



Ecoprint

Licensee documentation

Thanks for considering our licensee offer with Ecoprint.

This document serves as an offer, while also outlining the simple rules and regulations that each licensee must adhere to when trading under our name. Further details are forwarded to your personally, once you join our licensee family.

If at any point you have any questions, please feel free to contact our head office, either by email or phone. We look forward to having you on board!

Steven Vawdrey
Director of Ecoprint

hello@ecoprint.com.au
Direct sales/licenses - 0414 931 023



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License Details

The ins and outs of an Ecoprint license.

This document has been prepared with our basic outlines of what an Ecoprint license means, what it will cost and what limitations you'll have when securing a license.

If you're ready to secure a regional license, please contact us directly.

License fee details



Ecoprint regional licensing.

Below are the available regions and monthly pricing to hold this license.

Other administrative fees are also shown.

State/Region	Monthly License	Yearly Admin	Availability
Queensland	\$2450	\$2200	Currently in use
New South Wales	\$3850	\$2200	Currently in use
Victoria	\$3650	\$2200	Currently in use
Tasmania	\$1800	\$2200	Currently in use
Western Australia	\$2450	\$2200	Currently in use
Northern Territory	\$1800	\$2200	Currently in use
ACT (Canberra)	\$1600	\$2200	Currently in use
South Australia	\$2450	\$2200	Currently in use

If your chosen area is currently in use, you can show interest in this region by emailing us directly at hello@ecoprint.com.au / attention licensing opportunity.

Merchant fees / credit cards processing.

Ecoprint uses Stripe for it's merchant processing.

Where a customer pays via Stripe, the following fees will be deducted from the payout figure you receive on a per project basis.

1.75% + 30c per transaction for domestic credit cards.

2.9% + 30c per transaction for international credit cards.

Merchant fees must be absorbed within the retail pricing of Ecoprint products.

No other merchant fees are applicable to the license holder apart from the above.

Yearly admin costs are broken into monthly payments and will be invoiced with your monthly license fee.

Typical business sale

Ecoprint sales typically follow the same method. These are outlined in summary below.

A Sale.

Enquiry is made either through email or phone.

The client then emails a print file.

The licensee checks the file to ensure it is print ready.

If not print ready, the licensee sends the file back to the client / or charges a pre-press fee.

Client is invoiced by the licensor. Invoice is paid prior to production.

Print ready file is sent to master licensor for production.

Completed print is delivered to the client.

Licensee is paid the difference between wholesale and retail for the project.

Enquiry detail.

As a licensee, you will receive a regional email based on the Ecoprint domain (ecoprint.com.au).

For example, if you purchase Sydney, you would receive sydney@ecoprint.com.au

You are eligible to create your own business phone line, separate from our administrative management.

Print files.

Clients will email you print files for production. They will need to be checked if they are ready for production. If further work on the file is required, you can charge a pre-press fee to the client (\$35 presently). If you pass a print file to production that is not print ready, you may incur a pre-press penalty from the master licensor. Multiple penalties will incur a monetary penalty.

Print files are sent to the master licensor at the email address

hello@ecoprint.com.au / and must also contain

a) the client's name, delivery address and card order details.

For ease of managing files, we also recommend saving all client files to your allocated Ecoprint online server space.

Invoice.

Licensee creates an invoice through our system for production and emails this to the client. Payment is made by the client either by direct deposit, VISA or Mastercard. No surcharges are applicable for credit payments.

Completed print.

This is delivered directly to the client.

A con-note is created with every print production, and should the client require this detail it may be requested at any time.

Licensee is paid.

Upon successful completion of the print, the licensee is paid the difference between the wholesale production price, and the retail invoice. Predominantly our wholesale pricing will be visible to all licensees, however in the case of custom quotations or large print runs - wholesale pricing will be visible only to specific licensees requesting them.

Payment is made promptly and is generally processed at the same time the client makes payment into your nominated bank account. All payments made to you include GST.

The master licensee will provide a yearly financial report on your total sales and payments for your taxation purposes.



License fee explanations

Region of license

This is the area you are licensed to operate within. Your marketing activities must be limited to this region. You don't need to live/work in the region you operate in.

State

This is the Australian State which the region pertains to.

Price per month

This is the license fee per month to operate Ecoprint within this region. License fees are payable 1 month in advance.

Yearly fee for admin

This fee includes setting up your license, all communications with the master licensor, ongoing support, marketing collateral upkeep and yearly reporting. It also includes your regional email address (nsw@ecoprint.com.au)

All fees are payable upon invoice. We send invoicing via email, once monthly.

Invoices are payable via direct deposit or credit card (with no surcharge).

All fees must be paid up to date for your license to be eligible.

Non-eligible licensees will be removed from all our marketing, and any print work secured through the website, email or other marketing will be held and processed by the master franchisor.



License details



Licensing fees include a number of operating provisions and exclusions. Actual license pricing may change, or regions may become unavailable without notice.

Provisions

1. By purchasing a region you are solely eligible to operate in that entire area. Operation includes both digital control (website and email acquisition), a phone number, as well as the rights to operate any physical store within that region as well.
2. Physical stores must meet a minimum interior design standard. All planning, material boards and renovation plans must be sent to the master licensor for approval prior to construction.
3. If opening a physical store we recommend (but don't enforce) the following
 - a minimum operating cash positive balance of \$100,000 to ensure liquidity of your business
 - implementing a strong marketing plan
 - following a business plan

Exclusions

1. If you are found operating outside your license region you are subject to any legal proceedings the licensed person of that region wishes to pursue. The Master Licensor will not offer financial support to either party during these proceedings, however we will provide legal counsel with any documents that may provide evidence pertaining to the situation. This includes but not limited to delivery details of any print to any clientele.

2. Ecoprint master licensor is not responsible for

- a) finding any clientele for you
- b) managing clientele for you
- c) any production costs unpaid by yourself or by the clientele

3. If the Ecoprint master licensor provides any marketing advice, or operates any search marketing on your behalf, the Ecoprint master licensor is not responsible for

- a) finding any clientele for you
- b) managing any clientele for you
- c) any marketing or business outcome borne from these activities

- You are only allowed to trade within the region you are licensed to operate in.
If you're found to be operating outside your licensed region, your license will be revoked.

- For quality purposes you must use the administrative tools we provide you.
This ensures correct management of invoicing, payments and production cycles.

- For quality purposes you must use the print production facilities we provide.
This ensures high quality of print, a quality guarantee, as well as quick turnaround and most importantly the quality of environmental paper and ink we state clearly in all marketing.

- License fees must be paid 1 month in advance and be kept 1 month in advance to remain current.
If license fees are not paid correctly and are not current, the master licensor retains the right to recall your license, gain control of your licensed email address, remove access to your server space and ultimately re-issue this regional license to another party. Payment requests will be invoiced once monthly, and are payable via direct deposit or credit card.

Thanks

We hope this document has served its purpose of better informing you of the basic operations, pricing offers and licensee rights you're entitled to when securing your region.

If you have any further questions or are ready to secure your region, please contact when you're ready (Please note, that high population cities will receive the most enquiry - so please double check availability with us prior to commitment)

hello@ecoprint.com.au

Our home village, Tamborine Mountain Queensland

