



uppercase living

UL Photo Prints Overview & FAQs

Looking for a unique way to help your customers capture the magic of a favorite photo or bring meaning to a special occasion? Look no further than the most innovative product we've ever introduced—UL Photo Prints™! This new addition to the MyDesign Suite™ allows customers to transform any of their high-quality photos into beautiful, life-size vinyl décor in just four easy steps. Best of all, every Photo Print and its removable and reusable vinyl is easy to enjoy in any space for years to come.

STAY TUNED FOR A BRAND NEW PHOTO PRINTS BROCHURE, which will be dropped in every customer order beginning **September 1, 2009!** The order drop will continue throughout the remainder of 2009 so customers can get all the details on this innovative new trend in vinyl décor.

To help you navigate this new online application, we've provided step-by-step instructions for creating a Photo Print, as well as answers to what we anticipate will be your most frequently asked questions. Similar FAQs will also be available within the Photo Prints application, so your customers will have all the details they need as they place their order.



What Can Customers Do with a UL Photo Print?

Every Photo Print can be easily applied to nearly any surface and for any occasion!

- showcase a favorite sport or hobby
- celebrate an anniversary, birthday, or graduation
- decorate in a favorite theme
- relive a vacation
- give as a gift to grandparents, teachers, and friends
- and so much more!

Get Acquainted with UL Photo Prints

To begin, access the UL Photo Prints application located within the MyDesign Suite. If you already have a photo in mind for your Photo Print, great! As long as the photo meets requirements (see "Select a High-Quality Photo" on page 2), you can go ahead with the easy creation process and have your Photo Print saved and ordered within minutes.

Before You Begin

Determine Your Photo Print Option

If you don't have a photo in mind, you may want to determine the type of Photo Print you wish to create before selecting your photo. Uppercase Living offers two great Photo Print options: contour-cut and full-photo:

- **Contour-Cut:** A vinyl cutout of a photo's primary object(s); can bring any space to life with a life-size photo of a loved one.



- **Full-Photo:** A complete vinyl photo with objects and background intact; can add a personal and unique touch to any wall—no paint necessary!



Select a High-Quality Photo

When you choose a photo for your Photo Print, keep quality in mind. Your Photo Print will only be as good as the quality of the photo you choose, so consider these tips as you make your selection:

- 1 Select a photo that is:
 - formatted as either a JPG, PNG, GIF, TIF, or BMP
 - at least 2048 x 1536 pixels
 - at least 300 dpi (dots per inch)
 - of high quality (clear and crisp, well lit, and in focus)
- 2 Larger photo file sizes generally produce better Photo Prints
- 3 Avoid using cropped images, since they could result in blurry or pixilated photos

If you plan to create a contour-cut Photo Print, the object of your photo should:

- fill the frame
- stand alone when its background is removed
- be complete (e.g., without missing hands or feet; unobstructed by other photo characters)



Photo Taking Tips

Planning to shoot the photo for your Photo Print? For the best results, make sure you:

- use at least a 5-megapixel camera on its highest resolution setting
- avoid using the “zoom” function
- position the photo vertically

Designing in UL Photo Prints

Access UL Photo Prints and Upload Your Photo

Once you've selected your photo, visit the UL Photo Prints application and upload your photo using the steps below:

- 1 Click the “**Browse**” button under “Upload Your Photo” to find your desired photo on your computer.

- 2 When you've found your photo, click on it and press “**Select.**”



- 3 Click “**Upload**” to upload the photo to UL Photo Prints. If the photo doesn't meet minimum quality requirements, you will be asked to upload another one.
- 4 If you wish to upload a different photo than the one you selected, click the “**Browse**” button again and select a different photo. The new photo will replace the first photo you uploaded.

Select Your Photo Options

Next, select the type of Photo Print you wish to create.

- 1 Select either contour-cut or full-photo.
- 2 Click “**Next.**”
- 3 If you selected a contour-cut Photo Print, define the object(s) you wish to contour cut:
 - a. Draw a box around your object(s) by clicking and dragging your cursor from one corner of the object to the opposite corner. Multiple defined objects will be cut out separately but priced as a single Photo Print.
 - b. If you are unsatisfied with the box, click the X in the box's upper-right corner and redraw it.
- 4 Click “**Next.**”

Note: If you define an object and the “Next” button fails to highlight, your object may be too small for the quality of your photo. Please define a larger object or upload a higher-quality photo to proceed.

Choose Your Photo Print Size

Based upon the quality of your photo and the size of your defined object(s) (if a contour-cut Photo Print), UL Photo Prints will provide the sizes and orientations available for your Photo Print. See the charts below for available Photo Print sizes and corresponding pricing information.

Contour Cut

SIZE	DESCRIPTION	ITEM NO.	PRICE
2' X 2'	Contour-Cut Photo Print	90012	\$29.95
4' X 4'	Contour-Cut Photo Print	90009	\$69.95
	with value pack	90010	\$84.90
5' X 4'	Contour-Cut Photo Print	90006	\$79.95
	with value pack	90007	\$94.90
6' X 4'	Contour-Cut Photo Print	90003	\$89.95
	with value pack	90004	\$104.90
8' X 4'	Contour-Cut Photo Print	90000	\$119.95
	with value pack	90001	\$134.90

Full Photo (not available with value pack)

SIZE	DESCRIPTION	ITEM NO.	PRICE
2' X 2'	Full-Photo Print	90013	\$29.95
4' X 4'	Full-Photo Print	90011	\$69.95
5' X 4'	Full-Photo Print	90008	\$79.95
6' X 4'	Full-Photo Print	90005	\$89.95
8' X 4'	Full-Photo Print	90002	\$119.95

- 1 Select a size and orientation of your Photo Print.
- 2 Click "Next."

If you are unsatisfied with the options provided, return to step 1 in the application to upload a higher-quality photo.

Upgrade Your Contour-Cut Photo Print with a Value Pack!

When you purchase a 4'x4' or larger contour-cut Photo Print, you can upgrade your order with a Value Pack for only \$14.95. This price includes:

- two 8" silhouettes (black only)
- one 10" color graphic
- one 18" color graphic

Share these extra graphics with grandparents, teachers, and friends and hang them on any surface—lockers, refrigerators, mirrors, binders, laptops, and more!

Save and Order

Once you've created your Photo Print, it's time to save and order! We recommend saving your Photo Print, regardless of whether or not you plan to order it immediately. That way, you can access it in the My Saved Designs section of MyDesign Suite at a later time. If you are creating your Photo Print for an Open House, make sure to save it so your Demonstrator can order it for you.

- 1 To Save Your Photo Print:
 - Click the "Save" button. A window will pop up.
 - Title your Photo Print with something you'll remember
 - Select the folder location for your Photo Print or create a new folder
 - Click "Save"
- 2 To Order Your Photo Print:
 - Click the "Add to Order" button. You will be taken to your UL Cart to check out.
 - Make sure the information on your order is correct, and complete the ordering process.

UL Photo Prints offer a great new way to help spark your customers' creativity and create even more interest in vinyl décor. Take a moment to explore the UL Photo Prints application today and spread the excitement about this remarkable removable and reusable product! There's not a better way to help every customer express what is uniquely her.

How to Apply a Photo Print

Every Photo Print your customer purchases will arrive with a set of instructions on how to apply the Photo Print properly. If for any reason you or a customer needs another copy of these instructions, you can find the same document in the Sales Aids section of the Document Library.

frequently asked questions

UL PHOTO PRINT BASICS

What is a Photo Print made of?

Every Photo Print you create will be printed on special vinyl that is easily applied and that can be removed and reused again and again.

Approximately how many times can I reuse my Photo Print?

As long as it is applied to a clean, dry surface—free of dust and debris—your Photo Print should be reusable over and over again.

Can Photo Prints be wiped and cleaned like the regular vinyl?

Yes.

SELECTING A PHOTO FOR YOUR PHOTO PRINT

I want to shoot a photo for my Photo Print. What should I keep in mind?

For the best results, use at least a 5-megapixel camera on its highest resolution setting, position the photo vertically, avoid using the “zoom” function, and do not change the resolution of the photo before you upload it in UL Photo Prints.

As I select my photo for UL Photo Prints, what should I look for?

The UL Photo Print application is programmed to consider general photo quality and will not accept photos that are too poor of quality to produce even a 2' x 2'. The application cannot identify every aspect of poor quality, however, so we recommend selecting a photo that is:

- At least 2048 x 1536 pixels
- At least 300 dpi (dots per inch)
- Clear and crisp, well lit, and in focus
- A large photo file size
- An original photo (cropped images could result in a blurry or pixilated Photo Print)

To create an adequate contour-cut Photo Print, your photo must have a focal point and you should be able to cut out the background from the object without obstructions from other photo characters and without any missing limbs, etc.

What photo file formats do you accept?

Uppercase Living accepts the following file formats: JPG, PNG, GIF, TIF, and BMP.

Can I upload a logo for my Photo Print?

Yes. Logos can be uploaded if they are not licensed or copyright protected. The same would be true of a photo of the logo. Since most logos are detailed or intricate, please be aware that your Photo Print may only be frame cut (contour-cut around the edges but with white vinyl between letters or images on the interior of the logo).

Can I take pictures of the UL Logo and upload that to purchase?

You may use the provided UL Independent Demonstrator logo located in the Document Library for your Photo Print. Demonstrators and customers are not allowed to use the corporate Uppercase Living logo, however. Please refer to the Advertising Policy and Logo Usage Guide for more information on the proper use of UL logos.

Is UL going to provide us with professional photos to use? We could use them for golf, football, baseball, dance, etc.

Uppercase Living has provided a photo as a Supply Item that can be purchased and used as a sample. Demonstrators and customers are also able to use stock photographs that they have purchased and have rights to on sites such as www.istockphoto.com. It is important to make sure the purchased stock photos are high-resolution images.

Are we allowed to create Photo Prints of a celebrity?

As long as the photo you use is not copyrighted.

Do customers need to prove permissions to use professional photos?

Please refer to the legal Terms and Conditions in the Photo Prints application.

ORDERING YOUR PHOTO PRINT

Can a Hostess get a Photo Print with her FREE and half-price items?

Yes. Like other items, Photo Prints qualify for hostess rewards. In addition, they can be purchased using Living Rewards Product Credits.

Can Demonstrators order a small sample sheet (similar to the one that was available at the 2009 Convention) to showcase?

Demonstrators can order a 48" x 30" Photo Print sample sheet as a Supply Item.

What's the exchange policy on Photo Prints?

We will only exchange Photo Prints that have manufacturing defects, are damaged, dirty, etc. The customer will receive the same Photo Print as a replacement. Any other issues regarding exchanges or returns will need to be handled on a case-by-case basis.

Can Demonstrators order only the Value Pack items without purchasing a regularly sized Photo Print?

No. Value Pack items are only available as an upgrade to a 4' x 4' or larger contour-cut Photo Print order.

How will Demonstrators order Photo Prints for their customers?

Customers can access a Photo Prints user interface on MyDesign Suite from their Demonstrator's Website. This interface will allow them to create their Photo Prints and either save them to be added to a party order or buy them directly on a premium website. This same interface will exist on UL Express.

APPLYING YOUR PHOTO PRINT

Do you have any special tips for applying Photo Prints (particularly the large ones)?

Please refer to the application instructions and application video, which will be available on UL Express beginning September 1. Application instructions will also be provided with every Photo Print you or your customer purchases.

Can I apply my Photo Print to any surface?

As long as the surface is clean, smooth, and dry, nearly any surface (i.e., walls, cabinets, windows, wallpaper) will work. Pebbly or rough-textured walls are not friendly to Photo Prints.

Will my Photo Print damage my wall?

No. Photo Prints are perfectly safe for walls. The vinyl's special low-tack adhesive does not leave any residue and will not pull off paint as long as the paint is in good condition and isn't already peeling. If you are concerned about damage to your surface, we recommend removing and reapplying your Photo Print every 6 months.

How do I move my Photo Print to a new location?

Identify a new location for your Photo Print and clean the surface using a dry, lint-free cloth. With the help of a friend (or two friends, if your Photo Print is large), carefully remove the Photo Print from the original surface and either carry it to the new location (if it is within walking distance) or place the Photo Print on its backing paper and transport it to its new location.

Should I save the backing paper of my UL Photo Print?

Definitely. We recommend saving both the backing paper and the tube your Photo Print came in so you will have a safe place to put your Photo Print should you need to move or store it.

What if I want to move my Photo Print but I no longer have the backing paper that it came on?

Use wax paper. Peel the Photo Print off its surface and place it on a clean, flat surface STICKY SIDE UP. Place enough wax paper to cover the entire area of your Photo Print, then roll up the Photo Print around a large tube. Do not fold your Photo Print! Folding will create creases that will be difficult to smooth out completely. 🌟