

# Edible Image Policy

**Effective: March 01, 2020**

## How to order

1. Retail location (Bloor Street – Etobicoke): Orders can be placed in-store. If the image is absent at the time the order is placed, it should be emailed to [decorate@mccalls.ca](mailto:decorate@mccalls.ca), along with the sales order # (a confirmation will be sent upon receipt of the image). **Please note that the pick-up date will depend upon the receipt of the image. See pick up date below for more information.**
  2. Warehouse location (Fewster Drive – Mississauga): Orders can be placed in-store or by phoning order desk at 905-602-9622 ext. 104. If the image is absent at the time the order is placed, it should be emailed to [decorate@mccalls.ca](mailto:decorate@mccalls.ca), along with the sales order # (a confirmation will be sent upon receipt of the image). **Please note that the pick-up date will depend upon the receipt of the image. See pick up date below for more information.**
- Order must be paid in full before the order is sent to printing. Additional fees (image editing and/or rush order) will be determined upon receipt of the image and will be added to the order total and can be paid when the order is picked up.

## Image requirements

- All image emailed electronically must be in JPEG format (for alternate formats, see image editing below)
- Minimum image size is 600 pixels x 600 pixels. For large image to be printed will require a higher resolution image to ensure best quality (1200 pixels x 12000 pixels and minimum 200 dpi).

## **For full size sheet**

- Image must fit a 7.5” width x 10” length space as those are the dimensions of the edible sheet component. See template for details.
- Image size should be specified, otherwise the image will be printed to the full sheet.

## **For cupcake or cookie sheet**

- Image must fit into a 2” x 2” circular space (2-inch diameter) or a 3” x 3” circular space (3-inch diameter). Only one image is required as multiples of 12 (for 2” circles) or 6 (for 3” circles) will be generated automatically.

## Image editing

- Images that require editing will incur an additional charge of \$10.00. Image editing includes image conversion (pdf or other formats to JPEG), multiple image printing, adjusting colours, cropping, adhering to particular dimensions, image to be scanned, etc. Images requested to fill the entire page will not incur an additional cost; however please note that depending on the dimension of the image, these sizing may not be possible. For example: if image is a circle, having the image fit the entire 7.5” x 10” page size is not possible since it’s a rectangular space.
- If your image requires editing a final proof will be sent before the order is printed. **Only when the final proof is approved will the order is sent to print and be ready in 2 to 3 business days after 12:00 PM.**

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## Copyright Note

In order for copyright images to be reproduced we either require letters from the governing body to whom the image has been copyrighted or you will have to sign off on our release of liability form.

### **Release of Liability States:**

- By submitting the attached images to McCall's Inc. for duplication, you hereby warrant that you have obtained any and all permissions necessary by the photographer, or copyright owner, if applicable.
- You agree to indemnify and hold harmless McCall's Inc., from any and all damages and expenses, including actual attorney's fees that may occur as a result of duplicating these images, including any claims brought by anyone claiming an interest in these photos or their subject matter.
- You understand the copyright laws pertaining to the ownership and reproduction of photos and you are also aware that large monetary penalties may be assessed for illegally copying photos without the written permission of the copyright owner.

## Pricing

- Image editing: \$10.00 (both locations)
- Rush order: \$8.00 (both locations)
- For larger orders – request a quote

## Pick up Date

- **Orders will be ready for pick up within 2 to 3 business days after 12:00 PM for warehouse customers and 3-4 business days after 12:00 PM for retail customers from the time the order has been paid in full, the image has been received, and (if applicable) final proof has been accepted.**  
**NOTE: Any delays in the above may postpone image delivery date.**
- Rush service is available. Please contact customer service at (905) 602-9622 ext. 104 before placing your order in order to guarantee desired pick-up time. An additional fee of \$8.00 will be incurred for all rush orders (next day pick up).

## Additional Notes

- Image will be printed as on a “what is provided” basis. No editing or adjustments will be made. If this is required, additional fees and time for image pick up may necessary.
- Images are reproduced using edible ink food colours and therefore some distortion in the colour from the original image is possible.
- Edible image quality will depend on the image size and quality of the original photo provided.
- Images that require scanning and/or specific modifications are automatically subjected to image editing fee.