



FIELD GUIDE / 2026 EDITION

Twelve Colourways. Three Kitchens. One Model.

The lifestyle render plan for an appliance launch: which kitchens, which angles, which colourways, and what the whole retailer-ready set costs at studio rates.

START HERE

The product is finished. The kitchen is not.

An appliance launch usually has a finished product and no finished pictures. The factory samples are late, the colourways exist as chips on a board, and every retailer wants its own set of images in its own format by the same date.

Most brands answer this with a photo shoot per market, and then find that the shoot covered two colourways, one kitchen and none of the retailer crops. Rendering turns the problem around: the product is built once from CAD, and every kitchen, colour and format after that is a variant of work already done.

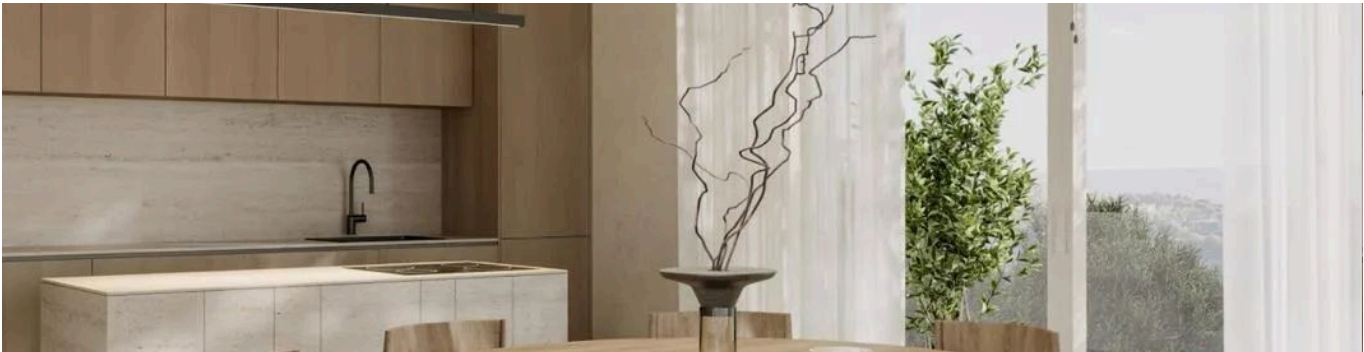
WHAT A SHOOT-LED LAUNCH ASSUMES

WHAT A RENDER-LED LAUNCH DOES

01	Every colourway needs a sample	Colourways come from finish codes and one physical chip. The sample is for checking, not for photographing.
02	One kitchen serves every market	Three kitchens, built once, cover a compact flat, a family home and a premium tier.
03	Retailer formats are cropped later	Crops are planned into the camera, so nothing important falls outside a square or a banner.
04	Motion is a separate campaign	A short loop comes from the same model and scene, at a fraction of a new production.

Plan the set around the colourways, not the kitchens.

The kitchens are the expensive part and you need few of them. The colourways are cheap once the lead kitchen exists, so the question worth answering first is which one scene carries all twelve.



Maverick Frame production render.

THE SHOT LIST

The launch set, priced line by line

A composite of the appliance launches we quote, priced at mid-market studio rates. It assumes one product in twelve colourways, three markets and four retailers. Scale the lines to your range; the logic stays the same.

LINE ITEM	BASIS	AT STUDIO RATES
01 Product model built from your CAD, finishes matched to samples	build	\$1,200
02 Three hero kitchens, one per market or price tier	3 x \$650	\$1,950
03 Two supporting angles in each kitchen	6 x \$400	\$2,400
04 Twelve colourways swapped into the lead kitchen	12 x \$90	\$1,080
05 Twelve colourway silos on white for retailers	12 x \$110	\$1,320
06 Close-ups: controls, display, handle, hinge line	6 x \$220	\$1,320
07 Door open, interior styled with food and crockery	2 x \$450	\$900
08 A 15-second feature loop for product pages	15 sec	\$1,500
09 Crops and formats to four retailer specifications	flat	\$400
Built once: the product model		\$1,200
41 images, one loop and retailer formats		\$10,870

The launch set, priced as a composite	\$12,070
Each colourway you add later	\$200

The thirteenth colourway costs \$200.

That is the point of building the model and the lead kitchen properly once. Every finish after launch, a seasonal colour or a retailer exclusive, is a swap into a scene that already exists, not a new production.

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost appliance brands

These come from appliance and electronics briefs we receive. Each one is reasonable on its own; together they double the quote or leave the retailers without what they asked for.

WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01 Every colourway in every kitchen	Name one lead kitchen for the full colour range. The other kitchens carry the two or three colours that market actually sells.
02 Photorealistic, like a real kitchen	Send three reference kitchens you like and say who buys the product. Realism is the default; the buyer's world is what we need to know.
03 The product must be exact	Say which parts must match CAD to the millimetre, usually the front, controls and logo, and which can be simplified inside.
04 All images for all channels	List the retailers and paste their image specifications. Crops planned into the camera cost nothing; crops forced afterwards cost a re-render.
05 A video like the TV advert	Ask for a 10 to 20-second loop from the same scene for product pages. A narrative film is a separate project with its own brief.
06 Colours to follow when samples arrive	Send finish codes and one physical chip now. Colourways can be tuned on the model while the factory catches up.

The display is a separate asset.

If your product has a screen or a lit panel, send the interface artwork as a flat file. We place it on the model; a photograph of a prototype screen never reads cleanly in a render.

THE ONE PAGE

What appliance brands actually send us

The clients whose logos sit on our service pages do not send specifications. For a launch they send something close to this, usually in the body of an email, and it is enough to quote from.

01	The product	Model name, CAD or STEP file, and which parts must be exact.
02	The colourways	Finish codes or a list, plus which one leads the launch.
03	The kitchens	How many, for which markets, with two or three references each.
04	Angles per kitchen	A number. Mark the hero if you already know it.
05	Retailer needs	Names and their image specifications, pasted as they are.
06	Close-ups	The features a salesperson points at: controls, display, capacity.
07	Motion	Whether you need a short loop, and where it will play.
08	The launch date	The real one, and the date retailers need assets before it.
09	The budget	A figure or a range, so the set can be shaped to fit it.

Start with one colourway

Approve the model and the lead kitchen in one finish first. Once that frame is right, the other eleven follow in days, not weeks.

Keep the scene files in play

Ask for the kitchens to be kept on file. Next season's model drops into the same room, and the set stays consistent across years.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us CAD, samples and swatches

CAD or STEP files, a physical sample if the finish is hard to read, swatches or finish codes, and whatever brief you have, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Appliance and electronics scenes	maverickframe.com/services/3d-interior-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.