

weallsendcards.com  
Making It **Meaningful**

How We Work With Designers

## How we help designers

- We sell cards on our platform at retail prices to the general public. Designers can request we use their designs for this service. We pay market leading royalties.
- We sell cards on our platform at wholesale prices to resellers who wish to buy cards in bulk to resell. Designers can request we use their designs for this service. We pay market leading royalties.
- We print cards for designers and can send them anywhere in the world. We have a 1 card minimum order, and provide a choice of sizes. Pricing is competitive, and for low volumes market leading for the quality of card provided.

# Why choose weallsendcards.com?

- **Environmental** – our optional cellophane bags are plant based and biodegradable. The cardstock we use is Invercote G, by Iggesund and has many environmental benefits on top of being FSC. For example, the facility that makes the card stock is in the top 1% of sustainable companies in the world that have been assessed by Eco Vardis.
- **Quality** – we print using commercial grade card stock and a commercial print press. Our print manager has over 30 years print experience. More information available on request.
- **Pricing** – Our cards are competitively priced compared to websites that produce similar quality cards.
- **Customer Service** – we are a small friendly company providing individual personal service. You will get to know us by name.
- **Speed of Delivery** – We aim to dispatch all orders the same day if ordered by 1pm Monday to Friday, either Royal Mail First Class, or DPD Courier.
- **Reliability** – All orders since we paired with our current print partner in 2017 have been shipped within 24 hours of order (Monday to Friday).
- **Revenue Share & Referral Rewards** – We aim to put our revenue in the hands of our designers and members of the We All Send Cards community, rather than big-tech, so we reward those who buy from us, or share our service with others, through revenue share and sharing 50% of our profits on a quarterly basis.

# Selling cards on our website RETAIL

- Customers can buy cards on our site as a registered member or as a guest. Payment is secure and safe.
- Prices per card are set between £2.59 and £3.39. You can choose the price and we will pay you the difference between the price and £2.49 (so between 10p and 90p per card).
- Customers can buy 1 card or more, and these can be personalised on the inside. You can also decide if the customer can also personalise the front with text / images or both.
- We aim to print and post the card same day to any address, with an additional envelope and cellophane bag if required.
- Customers can personalise the card themselves using our online tools.
- If you refer a customer to our site to buy cards, you will earn a 25p referral fee for each card they buy, even if they are not your designs. You can give out a link which shows them your cards only.
- We regularly provide discounts to customers which do not affect your royalty or referral payments. This gives you incentives to encourage customers to buy your cards, with no downside.

# Selling cards on our website WHOLESALE

- Resellers can buy cards on our site as a registered member and approved reseller at wholesale prices. Payment is secure and safe.
- You give authority to the reseller to resell your card to another person at a margin of their choice and through whichever medium they choose.
- A reseller must request to become a reseller, must purchase at least 12 wholesale priced cards to get started, and must have purchased 12 cards in the last 30 days (including their current order) to benefit from wholesale pricing. This allows the reseller to buy less than 12 in an order.
- If the reseller buys 12 or more cards at the same time to be delivered to the same address, they will cost £1.10 each + your chosen wholesale royalty rate which can be any amount. You will earn the wholesale royalty rate.
- If the reseller buys less than 12 cards but has purchased 12 cards or more in the last 30 days, including their current order, then they will cost £1.25 each + your chosen wholesale royalty rate. You will earn the wholesale royalty rate.

Resellers will also be charged 5p if they require the card to be sent with a blank envelope, and 17p if they require the card and envelope to be put into a biodegradable cellophane bag.

- Resellers can personalise the inside of the card themselves using our online tools. You can choose whether the front can be personalised with text or images by the reseller.
- If you refer a new reseller to our site to buy cards, you will earn a 5p referral fee for each card they buy, even if they are not your designs. You can give out a link which shows them your cards only.

## Printing Your Card Designs

- As an approved designer for our site you can get preferential pricing for printing your own card designs.
- You can buy your cards off the website without any of our branding, at a cost of £1.25 per card, discounted to £1 per card if you order 10 or more to the same address.
- You can mix and match designs and sizes at no additional cost.
- We will include an envelope and cellophane bag if required at no extra cost.
- Postage is charged at Royal Mail First Class / International Standard rates, or £12 for next day DPD Courier.
- Cards are usually printed and posted same day if the order is received by 9.30am Monday to Friday. Cards are sent in plain unbranded packaging.
- We can send the order to you or your customer.

# Our Card Sizes (Printed)

- Square (148mm x 148mm)
- Tall Standard (125.8mm x 175mm)
- Tall A5 (148mm x 210mm)
- Wide Standard (175mm x 125.8mm)
- Wide A5 (210mm x 148mm)

# Our Card Sizes (File Size)

- Square (154mm x 154mm @ 300dpi) or (1818px x 1818px)
- Tall Standard (125.8mm x 175mm @ 300dpi) or (1557px x 2138px)
- Tall A5 (148mm x 210mm @300dpi) or (1819px x 2551px)
- Wide Standard (175mm x 125.8mm @300dpi) or (2138px x 1557px)
- Wide A5 (210mm x 148mm @300dpi) or ( 1557px x 2138px)
- Please note that your card will be trimmed by 3mm off each edge which is standard with commercial printing practice.



# Print Information

- Cards are printed in CMYK using a Canon ImagePress VP10000C commercial print press.
- Cards need to be uploaded in (RGB) JPG or PNG and will be converted to CMYK by the print machine.
- Our design tools will allow you to resize the image downwards, or upwards by up to 10%, and position the image correctly on the card face. It will also allow you to add text and additional images. You can also upload an image at the correct size, which is already complete.
- Cards will generally look brighter on screen due to the screen being backlit, whereas the card is not.
- Images are better taken under the correct lighting and at a larger size, rather than being manipulated in Photoshop or similar to fix the shadows, colours or to enlarge the image.
- If your card is designed using a graphics tool such as Illustrator, Indesign, Photoshop etc, then please note what your card looks like in CMYK because it is going to print this way, even though you have converted to RGB.
- Due to monitor / display variations and the ability to adjust contrast, brightness etc on the screen, the print might be different to what is shown on the screen. As there are 15,000,000 RGB colour combinations and around 10,000 – 20,000 CMYK combinations, colour conversion is unlikely to be exact. Try printing on your home printer to get an idea of how the card will print in regards to colour / darkness.

# Card Options

- All our cards are the same base price. The base price is the price without your royalty payment.
- All our cards are printed on Invercote G card stock, using a Canon VP10000C Printing press for optimum quality.
- All cards require an additional 3mm bleed all the way around the card, which will be trimmed when the card is printed.
- All cards come with a white envelope and a biodegradable cellophane bag if required at no additional cost.
- Cards can be posted at Royal Mail First Class / International Standard rates, or DPD Next Day Courier.
- Cards can be printed single sided (back and front) or double sided (back, front, inside left, inside right) at the same price.

# Designer Options

- You can choose to set up your own bio and upload your own cards (front and back) and set your own keywords (if selling on the site), or you can ask us to do it for you.
- If you choose to do this yourself, you will earn full royalties, have a link to your cards and bio which you can share, have control over the back of the card. We will provide video examples of how to get started.
- Cards sold on the site include a small weallsendcards.com logo in the bottom left of the back of the card, and an order number on the bottom right.
- If you choose for us to set it up for you including keywords, then your cards will be listed under the WASC Artist Collaboration, the back of the card will be dual branded, and as we are doing most of the work the royalty is reduced by 40% (so for example 50p per card becomes 30p per card).

We can provide you with a link to your cards for you to share, and you can still earn the 25p referral fee bonus when using this. Cards can only be listed on eBay on the free scheme. You can revert to doing it yourself at any time, but any cards we have done for you will need to have been sold 10 times before you start receiving full royalty.

# Further Information

- Everyone will get accepted as a designer as long as they can provide image files at sufficient size and quality. Images need to be a minimum size to print at the required quality (as previously prescribed). Each card will be approved on its merits (unless it is you printing your own).
- If you choose to do this yourself, you will earn full royalties, have a link to your cards and bio which you can share, have control over the back of the card. We will provide video examples of how to get started.
- Cards sold on the site include a small weallsendcards.com logo in the bottom left of the back of the card, and an order number on the bottom right.
- If you choose for us to set it up for you including keywords, then your cards will be listed under the WASC Artist Collaboration, the back of the card will be dual branded, and as we are doing most of the work the royalty is reduced by 40% (so for example 50p per card becomes 30p per card).

We can provide you with a link to your cards for you to share, and you can still earn the 25p referral fee bonus when using this. Cards can only be listed on eBay on the free scheme. You can revert to doing it yourself at any time, but any cards we have done for you will need to have been sold 10 times before you start receiving full royalty.

# How to get started

- If you just want us to print some cards, you can register as a customer, and print your own designs. You can print one card for £1.55, 2 to 9 cards for £1.40, 10 + cards plus for £1.20 and 20 + cards for £1.10, as long as they are going to the same address.

Envelopes are charged at an additional 5p. Biodegradable cellophane bags cost an additional 7p, and if you wish for us to put the card and envelope into the bag, that will cost a further 10p

- If you wish for us to sell your designs on our cards either on a retail, wholesale or eBay basis, please introduce yourself and send us examples of your work to [talk@weallsendcards.com](mailto:talk@weallsendcards.com) – it can either be images, or a link to a social media page or website which shows your art.
- Please include information on how you plan to promote your cards or use our services. Please also let us know whether where appropriate, if you want to set up your own bio, define your own cards and keywords, or for us to do this for you.
- If you have been introduced by someone, please let us know who, as we always reward those that help us grow.
- If you have any questions, please include them in this email. We will get back to you, as soon as possible and almost always within 48 hours.