

# Frequently Asked Questions

## What kind of paper are the images printed on?

The images are printed on edible icing sheets with a vanilla flavour.

Icing sheets are primarily used as an edible photo quality replica of your image, which is used as a cake top decoration. It can be used on many different topping types, for example buttercream icing, fondant, chocolate or even ice-cream. Our Edible icing sheets comply with EU food standards.

Please see ingredients list below.

**Ingredients:** Starches (E1422, E1412), Maltodextrin, Glycerin, Sugar Stabilizer (E414, E460i), Dextrose, Emulsifiers (E435, E491, E471), Food Colour (E171), Citric Acid, Flavours, Preservative (E202), Sweetener (Sucralose).

## How do I remove the sheet from the backing and put the image on the cake?

Once you receive the image, it must be kept in its original bag and remain sealed, and kept out of direct light and at room temperature (see more on storing below).

To remove the edible print, use something flat, like a business card and gently slide it in between the plastic backing and edible sheet. Gently loosen it by sliding the business card from one side to the other. If it gets stuck **DO NOT** force for you can tear the sheet. Rather try a different angle.

Once the sheet is removed you can put it onto frosting on your cake.

For best results, use a light coloured frosting, and spread the butter icing as smooth as possible.

Immediately after the butter icing has been put on the cake, is the best time to apply the icing image, before a crust forms.

For royal icing or fondants, lightly mist the cake with a little water before applying the image.

Peel the image off the backing, and starting at the middle of the cake, lay the image on top, and work your way to the ends.

Once it is on, it cannot be moved. Using your hands, smooth the image onto the cake.

If air bubbles form, you can pop them with a pin. The image can also be cut or trimmed while still on its backing sheet.

Once the image is on the cake, you can then proceed with decorative piping, or edging.

The image may also be written on with icing. After 30 minutes the image will dissolve enough into the icing that it will be then ready to cut and serve.

## Is the image sheet safe to eat?

Completely. The edible icing sheet and edible inks use FDA approved ingredients.

## What sizes do you carry?

We print onto A4 sheets. We can set up pictures to be round, square, rectangular etc.

Please note however that our printable area is slightly smaller than an actual A4.

Print size vary from 255.5 x 200mm or 277.5 x 200mm.

We also do poster printing for A3 Size, however it will be slightly smaller than an actual A3.

This is when we print the image over several 2 x A4 sheets. The sheets come with cut and paste instructions. You simply place the sheets next to each other as instructed. Once the icing sheets have merged with the butter icing it will melt together to form the bigger picture.

## Do you also print images for cupcakes?

Absolutely. We can set up your images into cupcakes templates. We have different sizes.

Please request our cupcake guideline and choose your preferred option. You will however have to cut out the shapes and remove them from the plastic backing.

### What are your prices?

Please send your requirements and we will send you a quote. Any editing required or setting up of different pictures onto one page may result in an additional editing fee.

### How do I place an order?

You are welcome to email us your order or come into the shop.

Our branches will be happy to take your order and payment at the point of ordering.

### When can I collect my image?

#### Email Orders

Once we receive an email order we will process the order and send a proof of the final product via email along with a quotation. Please see our timetable below for various options.

Once proof of payment is received we will continue with printing your image and send you a time confirmation email for when you can collect.

Please use correct reference no. if making EFT payments so we can tie it up with your order.

Alternatively you can make a shop payment and they will print your order while you wait.

#### Shop Orders

Once we receive a shop order we will process as per timetable below. We will gladly send a proof to you for approval before printing if required.

Payment is made upfront when you place your order. You will receive a shop order number which will be your reference for emailing purposes or queries.

<b>TIMETABLE</b>	
<b>TYPE OF PICTURE:</b>	<b>ORDER PERIOD</b>
<b>Waiting in shop (AS IS - NO CHANGES) **BRACKENFELL, STRAND &amp; PAARL BRANCHES ONLY**</b>	09H00 - 16H30 (APPROX. 20 MIN.) Please allow extra time if we have to set up the image to fit our printable area.
<b>Occasions Pictures(Adding NAME &amp; AGE)</b>	09H00 - 16H00 (One day turn around time.)
<b>Cupcake Pictures</b>	09H00 - 16H00 (One to two days turn around time.)
<b>Editing Pictures(Anything other than above)</b>	Approx. 2 - 3 days. NO Changes after approval.
<b>NO PRINTING ON SATURDAYS</b>	
<b>Orders placed on Saturdays through the shop:</b>	
<b>AS IS Pictures (No Changes)</b>	To collect Monday anytime after 10.00am
<b>NAME &amp; AGE to be added</b>	To collect Monday anytime after 12.00pm

### Where can I collect my picture?

You are welcome to place your order at any of our branches and collect as soon as it is ready.

All printing is done after all confirmations and payments have been received.

Please note that only Brackenfell, Strand and Paarl have edible printers on site, for Tokai and Montague Gardens we will need to deliver to them first.

### What will the image quality be like?

That depends on the quality of the original image. The better quality (higher resolution) you can provide, the clearer and crisp the image will be.

### Will the image and colours of the icing sheet be exactly as seen on my original picture?

When the images are printed out onto icing sheets, the colour may not be exactly the same as the

original. It tends to be a few shades different, but not usually that noticeable.

Most of the time the difference is so slight, but there are times when the difference is obvious and that is with company logos, unfortunately in this business, we cannot guarantee that, but we try our best. Also, images that you copy from an on-line source, or images that you have extracted from Word documents or PDF files (or other embedded image sources) can use different colour palettes which can affect the way the image is printed. Photographs that you scan and save as images files can also print differently depending on how the scanner interprets the colours. Usually scanning original photos is not a problem as long as you don't scan an image that was printed with a printer.

### **How do you handle R rated material.**

We don't! We will not reprint any images that we deem inappropriate. We will not reprint any image that we feel is objectionable, offensive, discriminating, contain nudity, or profanity.

### **Do you print copyrighted material?**

We do not print any copyrighted images; unless you have obtained the copyright or the authorization to use such images.

We still print personal photo, patterns/designs, personal artwork. Along with editing option available, creating and designing special requests. Please feel free to request a quote.

### **Do you sell any copyrighted images like Disney's or Marvel characters?**

We have sad news and it is with great regret that we have to report to you that our long running contract with our supplier for the manufacture of licensed cake toppers will not be renewed, as part of a new Global Disney/Marvel healthy living initiative being implemented here in SA, and in fact globally over time.

We are saddened we can no longer sell these lines of products, however we are ready to focus on creating more original works of art and making every birthday or special occasion image a one-of-a-kind art work.

### **I'm not very creative, what ideas do you have?**

The possibilities are truly endless. Submit a photo(s) or images along with an idea for a theme or colour scheme. Maybe also some background information. We will play around with some ideas and present it to you.

### **How long can the edible sheet last once I have bought it?**

The edible icing sheets can last up to 3 months if kept sealed.

### **How do I store my edible sheet?**

**DO NOT** store in a fridge nor direct sunlight, keep in a dry cool area. (e.g. Cupboard)  
Keep it sealed in the packet.

### **What format and size do you prefer I send my file?**

We prefer files to be sent either in JPG or PDF format.

The higher the resolution, the better. We prefer images to be 550KB or more for best results.

### **I haven't received my confirmation email or invoice. What can I do?**

Occasionally our confirmation email or invoices may find its way into your spam or trash folder.

Please check these folders. If it is not there, please check you sent it to the correct email address.

If you still did not receive an auto response or reply from us, please phone the edibles department on **021 981 0304.**

Our email address is as follows: **edibles@valuesupplies.co.za**