

In this summary you will find information that might be very helpful to read before you decide to cooperate with VERBEEKDESIGNS. Besides the conditions you will find instructions and a list of what we expect from you as a freelance designer. On top of that we will guide you through the most basic principals in creating designs for interior.

First this.

When designers contact us the majority of these designers have a fashion background. For us fashion is something completely different. Designing for fashion may look the same as for interior, but believe me this is like comparing cricket with baseball. Therefore I will guide you through a few principals that are so essential for interior.

Our way of working.

Verbeekdesigns is interested in cooperation with new designers on the field of surface designing. Besides the designs from our own studio we carry designs of several national and international designers in our portfolio. These designers are a welcome addition to our high standard portfolio. To be represented by Verbeekdesigns you

- must apply.
For all of our free-lance designers we have the same terms and conditions. These terms and conditions are strict and not negotiable. If you find these terms and conditions not acceptable in the first place, there is no further use in contacting us.
- If you contact us, one of the procedures is, that you send us some small JPG's (300 kb max.) or a PDF with designs or items you have created in the past. We will evaluate these pictures and conclude if the particular "hand" would be a good addition to our portfolio. Not all good designers or good designs are interesting for us.
- We carefully watch over our total portfolio. We will not create opposite interests in one portfolio. That means that we are not interested in "more of the same" designs in one collection. This would mean that we would create a kind of competition in our own portfolio between our existing designers.
- All designers have to sign an agreement in which clearly all "does and don'ts" are stated. One of the most important issues is that the designer guarantees the originality of the designs. On request, we can send you a copy of the agreement.

What can you expect from **Verbeekdesigns** :

- As we are a highly professional studio, we welcome customers to our studio and we travel to our customers on a daily base.
- Besides that, we participate at least 5 international fairs; Heimtextil, Paperworld, Indigo-Mood, Blueprint, Mosbuild.
- We also have a very intense cooperation with several agents in The US, Japan and Korea and UK who sell our portfolio. Your designs will be showcased on an international platform.
- During the process of designing you offer the possibility to get instant feedback by using Email, or WhatsApp.
- We will provide you with information that is essential for creating commercial designs. We have very good and intense contacts with several trend watchers and trend documentation. You will get the newest trend information at first hand. We will share this information with all of our designers.
- Verbeekdesigns is well known for their commercial designs. Nevertheless, we think it important to have a part of the collection that is innovative as well as trendy.

What kind of designs (designers) might we be interested in.

Designers that create designs for:

- Bedding
- Textiles in general: upholstery and curtains
- Wallpaper and structures
- Gift-wrap
- Napkins

What do we expect from you?

- As a designer, you should know that we sell our designs all over the world but mainly in Western Europe the US and Asia. This means that you should familiarize yourself with the latest trends and developments in the particular range that you think your designs are suitable for.
- You should design on a regular base, which means that you provide us with new designs on a regular base. During the process of designing, you can consult us by email or Whatsapp.
- We will evaluate your sketches or designs and provide you with substantial information, comments and advice. All this in order to create better designs, and to make the designing process more efficient.

All designs that we carry in our portfolio are in repeat (half drop) and have the dimensions that are required. Designs can be handmade or digitally generated. If designs are digitally generated, the output file should be a Layered PSD Photoshop file, Layered TIFF file or an Ai Illustrator file.

If you join our studio we keep your designs at least for 12 months in our portfolio. After that period, we know that most of our customers have seen the collection. After that period, we are able to evaluate the designs and decide or we continue carrying the design, or we decide to take it out. Sending back designs is for cost of the designer.

For freelance designers there is also a possibility to come and work in our studio in Eindhoven for a limited period. When working in our studio you will bring your own materials. By working in our studio, we can monitor your design process and adjust or advise whenever necessary. If you want to apply for such internship, please contact us because places are limited.

For any further information please contact us. info@verbeekdesigns.nl

[See the next pages for technical information.](#)

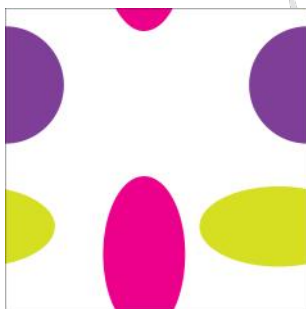
The following repeat sizes are standard:

Wallpaper	h 53 x w 53 cm of	h 64 x w 53 cm (both are fine)
Textile	h 64 x w 70 cm	
Paper	h 32 x w 35 cm of	h 35 x w 35 cm (only if square size is necessary)
Napkin / Card	h 16,5 x w 16,5 cm	
Bedding	h 200 x w 200 cm	double panel
	h 200 x w 140 cm	single panel
	h 200 x w 92 cm	semi-panel (ROTATION)
	h 200 x w 64 cm	semi-panel (ROTATION)
Pillow case	h 60 x w 70 cm	

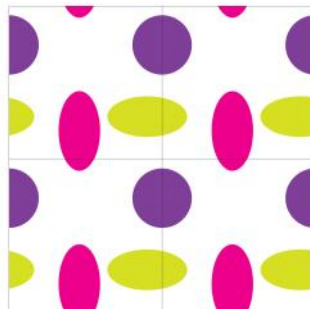
All designs (except for bedding) are made in 300 dpi. Bedding designs can be made in 150 dpi.

Straight repeat.

A straight repeat means that all elements on the left and on the right side fit on the same height. You can copy the repeat in straight alignment.



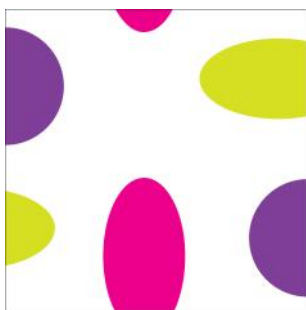
Repeat straight repeat



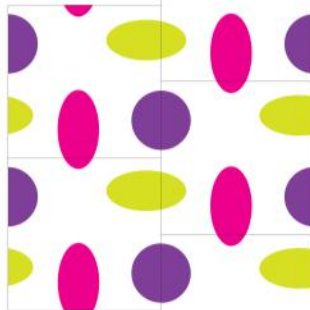
Repetition of straight repeat

Half drop repeat.

On a half drop repeat, the elements do not align straight, but they are moved half a repeat higher or lower. In the example below you can see that the element on the upper left side (purple circle) fits to the element on the lower right side. When you copy the repeat, it fits halfway.



Repeat half drop



Repetition of half drop repeat

Half drop repeats are very popular because of the even distribution of elements. A straight repeat can look a little static.

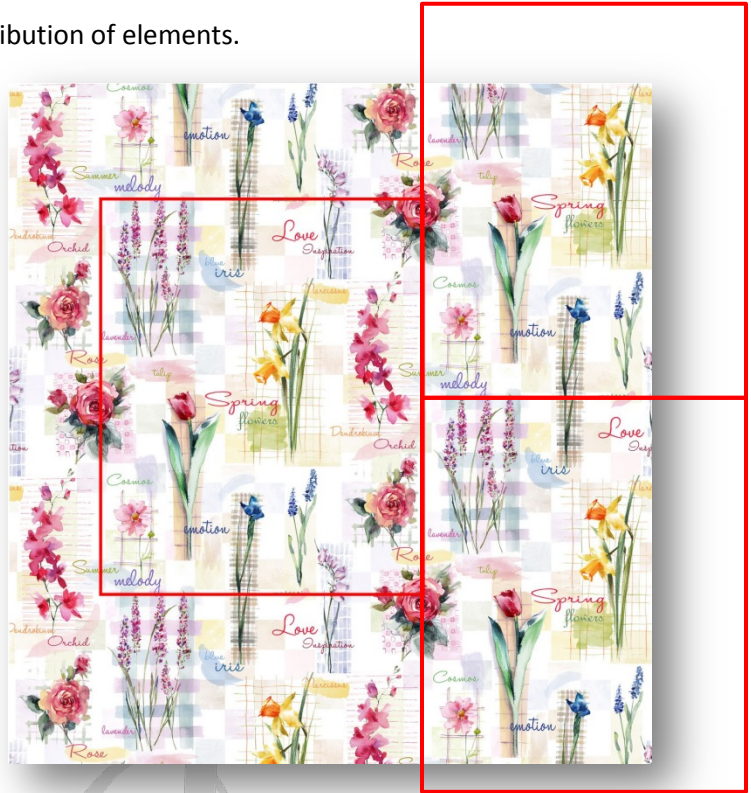
Pay attention to the design on the right. The actual design is what you see in the red rectangle. As it is designed in half drop you see how the repeat “flows”. Because of the half drop there is a nice diagonal flow in the design. This flow is essential for all interior designs. Especially when the design is for Wallpaper and Textiles.

Never repeat existing elements in the repeat. So that means do not copy elements twice. Each mean element within the repeat should only occur one time in the single design.

If you create a geometric design with let’s say squares that are aligned horizontally and vertically, the half drop is not necessary.

Semi-panel.

A semi-panel print is cheaper to produce than a panel print, because there’s less loss of fabric. A semi-panel print is in fact a rotation design, but looks a bit more luxurious. A semi-panel is 92 or 64 cm wide and is repeated at the longest sides. A semi-panel design must fit exactly on the right and the left side.



1



2

In the two pictures (1,2) of the bedding design on the left you see a perfect sample of a Semi-Panel.

In the 3D presentation (1) you see how it repeats left and right. This repeat gives the duvet a more luxurious feeling that relates to a Panel designs. Nevertheless this design can be printed on a conventional rotation machine. This way the costs for producing are much lower than in case of a genuine Panel-Print. Pict 2 gives you a better idea of the borders of the design.

Panel.

A panel doesn't have to fit on the sides. You can use the size of the bedding as your designing area. See the specifications on sizes earlier.



Single panel



Double panel

Providing digital designs for the collection.

Each design included in our collection, should be provided as two files:

- Files for printing. PSD (Photoshop) layered, or TIFF (Photoshop) layered. AI (Illustrator) layered
- A small picture of the repeat for our database.
- Each design has an unique code. Mostly starts with the initials of the designer followed by a number.

For Stationary designs, we have printing templates, these templates you have to use if we have to print your designs. Instructions will be sent to you separately for using.

The **print files** should be provided as JPEG in actual size, in 150 dpi.

For our administration we need a small picture of just the repeat. This picture should be a JPEG, less than 1 MB. Around 500 KB is fine.

Color profile.

All designs have to be generated in RGB for a couple of reasons:

First of all, 90% of the designs are changed into so-called 'screens' after they are sold. Many customers print with pantone colors, which makes CMYK or RGB irrelevant. RGB files are smaller than CMYK, so they are easier to handle. And last but not least, not all software is compatible with CMYK profiles, which causes the software to display the colors incorrect or to not show a picture at all.

Providing digital designs after a sale.

When a design is sold, we contact you for the original digital data.

A few important issues:

Layers.

Save all your original digital files in layers!! Customers often want to move the elements a little, take something out or change the colors. That is so much easier if they have a layered file. Non layered files are not accepted.

Clearly structured.

Try to build up your design as clearly as possible. Make the background in a separate layer and put the front elements in a different layer. If an object is built from multiple components, create a group or compound shape. Make sure customers can easily move objects in the design.

Do NOT make your repeat as an Illustrator pattern!

Text

Not all computers contain the same fonts. Always change text into outlines (Illustrator) or pixels (Photoshop). Always make sure you have checked for incorrect spelling or typing errors.

Copyright en inspiration.

As a designer it's obvious that you look around for inspiration. You have to know what already is out there and you have to look for trends. There is a very thin line between being inspired and 'borrowing' ideas too literally. Be aware!

You can download numerous elements on the internet, but not everything is free to use for commercial purposes. Always check what is and isn't allowed. This also applies to fonts. If you are not sure, do not use it! As a freelance designer, you are responsible for any copyright claims.

There are many books with digital files, especially made for designers. Although most of these books contain copyright free elements and patterns, we want to stress that you have to be careful using them. Legally you can use them, but our customers absolutely disapprove of designs that are copied too literally from books. They expect exclusivity and therefore, we strongly recommend not to use these data one on one. Always make sure you use those existing elements in a different context and/or change them. Only changing colors is not enough!

We also ask you to NOT use the same elements in different designs. We sell designs with full copyright and customers don't like to see 'their' Santa in a competitor's design.

This is the only way that we can guarantee our customers originality and exclusivity.

Our agreement:

With all our freelancers we sign an agreement that has to be signed by both parties.

After signing we can start taking your designs in our collection. Here you find the text of this agreement.

Consignment Agreement

On behalf of Verbeek Designs, legally represented by C.J.H.M. Verbeek, located in Klokgebouw 215, 5617 AC Eindhoven The Netherlands, to be named from here on **Verbeek Designs**

And,

Information about the designer.

Name:

Address:

Zip code / City:

Country:

Telephone:

E-mail:

VAT accountable: yes/no* if yes, VAT no:

if no, BSN number- Social sec. nr.:

Date of birth:

Bank account number:

From here on to be named **the designer**, both agree that Verbeek Designs will take on consignment designs belonging to the designer, with the purpose of managing and selling under the following conditions:

Paragraph 1. Consignment

Verbeek Designs (consignee) will exhibit one or more designs belonging to the designer (consignor). The designs that are to be exhibited, will be selected by Verbeek Designs in concertation with the designer. The designs consigned will be given a unique design title, as conferred by Verbeek Designs.

The consignment will automatically end upon the selling of the designs or to the extent that ownership of the designs is transferred, in accordance with article 2.

Each of both parties is entitled to terminate this agreement early by written notification, with a notice period of at least one month.

This agreement will be terminated as of right immediately if and when the legal owner of Verbeek Designs is declared bankrupt or in case suspension of payment has been requested for this person, with the obligation of immediate return of the designs and the immediate payment of outstanding amounts by Verbeek Designs.

The designer has the right to terminate this agreement immediately if and when the legal owner of Verbeek Designs deceases or in case of winding-up of the legal owner.

Paragraph 2. Sales

The designer authorizes Verbeek Designs during this agreement to sell the designs concerned. Verbeek Designs will pay the designer a fee upon the selling, in accordance with article 3.

The designs will remain property of the designer, unless and until they are sold by Verbeek Designs to third parties.

The designer will transfer full copyright to Verbeek Designs upon the selling of a design. Verbeek Designs is entitled to make alterations in the design after the selling, whether on request of the client or not.

Paragraph 3. Fee.

After the selling of a design, Verbeek Designs will pay to the designer a fixed fee, depending on the size of the design. Verbeek Designs has determined four categories:

2. Size L € 300,-
3. Size M € 250,-
4. Size S € 175,-

In case of other sizes, Verbeek Designs will assign the design to the category that is most reasonable with that size. Possible deviations in pricing will at all times be consulted with the designer by Verbeek Designs. Verbeek Designs is entitled to an annual revision of the prices mentioned in this agreement. Verbeek Designs will notify the designer in written about possible alterations in the prices mentioned in this agreement.

Paragraph 4. Payment

Verbeek Designs will inform the designer about sold designs in writing (by e-mail).

In case the designer is accountable for VAT in the Netherlands, he or she is obliged to mention the VAT number on the invoice and to raise the total amount with 21%.

Verbeek Designs is obliged to pay the amount due to the designer on the account number mentioned in the beginning of this agreement. Verbeek Designs will abstain from advanced payment of the fee for sold designs. Payment of the amount due will occur immediately after receipt of payment of the third party, to whom the design has been sold.

Paragraph 5. Private person.

An engagement (employment) of the designer by Verbeek Design, in any form, is excluded.

Any fiscal risks are for the account of the designer. In case the designer is not accountable for VAT in the Netherlands, he or she is obliged to mention the social insurance number (BSN) on the invoice.

Paragraph 6. Exhibition, promotion and publicity

Verbeek Designs is authorized to exhibit the designs with the purpose of selling at its own charges, with which Verbeek Designs is entitled to arrange and present the designs at its own discretion. The designer authorizes Verbeek Designs by signing this agreement to use the images of the designs for the purpose of promotion and sales improvement.

Paragraph 7. Insurance.

The designer is expected to save a copy of the original design file. The designs consigned to Verbeek Designs are a copy or print-out of the original file. The consigned designs will not be insured by Verbeek Designs.

Paragraph 8. Copyright.

The designer guarantees the originality of the consigned designs. The designer emphatically safeguards Verbeek Designs from any possible inbreachment of copyright. The designer also guarantees that the consigned designs are not already sold to third parties.

Verbeek Designs does not allow the designer to offer designs for consignment that are literally copied from other sources, whether or not they are copyright free or public domain. Sources may only be used by the designer as an inspiration.

In case the designer has any doubts about the previous, he or she is obliged to consult Verbeek Designs before offering the designs for consignment.

Verbeek Designs is entitled to pass on any costs, damage and consequential loss to the designer, if and when a design or the subsequently to be made copies turn out to infringe upon the copyright, the exclusive right of drawing, design or the patent of third parties, even if the designer had no knowledge of this.

Paragraph 9. After termination.

After the written termination of the agreement and the period of notice in accordance with article 1, the designer is entitled to collect the designs. The designer can file a request for shipment of the designs by Verbeek Designs, at the account of the designer. If the designs (copies, prints) have not been reclaimed by the designer within six months after termination of the agreement, Verbeek Designs is entitled to destroy the designs.

Paragraph 10. Exclusion of sales (if applicable).

The designer emphatically authorizes Verbeek Designs to sell the consigned designs for all products groups, with the exception of the following categories:



The designer is entitled to sell or consign designs in the above mentioned categories to third parties. The designer hereby agrees **not** to sell or consign designs in the remaining, not-specified categories to third parties. Alterations in or additions to the agreed categories will be confirmed by the designer and Verbeek Designs in writing. The Dutch law is applicable to this agreement. In agreement of the above, in duplicate and signed.

Signed on behalf of Verbeek Designs:

Name: _____

City: _____

Date: _____

Signed on behalf of the designer:

Name: _____

City: _____

Date: _____

