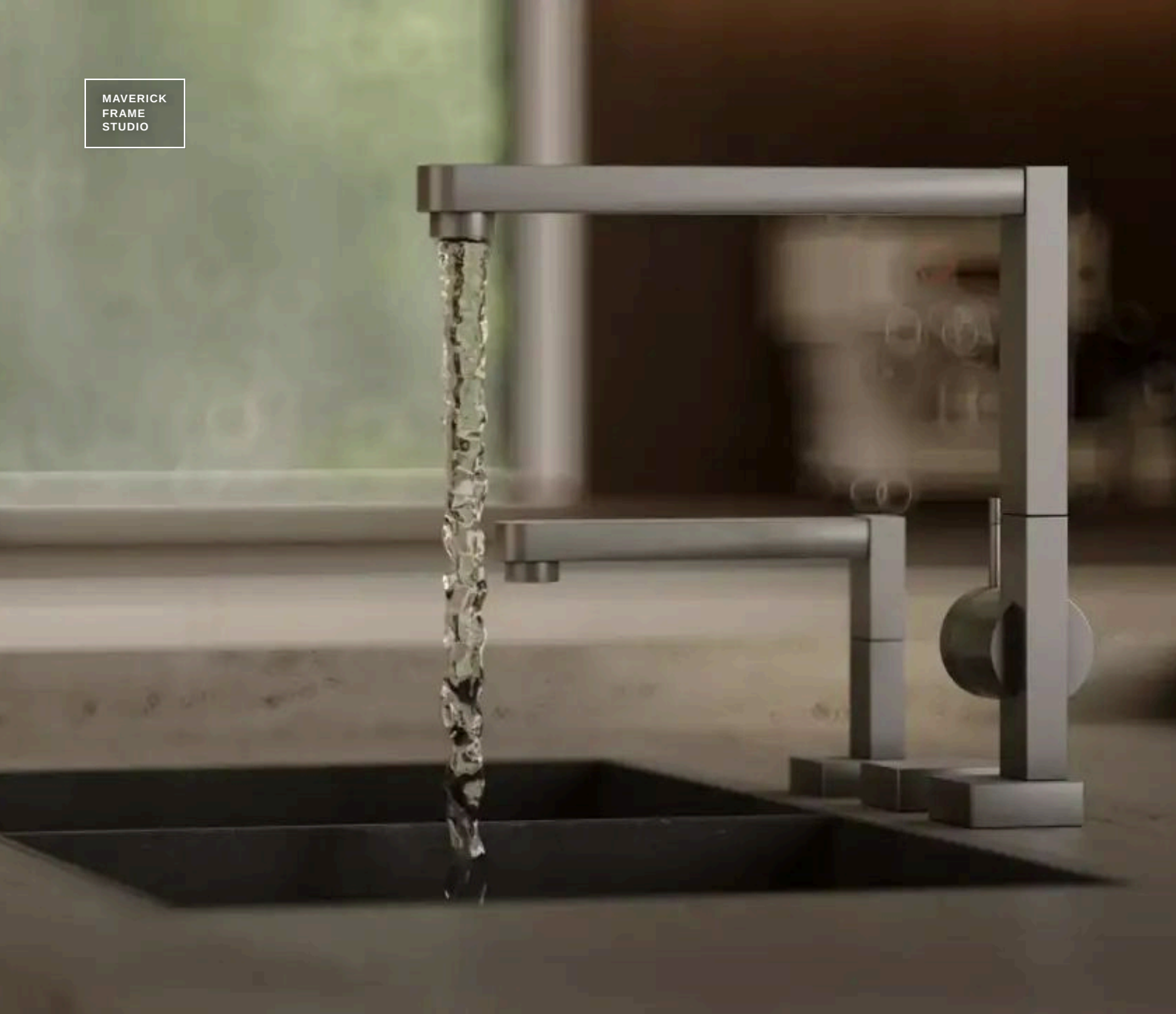




FIELD GUIDE / 2026 EDITION

The Bathroom in Your Catalogue Never Existed. **Render It Once.**

How a sanitary ware brand plans bathroom scenes, finishes and variants for catalogues and dealers, with a priced shot list and the one-page brief to send.

START HERE

Twenty bathrooms from one room

A sanitary ware catalogue needs bathrooms that do not exist: a family bathroom, a hotel suite, a compact en-suite, each in several tile schemes and every tap in four finishes. Building and photographing them is the slow way to get there.

The usual result is one showroom set, photographed well, that ends up in every chapter of the catalogue. Dealers notice, and so do their customers. A rendered bathroom is built once to your drawings, and then restyled: new tiles, new light, a new finish on the taps, without moving a single fitting.

WHAT A SHOWROOM SHOOT GIVES YOU	WHAT A RENDERED BATHROOM GIVES YOU
01 One room, lit one way	The same room restyled for each collection and each market, with the camera exactly where it was.
02 Finishes limited to the samples on site	Every finish on every product, matched to codes, including the ones still in production.
03 Glaze and chrome fighting the lights	Reflections placed where they describe the form, not where the softbox happened to be.
04 Concealed parts invisible	Cut-aways of cisterns and frames for installers and specifiers.

Build the room around the product, not the other way round.

Two bathrooms, drawn to real dimensions with real clearances, will carry a whole catalogue. The restyles are where the range is shown; the room only has to be right once.



Maverick Frame production render.

THE SHOT LIST

The catalogue set, priced line by line

A composite of the sanitary ware catalogues we quote, priced at mid-market studio rates. It assumes five hero products, two bathrooms and a dealer portal. Scale the lines to your range; the structure holds.

LINE	ITEM	BASIS	AT STUDIO RATES
01	Products modelled from CAD: basin, WC, bath, tap, shower	5 x \$300	\$1,500
02	Hero views in two bathrooms, family and boutique hotel	4 x \$600	\$2,400
03	Restyled variants of the hero views: tile, light, mood	20 x \$180	\$3,600
04	Tap and shower finishes: chrome, black, brass, gunmetal	16 x \$80	\$1,280
05	Close-ups: spout, glaze, drain, flush plate	8 x \$200	\$1,600
06	Silos on white for the dealer portal	15 x \$90	\$1,350
07	Cut-away of the concealed cistern and frame	1 x \$500	\$500
08	A 20-second loop: water running, light moving	20 sec	\$2,000
09	Catalogue crops and dealer portal formats	flat	\$400
Built once: five products			\$1,500
64 images, one loop and dealer formats			\$13,130

The catalogue set, priced as a composite	\$14,630
Each restyle of a bathroom after launch	\$180

The twenty-first bathroom costs \$180.

Once two rooms are built properly, a new tile collection, a partner's colour or a regional catalogue is a restyle of a view that already exists. The cost of the range moves into the variants, where it belongs.

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost sanitary brands

These come from sanitary ware briefs we receive. None of them is careless. Each one either inflates the quote or produces images the dealers cannot use.

WHAT YOU TYPICALLY WRITE	WHAT TO WRITE INSTEAD
01 A luxury bathroom, like the references	Say who buys and where: a family bathroom in a new build reads very differently from a spa hotel. Send three rooms, not thirty.
02 All products in every scene	Name the hero product for each view. A bathroom with every item from the range in it reads as a showroom, not a home.
03 Chrome must look like chrome	Send one physical sample of each difficult finish. Brushed brass and gunmetal are judged by eye against the real piece, not a code.
04 Tiles to be decided	Name the tile schemes, even provisionally. Tiles change the light in the room, and a late change is a re-render, not a swap.
05 Show the technology	Say which technical parts matter to which audience. A cut-away for installers is a different image from a hero for consumers.
06 Images for the catalogue and the web	List the catalogue page sizes and the dealer portal specifications. Portrait spreads and square tiles need planning at the camera.

Water is a deliberate choice.

A running tap or a filled bath is an effect with its own cost and its own look. Ask for it in the views where it sells the product, not in every frame.

THE ONE PAGE

What sanitary brands actually send us

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

01	The products	Names, CAD files, and which are heroes of this catalogue.
02	The finishes	Codes for each, plus a sample of the hard ones.
03	The bathrooms	How many, for whom, with two or three references each.
04	Views per bathroom	A number, and the hero product for each view.
05	The restyles	Tile schemes or collections each view must be shown in.
06	Technical images	Cut-aways or installation views, and who reads them.
07	Where it is published	Catalogue page sizes, dealer portal, web.
08	The date	Print deadline first; the web can follow.
09	The budget	A figure or a range. It shapes the number of restyles.

Approve the room before the range

Sign off one bathroom in one finish first. Every restyle after that is quick, because the camera, the light and the fittings are already agreed.

Keep the rooms for next year

Ask for the scenes to be kept on file. The next collection drops into the same bathrooms, and the catalogue stays consistent.

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/
Bathroom 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.