

## FALK Culinary Product Photography

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Dear Jan,

Thank you for the detailed explanation last week and for showing me everything. Thank you also for letting me take a jar home with me. I have now done a few tests to try out some possibilities:

- My lighting is now slightly less soft, which makes the textures appear a little rougher, but this does give a more realistic image.
- By adding more contrast to the image, there is more volume and depth in the product.
- To prevent the shiny product from disappearing against the white background, I have added black lines here and there.

In these examples, some effects may be a little exaggerated, but everything can of course be further adjusted on site and later in Photoshop.

I have also adjusted my quote to reflect the number of photos we discussed last time, with a few extras in case they are needed. I have also taken into account the requested delivery format: PSD files in three layers, plus low-resolution JPGs, ready for online use.






Please let me know what you think or if you have any further requests!

Kind regards,

Estíbalitz Soto



## EXPOSURE AND DELIVERY

|  |  |
|--|--|
|  <p>black border</p> <p>black border</p> |  |
| More contrast, more depth.   | Black lines to avoid a 'blending' effect.  |
|  <p>Depth and volume</p>                |  <p>black border</p> |
| Product without shadow or background.  | Shadow of the product.   |
|   |                      |

VISUALISE  
Soto Alañon, Estibalitz  
Sint-Annastraat 50/1  
2500Lier  
Belgium  
BE 0505.978.130

FALK Culinair  
N.V. Jan Van  
Achter  
  
Belgium

**Your reference:** Product photography FALK Culinair N.V.  
**Date:** 17/10/2025  
**Expiry date:** 30/11/2025

| Description   | Price per | Quantity | Excl. VAT |
|---|-----------|----------|-----------|
| <b>Daily rate for photographer travel included.</b><br>- Shoot at FALK long day.<br>- Studio setup time included in the daily rate.   | €875.00   | 1.00     | €875      |
| <b>Studio equipment + white background paper roll I - fixed rate per day.</b><br>- Lamps and other studio equipment for studio photography.   | €250      | 1        | €         |
| <b>Post-processing and delivery via We Transfer.</b><br>- All images with a uniform background and original shadows.<br>- Removal of scratches or distracting elements.<br>- Delivery of low-resolution JPG images.<br>- Delivery of PSD files with 3 layers: white background, shadow and product. | €85.00    | 10.50    | €892.50   |
| <b>KM from VISUALIZE (2500, Lier) - Falk Culinair n. v., Dijkstraat 52, 3150 Haacht, Belgium.</b>   | €0.40     | 72.40    | €         |

Excluding VAT € 2,046.46

**TOTAL € 2,046.46**

The general terms and conditions of sale apply.

**For agreement:**





## GENERAL TERMS AND CONDITIONS

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1. Unless otherwise agreed in writing, these general terms and conditions shall apply to all agreements between the parties who expressly declare that they have taken note of and accept them.
2. All products, reproductions, photo reports, individual photos and video images sold are subject to Belgian copyright law and may not be copied, reproduced or distributed in any way without the prior written consent of the seller/author.
3. All photographs taken may be published at any time on the photographer's website and social media. It is explicitly understood that the publication of any images will only take place on condition that no confidential content is disclosed.
4. The client understands and agrees that the unselected and unedited photographs will never be provided.
5. The client shall take responsibility for obtaining and managing the necessary image rights for each person photographed in assignments covered by this agreement. This includes, but is not limited to, obtaining permission to use images of persons in accordance with applicable laws and regulations, including, where applicable, obtaining permission from minors or persons with limited legal capacity.
6. A normal photo report has a delivery time of approximately 2 to 3 weeks, depending on how busy we are at the time. If the photographs are needed earlier or if, for any reason, some photographs need to be delivered earlier, this must be agreed in advance with the photographer or an express service must be used (at extra cost). Without prior notice, the photographer cannot include this in her schedule and earlier delivery of the photographs cannot be guaranteed.
7. The invoices, after deduction of any advances, must be paid by bank transfer within 14 days of the invoice date.
8. The contractor is also entitled to charge the following costs, provided that proof of the costs incurred is submitted.
9. The products sold, reproductions, reports, individual photographs and video images remain the property of the seller until all outstanding invoices have been paid in full.
10. In the event of non-payment of the invoices on the due date, interest of 10% per annum shall be payable by operation of law and without prior notice of default, as well as a fixed compensation of 10% of the invoiced price, with a minimum of 100 euros. Each month commenced shall be considered a full month.
11. The booking of a photo report is only final after the quotation has been signed.
12. For assignments lasting several days, a reservation fee of 1/3 of the total amount of the quotation is required. This amount must be paid into account number BE79 3632 3434 1633 in the name of 'Estibalitz Soto' with the reference 'Advance payment + quotation reference'. This reservation fee also serves as a cancellation fee: if a photo shoot is cancelled, this amount cannot be reclaimed. However, the reservation fee can be used to rebook the photo shoot.
13. Cancellation fees apply to one-day assignments that are cancelled within 48 hours of the agreed date, or within 72 hours of the agreed date for a multi-day assignment, when the reason for cancellation is not dependent on weather conditions.
14. If any of the articles of these general terms and conditions are declared invalid or void, this shall not affect the validity of the other articles of the general terms and conditions, which shall remain in full force and effect. The parties shall jointly replace this article with another article that corresponds as closely as possible to the original intention of the parties.
15. All agreements concluded between the parties, as well as these general terms and conditions, are governed exclusively by Belgian law. Any dispute relating to the existence, performance and/or interpretation of these agreements and the general terms and conditions falls under the exclusive jurisdiction of the Courts of Antwerp, Antwerp division.

## Updates for Quotations, Planning and Invoicing (from October 2025)

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To keep our collaboration smooth, transparent and efficient, I am making a few changes to how we work together. Please review the points below, **as they apply to all new projects from October 2025 onwards.**

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### Quotations and confirmation

- A quotation will only be drawn up once sufficient key information is available to provide a guide price (type of shoot, location(s), expected result, etc.).
- These indicative prices are not an exact estimate of the final result. Once all the information is available, a new, specific quotation will be drawn up.
- Up to three quotation versions (including options or revisions if necessary) per assignment are sufficient to make a decision. Each additional quotation version will be charged at £95 per quotation.
- Without key information (only availability check), dates can be held as an option for 3 working days.
- Once key information has been provided, the option can be extended to two weeks.
- A date is definitively blocked once payment of 30% of the quotation amount has been received.

### Changes, postponements and cancellations

- If the briefing for an assignment changes, please request a new quotation to keep the date blocked. Upon acceptance, the amount already paid will remain valid for the date. The remaining balance (taking into account the newly accepted quotation for the same assignment) will be settled on the final invoice.
- Once a quotation has been accepted and dates have been set, the following applies: if the assignment is cancelled or rescheduled within the same calendar year more than two months in advance, a new quotation will be required.
- If the assignment is cancelled one week before the shoot date, the 30% deposit is non-refundable.
- If the assignment is cancelled earlier than one week in advance, we will discuss whether the 30% deposit is refundable or can be retained for future assignments for the same client.
- The 30% deposit can be transferred to the following year. Please note: rates are adjusted annually, so the transferred amount may not correspond to a new quotation; any differences will be settled on the final invoice.

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## Execution on the shoot day

- On the shoot day, only the items listed in the accepted quotation will be carried out. Additional requests require prior review and an adjusted quotation; otherwise, they will not be included in the day's work.
- If additional work is requested on the day itself, the additional cost will be discussed on site and approved in advance before proceeding. This depends on the availability of the team and the equipment brought along.

## Estimates and pricing structure

- For each briefing, a time estimate is made based on the information provided. This means that the customer receives a single, clear quotation tailored to the briefing, rather than having extra hours added afterwards.
- On location, additional requests are considered "extra work" and not "extra hours".

## Invoicing

- Upon completion of the assignment, an invoice will be issued for the remaining 70% of the quotation amount, or the corresponding amount if the original quotation was revised.

## Written confirmation and validity

- Agreements or decisions made via WhatsApp or telephone are not final until they have been confirmed in writing (e.g. by email). This ensures that all parties have a clear, shared understanding of the agreement.
- Provisional dates and cost estimates can be discussed, but are not binding until they have been confirmed in writing and, where applicable, accompanied by an accepted quotation/deposit.

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## What you can expect from me

- **Transparency:** what we agree on is what you get, with no surprises.
- **Proactivity:** I point out safety and practical considerations, suggest better working methods and honestly indicate what is not realistic, offering an alternative.
- **Reliability:** I communicate quickly when changes occur and ensure that the shoot continues.
- **Flexibility:** I contribute ideas for last-minute changes and look for feasible solutions.
- **Accessibility:** I am easily accessible (email/telephone/WhatsApp) and respond as quickly as possible.
- **Trust:** together we will make sure everything turns out fine ;)



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