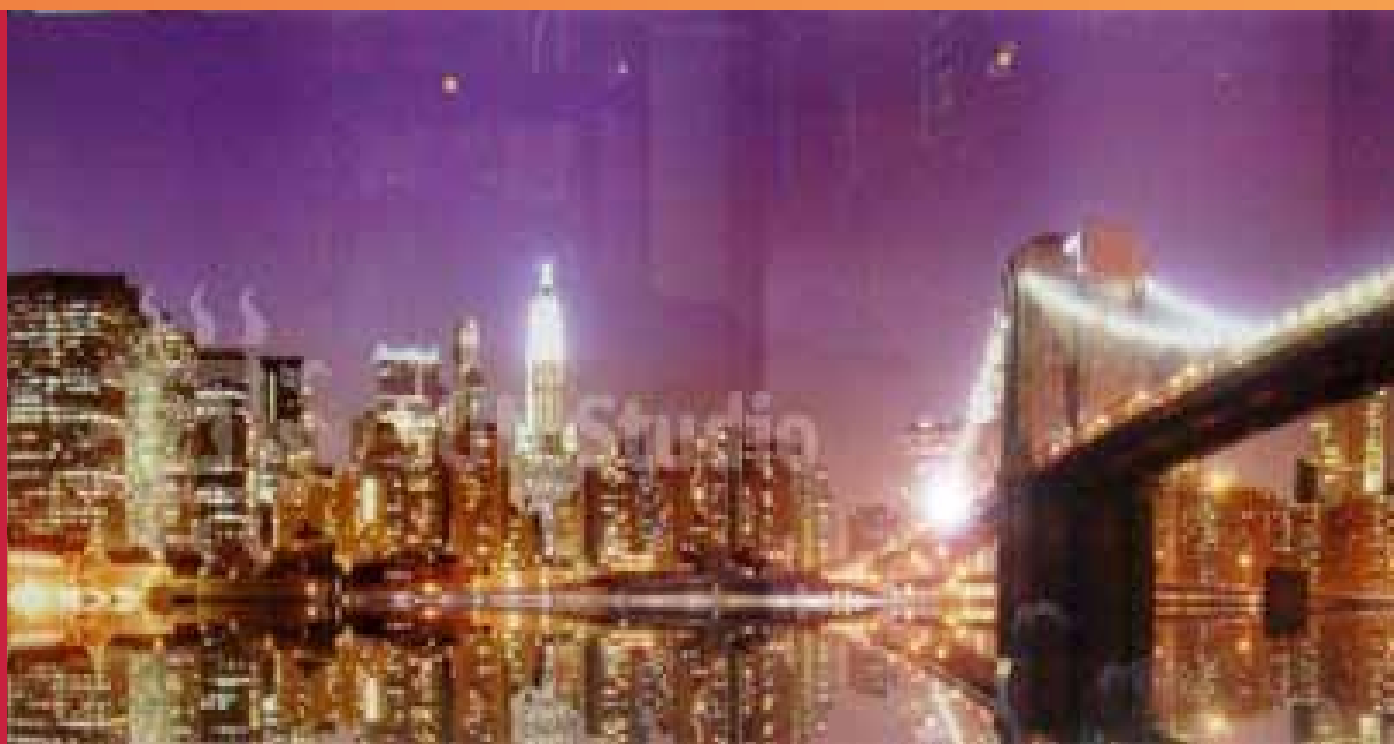
Fairy-tale castle

This stained glass resembles an illustration of the European fairy tales, the right way to decorate a window in an ice-cream parlor, children's theatre or nursery. The order of SUN Studio Belgorod



Forest guard

Proud beauty of animals helps to decorate the home since olden times. Printing on a glass door of the sliding wardrobes. Made by SUN Studio Belgorod



Velvet of the night

Purple dusks and shine of lights. Soft velvet of the night on a kitchen splashback by SUN Studio Belgorod

Printing on glass



Old Town

European city landscape in the rays of the setting sun. The kitchen splashback made in SUN Studio Belgorod



Fruit and berry

Plenty of ripe fruit is a traditional kitchen design. Printing on the kitchen splashback by SUN Studio Belgorod

Printing on glass



Grand purple

Bright orchids on a kitchen splashback emphasize the elegance and style of the lady of the house. The order of SUN Studio Belgorod



Viva, Italy!

Printing on the kitchen splashback as another way to capture the timeless beauty of Italy. Made by SUN Studio Belgorod

Printing on glass



Island of happiness

The order of SUN Studio Voronezh for wall décor of the house to protect the timber from the spray of water from the hot tub



Bordeaux 2013

To stay true to tradition and keep pace with the time, that's the motto of the owner of this kitchen. The picture of a wine cellar on the kitchen splashback complements the vintage tap. The order of SUN Studio Voronezh



Time to coffee

Propose your clients to decorate a coffee zone at their office like specialists of SUN Studio Hong Kong have done that

Printing on glass



Beauty is next to you

Printing on the partition walls of matte glass to interior design of the eyelash extensions salon. Made by SUN Studio Hong Kong



Graffiti

The project of SUN Studio in Kamensk-Uralsky for interior design of the hotel. Printing on glass light boxes for décor of an incoming group, columns, wainscots, and wall bracket lamps

Printing on glass



Graffiti

The project of SUN Studio in Kamensk-Uralsky for interior design of the hotel. Printing on glass light boxes for décor of an incoming group, columns, wainscots, and wall bracket lamps



Tips for life

You can decorate an interior by UV printing even in a small apartment like in this studio. The kitchen splashback made by SUN Studio Kamensk-Uralsky combines perfectly with the painting on the wall opposite

Printing on glass



Armful of flowers

The bright print on the kitchen splashback made by experts of SUN Studio Kamensk-Uralsky. Let's rejoice the summer together!



In the bluish haze

Monochrome images have own unique style and charm. The kitchen splashback of SUN Studio Kemerovo

Printing on glass



Everything is possible

Who said that red swans do not exist? Any customized design is possible in SUN Studio Kemerovo!



Golden bend

The abstract print on doors of the sliding wardrobe resonates with the color of the walls and round bend on the door on the right. Made by SUN Studio Komsomolsk-on-Amur



Serene harbor

Hang a coat on a hanger and do not rush! The cozy decor of the sliding wardrobe made by experts of SUN Studio Komsomolsk-on-Amur

Printing on glass



Watercolor effect

Stylized “watercolor” poppies on the kitchen splashback. Printing was made in SUN Studio Komsomolsk-on-Amur



Tim Burton's cabinet

The glass cabinet decorated with UV printing in the style of Tim Burton's animated cartoons. Made by SUN Studio Komsomolsk-on-Amur

Printing on glass



Base surface

The glass panel with the print for design space around the plasma TV on the bracket. The private order of SUN Studio Komsomolsk-on-Amur



Three bay horses

A design that draws attention to itself. The print on the glass doors of the sliding wardrobe. The order of SUN Studio Komsomolsk-on-Amur



Light inside

The print on the glass doors is especially beautiful against the light. Made by SUN Studio Moscow (Print Design)

Printing on glass



On the way to the fairy tale

What is behind this door? Exactly something fabulous! The imitation of a stained-glass window made in SUN Studio Moscow (Print Design)



Canons of taste

The kitchen splashback for the private customer of SUN Studio Moscow (Print Design). A stylish interior begins from the good taste



Peacock eye

The luxury stained glass made by experts of SUN Studio Novosibirsk under the direction of Alena Postnikova. The interior design of the country house, the private order



Sepia

Sandy colors are ideal for interiors of houses made of wood. The private order of SUN Studio Novosibirsk under the direction of Alena Postnikova

Printing on glass



After the rain

Gorgeous colors of the sunset sky, the brilliance of wet asphalt ... This sliding wardrobe is best to show high quality of printing in SUN Studio Rudny



Keep it simple

A series of simple tablets made in SUN Studio Ulan Bator (Addes Graf). Offices at the business center, count off!

Printing on glass

**Keep it simple**

A series of simple tablets made in SUN Studio Ulan Bator (Addes Graf). Offices at the business center, count off!

Printing on mirror



Pink shine

Orchids are favorite flowers of many customers of SUN Studio. If you want to add a special charm to the images of the orchids print them on mirror as in SUN Studio Belgorod



Wild rose

Bright décor of the sliding wardrobe is a main focus in the interior of this anteroom. The order of SUN Studio Voronezh

Printing on MDF, laminated chipboard and wood



Pomegranate seed

The stylized image of juicy pomegranates printed on the beige facades of MDF. Attractive decor of SUN Studio Voronezh



H2O

Bathroom furniture deserves an attention! The bubbles of oxygen dissolved in the water are a variant of design by SUN Studio Yekaterinburg. Printing on the facades of chipboard



Dew on the grass

Decor facades of chipboard, bathroom furniture. The order for furniture store made in SUN Studio Yekaterinburg

Printing on MDF, laminated chipboard and wood



Stealing Beauty

Another version of the decor of bathroom furniture - elegant “watery” fish. Print on laminated chipboard. Made by SUN Studio Yekaterinburg



Real pizza

Unusual, is not it? Decor Pizza by wooden spades imitating wooden peels to cook a real pizza. Print on the wood made in SUN Studio Irkutsk

Printing on MDF, laminated chipboard and wood



Grape flavor

Incredibly naturalistic decor of facades of MDF for a private client. Made by SUN Studio Kamensk-Uralsky



Just happiness

What a child need to be happy? Mom, Dad and beautiful pictures developing his imagination! Decoration of children's furniture of laminated chipboard with UV printing, The order of SUN Studio Komsomolsk-on-Amur



Good friends

Characters of the favorite cartoon of all girls like one more way to please your daughter. The print on laminated chipboard made by experts of SUN Studio Komsomolsk-on-Amur

Printing on plastic



All at once

The project to design an outlet made by specialists of SUN Studio Belgorod. Printing of tablets and a signboard

Printing on plastic



Stay informed

A series of information boards printed on plastic. The order of SUN Studio Kamensk-Uralsky for a secondary school

Printing on plastic



Stay informed

A series of information boards printed on plastic. The order of SUN Studio Kamensk-Uralsky for a secondary school



The best decoration

Décor of a merch table as the best decoration of a jewelry store. The order of SUN Studio Komsomolsk-on-Amur



For the special guests

A series of plastic tablets with a relief print, a special decor for the special guests. Made by SUN Studio Ulan Bator (Addes Graf)

Printing on the wallpapers and murals



Jumanji

Interior design in safari style is so easy! Paint the walls in green color, add decorative elements that reminiscent of the vibrant jungle plants, and decorate one of the walls with the wallpapers with photo printing. The order of SUN Studio Tver for a private customer

Printing on metal and composite



Cold light of the future

An interesting décor solution, pictures and paintings printed on stainless steel. The order of SUN Studio Moscow (Print Design)

Өдөр	Ажиллах цаг	Цагны цаг	Ажиллах цаг	Төвлөбөр
Дөнгө	8:00-12:00	12:00-13:00	13:00-17:00	Иргэдийн санал, хүсэлт, өргөдөл, гомдол хүлээн авч шийдвэрлэх, лавлагаа үзүүлэх өмч, гэрчилгээ, өмчийн хэмжээг лавлах иргэдэд үйлчилж.
Мягмар	8:00-12:00	12:00-13:00	Гадуур ажилтай	Газар зохих байгууллагад, Иргэдийн газар дээр өмч, хөрөнгө, Шалгалт хийж, ажлын мөргөөнийг шийдвэрлэнэ.
Пягав	8:00-12:00	12:00-13:00	13:00-17:00	Иргэдийн санал, хүсэлт, өргөдөл, гомдол хүлээн авч шийдвэрлэх, лавлагаа үзүүлэх өмч, гэрчилгээ, өмчийн хэмжээг лавлах иргэдэд үйлчилж.
Пүрэв	Гадуур ажилтай			Газар зохих байгууллагад, Иргэдийн газар дээр өмч, хөрөнгө, шалгалт хийж, ажлын мөргөөнийг шийдвэрлэнэ.
Бямба	8:00-12:00	12:00-13:00	Дотоод ажилтай	Иргэдээс хүлээж авсан бичиг баримтыг боловсруулж, шийдвэрлэх, зохионы бичиг хэргийг авчгаж.

СОНГИНОХАЙРХАН ДҮҮРГИЙН ӨМЧ, ГАЗРЫН ХАРИЛЦААНЫ АЛБА

On schedule

The office hours schedule in a public institution. A sign of composite with printing. The order of SUN Studio Ulan Bator (Addes Graf)

Printing on ceramic tile



From the sea foam

A timeless classic by Botticelli reproduced with the help of the modern technology. A panel made of ceramic tiles for a private customer. The order of SUN Studio Moscow (Print-Design)

Printing on roller shades and blinds



In full view

What a royal view! The whole Paris is spread before the eyes in the most ordinary Moscow apartment! Printing on roller shades made by SUN Studio Moscow (Print-Design)

Printing on film



School years

Printing on film for the decoration of a school information board. The order of SUN Studio Kamensk-Uralsky

Printing on film



Pimp my ride

Experts of SUN Studio Kamensk-Uralsky regularly carry out orders for printing on film for the decoration of cars. It is about time to pimp up these Chevrolet!

Printing on souvenirs and things



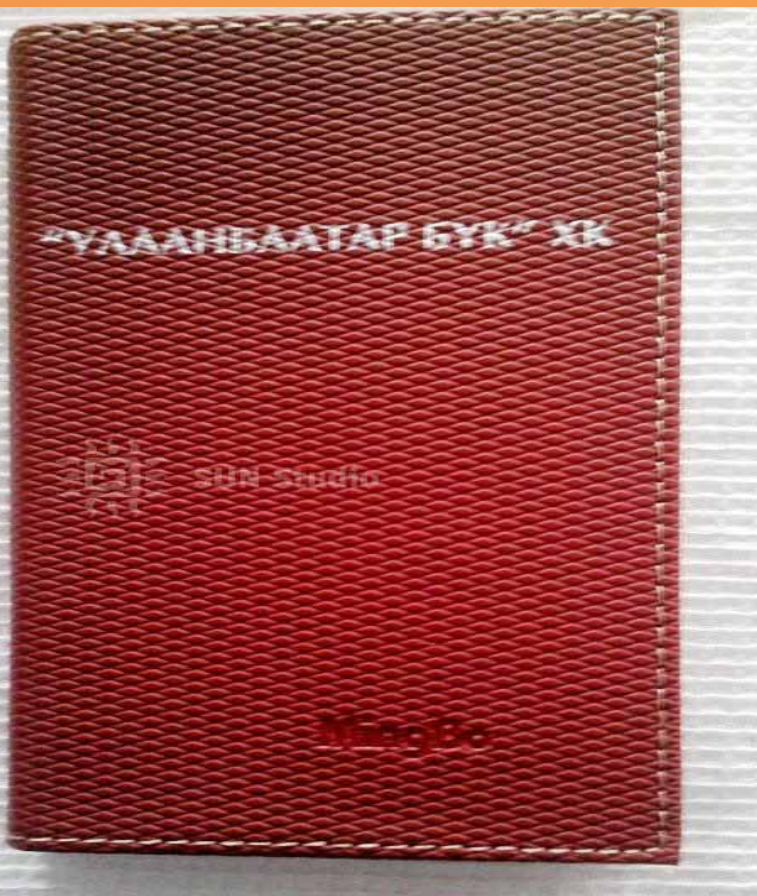
For the beloved

The clock of glass for the girlfriend. The order of SUN Studio Belgorod



Constellation

For those of Libra who believe in the magic of beautiful things. Made by SUN Studio Belgorod



All is written

Branded notebooks and pens. The order of SUN Studio Ulan Bator (Addes Graf)

Dear colleagues!

We sincerely hope that this issue was pleasant and helpful for you. We invite you to a professional conversation with each other, to a productive exchange of ideas and experience in the pages of the Cooperation.

Please contact with us to discuss and propose new themes:



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Let your orders and profits grow steadily thanks to our joint work!

Sincerely, IQDEMY Team



International team, IQDEMY Company, the exhibition activity, spring 2013