MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

Brief to Refresh. One Pack Model. Paid For Once.

Which renders to order from the first dieline to the next flavour, what the 3D pack model carries over, and the budget split per stage, as a priced composite.

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START HERE

Five deadlines, five vendors, the same pouch

Most food brands buy pack visuals one deadline at a time. A mock-up for the approval meeting, a sell sheet for the first buyer, packshots for the online store and an agency for the launch ads.

Each of them rebuilds the pouch from the same print file, and each gets the colours, the seal and the window a little differently. The other leak is timing: buyers and marketplaces want images weeks before the first print run, so the visuals ordered last are the ones the launch depends on.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**The pack is modelled again for every job**	One 3D pack model, kept on file
02	**Sell sheet and listing images that do not match**	Every channel rendered from the same scene
03	**Packshots ordered after the print run**	Packshots ready before the first pallet ships
04	**A new flavour means a new shoot**	A new label mapped onto the existing model
05	**Ad formats cropped from whatever exists**	Crops planned with the camera, not after it

The pack model is the asset. The images are the output.

Shape, film, print and seal are the largest cost of the first set. If the model stays with one studio, every later image pays for cameras, light and labels, not for building the pouch again.



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THE ROADMAP

What to order at each stage, and what it keeps

The five stages below are the ones on our food product page, in the order most packaged food launches meet them. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Brief	Pack model from your dieline and a list of views per channel	You, your designer, the printer	Pack model, scene
Proof	One key view of each pack checked against the artwork, plus print and seal close-ups	Brand team, artwork approval	Approved labels, cameras
Sell-in	Range line-up, sell-sheet views, shelf scene and case pack	Retail and wholesale buyers, distributors	Range scene, case model
Launch	Packshots on white, lifestyle scenes and social and marketplace sizes	Shoppers, online stores, ads	Everything above
Refresh	New flavours, sizes and bundles rendered from the same model	Buyers, listings, social feeds	Models, lights, cameras

Start where you are

If the range is already sold in and the online launch is next, order the packshots and lifestyle scenes now, and ask for the pouch to be kept as one model on file. That is what lets every new flavour and bundle reuse it rather than start again.

Not every brand passes through all five stages. A brand selling only online may skip Sell-in. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



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WHAT IT COSTS

Three flavours, five stages, line by line

A composite of typical orders for a three-flavour stand-up pouch range, from the first dieline to a new flavour. No client's budget is shown. Every line is hours at our $45 rate: a view on white or on a studio background is 4 hours, a lifestyle scene 6. Rows marked as reused cost less because nothing is rebuilt.

	LINE ITEM	BASIS	AT $45 PER HOUR
01	Brief: pouch model and master scene from the dieline	12 h x $45, built once	**$540**
02	Brief: dieline check and a view list per channel	2 h x $45	**$90**
03	Proof: one key view of each of three packs	3 x $180, model reused from Brief	**$540**
04	Proof: close-up of the print, seal and finish	1 x $180	**$180**
05	Sell-in: range line-up and sell-sheet views	2 x $180, scene reused from Proof	**$360**
06	Sell-in: shelf scene with the shelf-ready case	$270 + 6 h x $45 case model	**$540**
07	Launch: packshots on white, front, back and three-quarter	9 x $180, scene reused from Proof	**$1,620**
08	Launch: lifestyle scenes, outdoors and in hand	3 x $270, models reused	**$810**
09	Launch: post, story and marketplace crops	6 x 1 h x $45	**$270**
10	Refresh: new flavour, label mapped and three packshots	2 h x $45 + 3 x $180, model reused	**$630**
11	Refresh: multipack and bundle views	2 x $180	**$360**
	Brief stage		$630
	Proof stage		$720
	Sell-in stage		$900
	Launch stage		$2,700
	Refresh stage		$990
	Planned as one roadmap		**$5,940**
	The same visuals bought stage by stage, from scratch		**$8,640**

11%	12%	15%	45%	17%
BRIEF	PROOF	SELL-IN	LAUNCH	REFRESH

From scratch means the same lines plus $2,700: the $540 pouch model built again at Proof, Sell-in, Launch and Refresh, and the three labels mapped again at Sell-in and Launch ($540). Shares are of the $5,940 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	**Brief: the pack**	The dieline or print PDF, pack dimensions and film finish, matte, gloss or a clear window.
02	**Brief: the channels**	Where the images will run: sell sheets, your store, marketplaces, ads.
03	**Proof: the artwork**	Final, approved artwork for each flavour. Claims on the pack come only from it.
04	**Proof: a physical sample**	Photos of a printed sample, if you have one, so seals, notches and colour match.
05	**Sell-in: the buyer**	Who the sell sheet goes to, the case pack size and the shelf format.
06	**Launch: the listings**	Marketplace image rules, the number of images per listing and the launch date.
07	**Launch: the mood**	References for lifestyle scenes and where your customer eats the product.
08	**Refresh: the changes**	New flavours, sizes or label updates, and the date you need them.

Change stage, keep the model

If we built your pack at an earlier stage, reopening it takes one email: name the stage, the new images and any label changes. The model is on file, so the quote starts from cameras and light, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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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 what you already have

Plans, a model, photographs or a draft brief, in whatever state they are 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/
Food packaging work	maverickframe.com/solutions/food-product-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the 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.