

FAQ SWEETS & ART (Sep 2011)

(Q) What makes the Sweets & Art concept unique?

To print direct on the fat oily surface of genuine chocolate has been a very tricky task to accomplish, it has been impossible to do with water based food graded ink, until now. Our patent protected method produces an imprint of the graphic design that is a bonded part of the chocolate surface itself. This is the only method available in the World today if you like to print direct on genuine chocolate, using water-based food-grade ink.

(Q) What is the production capacity with your printers?

Our systems have a printing capacity of 1,8 to 14 square metres per hour , depending on system and print quality. Please refer to the web shop to see the reference on each printer available. Open the pdf file to see the specifications.

(Q) What is the print production cost?

The printing production cost is 10 USD per printed square metre. The reason why our direct print method is so cheap to use, is that it requires only edible ink in addition to the chocolate, no transfer sheets or icing is necessary. In addition you should also calculate the cost of print head consumption and other consumables to make a correct and exact production cost, but here we have given the ink cost.

(Q) What kind of profits can I expect using the Sweets & Art printers?

If you add 1 USD per lollipop as your profit, print and sell only 320 lollipops a day as your average, you will make more than 76000 USD per year in profit, given that you only work 5 days a week. (320 lollies X 20 days X 12 months X 1 USD = 76800 USD). The best part is that you have systems that can cope with up to 20 times that production capacity. You find the different systems, specifications and prices in the web shop.

(Q) What is included in the Delivery?

Normally we deliver the printer with a basic quantity of edible ink to start up the production. We also include a license for all printers using our patented printing method for genuine chocolate. In addition you will have our software package, including Sweets & Art graphic design and template printing software, art work, image samples and book of occasion. For the bigger MPC- 415 system we also give you some samples of the moulds and packaging, that we have designed for the chocolate production.

(Q) Can I order the chocolate from you as well?

Right now we are not able to provide chocolate. We did before but we are now working on a better solution. If you check the web shop you will see when the chocolate s are available.

(Q) What is the difference between the Sweets & Art concept and transfer sheets?

The end result is the same, the time and money to achieve that is very different. The production capacity is 300 % higher with a system that prints direct on the chocolate instead of using transfer sheets, the cost for transfer sheets is 32 - 60 times higher than direct print. In addition with the Sweets & Art concept you can print on demand even small series or one single piece. In addition to the costs involved, the direct print system is more flexible when it comes to design and production.

(Q) Is the Sweets & Art concept easy to move between places?

We have systems in different size, the smaller ones can easily be transported in a standard car, but the bigger ones needs more space. The bigger systems are placed on a stand alone stainless steel table with wheels, so it is not hard to move in the room that you are using. Due to its pure weight we do not recommend that you are using the bigger systems as portable, even if that is possible. The smaller systems are easy to move around.

(Q) Do you have any competitors?

For printing direct on the genuine chocolate surface, the answer is no. There are others that use spraying layers, icing layers or mix chemicals inside the chocolate to make it printable. But if you like to print direct on the chocolate surface, you can only choose between our direct print method or transfer sheets

(Q) Do you have any video showing any printer in action?

Yes, you can see this one at YouTube...

<http://www.youtube.com/watch?v=51nPnm6el0U>

More will follow shortly.

(Q) Can you print on dark chocolate?

No, we cannot print on any dark surfaces with a satisfying result as we are using CMYK colour system where the white comes from the media we print on. It is possible to create nice prints that looks like dark chocolate all the way, but if you like to taste dark chocolate, you need to use dark chocolate. We have solved the issue by using inserts of white chocolate that we print on, and dark or milk chocolate as the main part of the design.

(Q) Does the systems support other software's, like Adobe PhotoShop or similar?

Yes, you can switch to an advanced editing in our software during step 2, the image editing phase, and then work with other software's at the same time. Our software works with layers and is compatible with most leading photo editing software on the market. The new version does also include our template creator software.

(Q) What is the max print size, and other limits to the design with your systems?

We have smaller systems that print on the table size 300 mm (11.8") to 400 mm (15.7"). We also have systems that qualify as big format printers, printing on a table size of 400 mm (15.7") to 600 mm (23.6"). The only limit to the design is your own creativity, you can print anything that you can create with a computer.

(Q) Do you give training and manuals?

Yes, the system is delivered with a complete manual on how to use it. In addition we will also provide On-Line training on how to use the system. We also provide a lot of tutorial material for download from the website, available to all system owners.

(Q) Where can I buy the Unique Sweets & Art printers?

You purchase the system directly from us, the manufacturer We have changed our distributor model recently as we did not benefit from giving money to companies that not want to do anything in return. Now you can only order the system from our web shop or by mailing or calling us.

(Q) What kind of file formats does the software support?

Our software can open and import jpg, bmp, tif, gif, wmf and png. You can use the advanced editing and open the image layer in any other graphic software you are working with, and by drag and drop in advanced mode you can therefore use all the image formats supported by your external software as well.

(Q) Can I print different images at the same time using your software?

Yes, our template printing software supports individual design of each printed piece at the same time.

(Q) How do I learn how to operate the system I buy?

We can provide On-Line training, in addition to the manuals available. We also give on-line support, and have help files and tutorial movies for down load. In addition you also have a lot of files in the Book of Occasions available at the web site, it contains many files that can be used directly in our software.

(Q) What kind of software comes with the systems?

Windows 7 and anti virus software for all MX-Models, Sweets & Art template design and printing software, Software templates, album of occasion, artwork, images and backgrounds.

(Q) How long warranty do you have on the systems?

The minimum warranty is one year.

The warranty can be extended to maximum 5 years.

(Q) Where can I purchase the consumables ?

We can supply all consumables, ink, packaging materials, and chocolate. Most consumables are also available in the open market.

(Q) Is there any franchise or royalty fees?

NO, the Sweets & Art printers are not sold as a franchise and does not have any franchise or royalty fees.

You do not pay any additional fees to the price given in the quotation.

(Q) Are there any limits to the printers ?

Yes, there are limits to all technical systems and ours is no exception to that rule. We can only guarantee that our systems work according to the specifications given in the user manual, if operated accordingly.

(Q) Why should I purchase a Sweets & Art System?

In addition to a superior quality, built in stainless steel to last. It gives you an unique possibility to print direct on standard chocolate, on demand, even in very small series, or direct on top of a full size 6 pound cake.

(Q) Can I use the Sweets & Art concept for other products than chocolate?

Yes, you can use the printing system on a wide range of food products, please refer to the website for more information. We have printers that can print on media with a thickness from 1 mm - 200 mm. Please visit our webs hop and open the PDF file to see the specifications for each model.

(Q) What can the customized products be used for?

Business promotions, birthdays, souvenirs, gift items, trade shows, sporting events, conventions, seminars, all different holidays, is just some of the most used occasions.

(Q) Where can I find my customers?

You will have no limits in finding your customers, the market of customized products is already established. You just have a more exclusive product to offer. Any company or event that needs promotion, or anyone that like to give an exclusive gift.

(Q) What is the price policy?

You set your own prices. For the chocolate you will have 300 % to 500 % profit, depending on if you mould the chocolate or purchase the finished, ready to print products.

(Q) Can I buy consumables in the open market or only from you?

Yes, You can buy consumables in the open market. It can be some limits to the newer models introduced, but basically that is the rule.

(Q) Can you supply all consumables, including Chocolate?

Yes, normally we can supply all the consumables needed for the chocolate printing operation, including chocolate .We can supply all moulds, packaging, and ready moulded chocolate of the best Belgian quality.

(Q) How can I know that your system is the only one that prints on genuine chocolate?

We know that there are other companies that claim to print on chocolate, so we understand the dilemma. The best way is to ask them how they can print with a water based ink direct on the oily chocolate. They normally will give you an honest answer, telling you that they are using some type of intermediate layer.

(Q) Is there any patent protection?

Yes, as a difference to most other food printing systems, the method we use is patent protected, not the printer itself. It makes it more or less impossible for others to copy us without infringe in the patent. We filed for an international patent application (PCT), April 2009, protected by the international patent treaty and covers most developed countries in the world, the PCT application is based on a granted patent.

(Q) Where does this technique originates from?

The technology in the method used is a Swedish invention, developed, and patented by some of the Swedish founders. All systems are designed in Sweden and assembled by MasterPiece Systems Co Ltd.

Sweets & Art