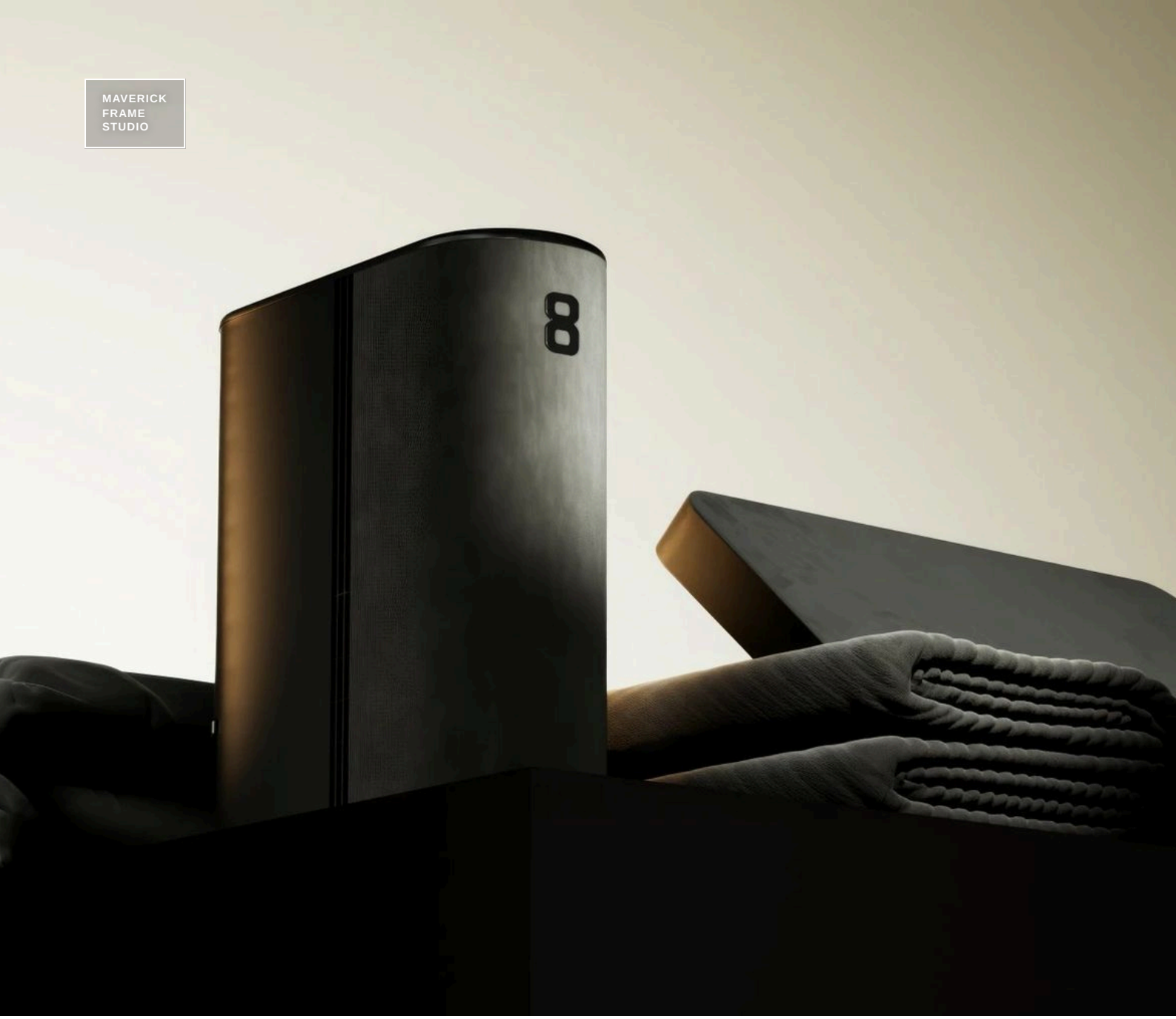
MAVERICK
FRAME
STUDIO



FIELD GUIDE / 2026 EDITION

Five Stages. One Mattress Model. Built Once.

Which mattress renders to order from prototype to refresh, what the 3D model carries into each stage, and the priced roadmap: $20,250 planned, $30,750 rebuilt each time.

Dim Kuzmenko
Founder, Maverick Frame Studio

maverickframe.com

START HERE

Every stage pays for the mattress again

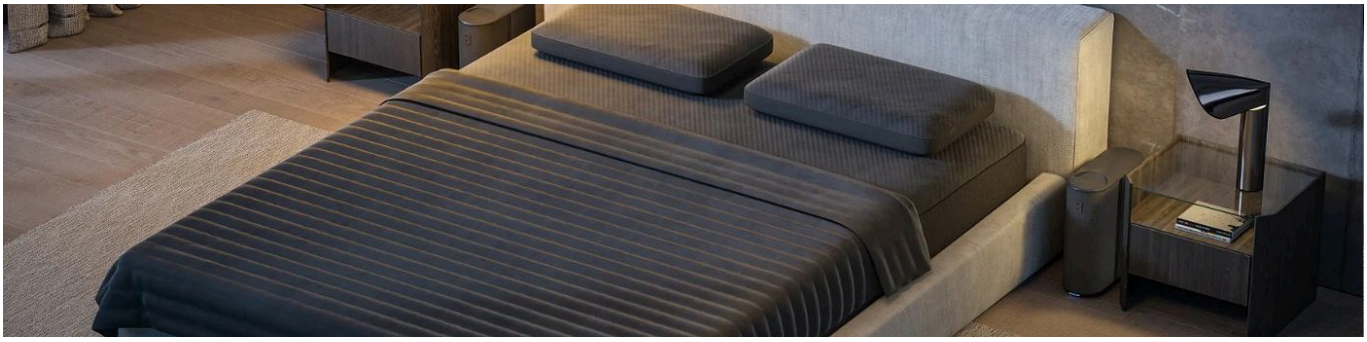
Mattress images are rarely ordered in one go. The product team wants concept renders before samples are sewn, retail buyers want the line in matching views, Amazon wants a white main image and a gallery, marketing wants bedroom scenes and a commercial, and every new cover or size wants all of it again.

Each of those orders tends to go to whoever is closest at the time: a photographer for the samples, an AI tool for the social posts, a freelancer for the sell sheet. Each of them starts from the mattress again. The quilting changes between the listing and the ad, the piping disappears in one image and the cutaway does not match the spec sheet. The second problem is timing: images ordered after the line review cannot help the line review.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**A new shoot or a new AI prompt for every set**	One 3D model of each mattress, kept by the studio and reused for every set
02	**Quilting and labels redrawn every time**	Quilting, piping and labels rebuilt once from your photos and swatches
03	**A cutaway drawn separately from the product images**	The cutaway cut from the same model, at the real layer thicknesses
04	**A new bedroom for every campaign**	One bedroom set, saved and restyled for the next season

You are not buying images. You are buying the mattress, again and again.

Most of the cost of the first set is the mattress model and the scene. Every later set should pay for its new cameras and scenes, not for the mattress a second time.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages as they appear on our mattress rendering page, in their order. Find the row your line is at now; the last column is what you should ask to receive so the next stage starts from it.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Prototype	Concept renders of covers, quilting and heights from your specs, before samples are sewn	Product team, founders, first retail buyers	Mattress models, cover materials
Sell-in	Every model in matching views on white, layer cutaways, sell sheets	Retail buyers, distributors, the market booth	Camera set and cutaway set-up
Listing	Main image on white, gallery with layers, sizes and firmness, A+ modules	Amazon, your store, retailer sites	Listing templates and callouts
Campaign	Bedroom scenes, website images, social media cuts, a short commercial	Website, ads, social media, your agency	Bedroom set, light, animation
Refresh	New sizes, covers and seasonal bedroom scenes	Store, marketplaces, retailers	The whole library for the next season

Start where you are

If your line is at Listing, order the gallery and A+ images from the same models as the sell-in views and ask for the models, the camera set and the callout templates as deliverables. The campaign then reopens them, and the next cover is a material change instead of a new shoot.



Maverick Frame production render.

WHAT IT COSTS

The whole roadmap, priced line by line

A composite roadmap for a line of three mattresses, priced at mid-market studio rates. Rows marked "reused" start from the models built at Prototype. The from-scratch total keeps every unit price the same and adds back only the rebuilds those rows avoided: the $2,400 mattress models at each later stage and the $900 bedroom set at Refresh.

	LINE ITEM	BASIS	MID-MARKET STUDIO RATE
01	**Prototype.** Mattress models and covers from your specs	3 models, build	**$2,400**
02	**Prototype.** Concept renders of covers and heights	3 x $400	**$1,200**
03	**Sell-in.** Matching views on white	12 x $250, models reused	**$3,000**
04	**Sell-in.** Layer cutaway per model	3 x $450, models reused	**$1,350**
05	**Listing.** Amazon gallery images with callouts	6 x $300, models reused	**$1,800**
06	**Listing.** A+ content modules	4 x $350	**$1,400**
07	**Campaign.** Bedroom set, dressed and lit	build	**$900**
08	**Campaign.** Bedroom scene images	6 x $500	**$3,000**
09	**Campaign.** 30-second mattress commercial	0.5 min x $6,000	**$3,000**
10	**Refresh.** Two new covers on existing models	2 x $300, models reused	**$600**
11	**Refresh.** Seasonal restyle of the bedroom	4 x $400, scene reused from Campaign	**$1,600**
	Prototype subtotal		$3,600
	Sell-in subtotal		$4,350
	Listing subtotal		$3,200
	Campaign subtotal		$6,900
	Refresh subtotal		$2,200
	Planned as one roadmap		**$20,250**
	Same images, rebuilt at every stage		**$30,750**

18%
PROTOTYPE, $3,600

21%
SELL-IN, $4,350

16%
LISTING, $3,200

34%
CAMPAIGN, $6,900

11%
REFRESH, $2,200

$10,500 is the mattress built four more times.

Every unit price is the same in both totals. The difference is one decision: keep the mattress models and the bedroom set with one studio from Prototype onwards, and let each stage pay for its new images.

THE ONE PAGE

What to send us at each stage

The brands whose logos sit on our pages do not send specifications. They send what they have, usually in the body of an email, and we quote from it. Two things per stage are enough.

01	**Prototype: files**	Spec sheets with layer materials and thicknesses, CAD if you have it, or photographs with dimensions in millimetres.
02	**Prototype: the cover**	Close photographs of the quilting, piping, handles and labels, and a swatch of each fabric.
03	**Sell-in: the line**	Which models sit together, in what order, and the sizes each one comes in.
04	**Sell-in: the buyer**	Who sees the sell sheet and the three things it must prove.
05	**Listing: rules**	Each marketplace's or retailer's image rules: background, angles, size, file type.
06	**Listing: claims**	The layer names, materials and benefits you are allowed to state on the images.
07	**Campaign: the room**	Two or three reference images for the bedroom. Not a mood board of forty.
08	**Campaign: channels**	Where the images and the film run, so every scene is framed for each crop.
09	**Refresh: what is new**	The new covers, sizes or heights, with swatches and dates.
10	**Refresh: the season**	The promotions in the year ahead, so the bedroom is planned to be restyled.

Change stage, keep the scene

We keep the mattress models, the cutaway set-up and the bedroom set after each stage. When the line moves on, send the new brief and name the earlier order: we reopen the same files.

Our terms are on the next page

Market rates, first draft times, revision rounds and rush terms are set out overleaf. Every price in this guide sits inside those bands.

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/
Mattress work	maverickframe.com/solutions/mattress-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.