

# PSP Print Fee for MAR 2.0

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## 1. Purpose of this Annex

This document governs the print production fees payable to Certified Print Studios for fine art print orders generated through the MAR 2.0 platform.

It forms an integral part of the *Print Service Provider Agreement* and applies in conjunction with Article 8.2(1) thereof.

## 2. Applicable Print Fees

1. For each completed production order, the Print Studio shall be entitled to the print fee calculated in accordance with the pricing model set out in this document.
2. The print fees apply per individual fine art print produced, irrespective of edition size or artistic classification.
3. All prices are stated in EUR per print, exclusive of statutory VAT, unless expressly stated otherwise.

## 3. Pricing Model

### 3.1. Base Price and Area Price

1. The print fee shall be calculated based on the surface area of the print (width x height), expressed in square meters (m<sup>2</sup>).
2. The base price is defined as the price for one (1) square meter, corresponding to the reference format A0, and amounts to: EUR 460 per m<sup>2</sup> ("area price").

### 3.2. Calculation Formula

1. The print fee for each individual print shall be calculated using the following formula:

$$\text{Print Fee} = \text{round}(\text{max}(\text{area} \times \text{area price}, \text{minimum price}))$$

2. For the purposes of this calculation:

- area = width x height of the selected print format (in m<sup>2</sup>)
- area price = EUR 460 per m<sup>2</sup>
- minimum price = EUR 45 per print

### 3.3. Rounding

1. The calculated print fee shall be rounded to the nearest full euro (EUR).

2. No decimal values shall be applied; all print fees shall be expressed as whole euro amounts.

### 3.4. Minimum Price

1. The print fee per print shall not fall below EUR 45, irrespective of the calculated area.
2. Where the result of the linear calculation (area x area price) is below the minimum price, the minimum price shall apply.

### 3.5 Sample Price Calculations (Illustrative Only)

1. For illustrative purposes, the table below provides example print fees calculated in accordance with the pricing model defined in this document.
2. These examples are non-binding and are intended solely to demonstrate the application of the calculation formula. The actual print fee shall always be determined in accordance with Clauses 3.1 to 3.4 based on the selected print dimensions.

### Sample Price Table

Print Size (inch)	Print Size (mm)	Area (m <sup>2</sup> )	Calculated Print Fee (EUR)
8 x 10 inch	203.2 x 254	0.0516128	45
A3	297 x 420	0.1247400	58
20 x 24 inch	508 x 609.6	0.3096768	142
30 x 40 inch	762 x 1,016	0.7741920	356
A0	841 x 1,189	1.0000000	460
50 x 50 inch	1,270 x 1,270	1.6129000	742

### 4. Determination of the Applicable Fee

1. The applicable print fee shall be determined based on the print size selected by the buyer on the MAR 2.0 platform at the time the order is placed.
2. The calculation shall be performed automatically within the MAR 2.0 system based on the dimensions of the selected print format.

### 5. Amendments to the Pricing Structure

1. Hahnemühle reserves the right to update or amend this pricing table from time to time.
2. Any amendment shall apply only to production orders placed after the effective date of the amendment.
3. Updated versions of this document shall be made available to Print Studios via the MAR 2.0 platform.

### 6. Precedence

In the event of any conflict between this document and the main body of the [Print Service Provider Agreement](#), the provisions of the Agreement shall prevail, unless expressly stated otherwise.