



Experts in the Artificial World

Value Adding Visual Merchandising

Photo Shoots

Movie & Theatre Props

Food Purveyors

Home Décor

Hospitality Décor

Children's Toys

w www.artificiallyreal.com.au

e sales@artificiallyreal.com.au

a PO Box 3072 PUTNEY NSW 2112

p 0419 982 010

Introduction

Artificially Real brings together the faux world under one roof. Underpinning our business philosophy is adding value to your business.

With food as our specialty, our range can be *tastefully* employed to decorate, enhance or promote events, showrooms, exhibitions, photo shoots, movies scenes or as a visual merchandising tool. Our products are often used for home décor whilst some can also be used in children's make believe.

Food is a lifeblood to our existence, so it is equally relatable & engaging at the same time.

This catalogue displays our current categories. Each product is pictured with descriptions & sizes. Authenticity is the key to success of the artificial world. When you see our products I am sure you will agree there is a sense of magic about them.

With the artificial world, anything is possible. If there is a product you desire & you cannot see it in our catalogue, give us a call or drop us an email & we will do our best to source it for you.

We are a family owned business that offer the flexibility large organisations avoid because it is too hard. As a result, it is easier for us to add a touch of magic to your business.

We look forward to contributing value to your business in whichever shape it takes.

Contents

• INTRODUCTION	2
• TRADING TERMS	4
• CAKES	5
• PASTRIES	8
• BREAD	12
• FRUIT	15
• MISCELLANEOUS	18
• CONTACTS	20
• NOTES	21



WHOLESALE TRADING TERMS

1. **Pricing** is exclusive of GST. Prevailing **GST** will be applied to list price & charged on invoicing.
2. **Prices** are subject to change without notice. Orders will be invoiced according to prevailing prices at the time of invoicing. Any orders held by instruction for delivery following a scheduled price increase will be subject to the new price, unless prior arrangements have been made.
3. No **claims** will be recognised unless made within 7 days of delivery.
4. **Minimum order value** is \$300 to capital cities. Deliveries below \$300 will incur a freight charge. Delivery to regional areas for less than \$300 may incur freight unless prior arrangements are made.
5. **Warranties** apply per current Australian Consumer Guarantee law.
6. **Trading Terms** – first order is a pro forma paid in advance of delivery. Credit may be applied for on future orders on completion of a credit application. Credit may be denied at the discretion of Artificially Real management.
7. Due to the handmade nature of our products, there maybe slight variations between the images in the catalogue & the product delivered.
8. Trading terms should be read in conjunction with our general Terms & Conditions & Privacy Policies which can be found online at www.artificiallyreal.com.au.



CAKES



At Artificially Real, we have selected eight family favourites in addition to two birthday style cakes.

They are made from high quality resin & each has its own individual box for storage, safekeeping or gift wrapping.

Whilst each is available individually, freight may apply.

For Visual Merchandising we suggest ordering the mixed box of ten so they can be rotated as the theme requires.

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
	 0 735850 578439 >	CA001	BLACK FOREST CAKE 245 x 130MM Set of 1	\$14.50	\$34.99
	 0 735850 578446 >	CA002	PAVLOVA 295 x 130MM Set of 1	\$15.50	\$34.99
	 0 735850 578453 >	CA003	APPLE PIE 200 x 80MM SET OF 1	\$10.80	\$24.99
	 0 735850 578460 >	CA004	CHOCOLATE CAKE 200 x 86MM Set of 1	\$10.80	\$24.99
	 0 735850 578477 >	CA005	LEMON MERINGUE 230 x 156MM SET OF 1	\$14.50	\$34.99
	 0 735850 578484 >	CA006	WHITE CHOCOLATE MUD CAKE 240 x 105MM SET OF 1	\$14.50	\$34.99



PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
	 0 735850 578491 >	CA007	SPONGE CAKE 195 x 150MM SET OF 1	\$14.50	\$34.99
	 0 735850 578507 >	CA008	RED SASH BIRTHDAY CAKE 227 x 95MM SET OF 1	\$14.50	\$34.99
	 0 735850 578514 >	CA009	POLK-A-DOT BIRTHDAY CAKE 195 x 98MM Set of 1	\$14.50	\$34.99
	 0 735850 578521 >	CA0010	WHITE FOREST CAKE 250 x 105MM Set of 1	\$14.50	\$34.99












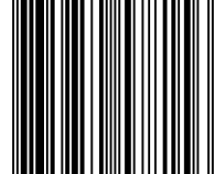




PASTRIES

















Our mouth-watering selection of pastries will make you feel you had the real thing. They will get your tastebuds working overtime.

From mini cheese cakes to cupcakes & muffins to donuts, there is a broad selection of styles, themes & colours.

Minimum order quantities vary depending on the product and all come boxed in their minimum order quantities.

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
	 0 735850 578200 >	PC010	ROUND MINI CHEESE CAKE 7 x 7 x 5CM Minimum 6 Assorted Pieces	\$2.50 / Piece	\$5.99 / Piece
	 0 735850 578149 >	PC004	SQUARE MINI CHEESE CAKE 6.5 x 6.5 x 6CM Minimum 6 Assorted Pieces	\$2.50 / Piece	\$5.99 / Piece
	 0 735850 578163 >	PC006	HEART MINI CHEESE CAKE 6 x 7 x 6CM Minimum 6 Assorted Pieces	\$2.50 / Piece	\$5.99 / Piece
	 0 735850 578156 >	PC005	ROUND MINI CHEESE CAKE WITH ICING 8 x 8 x 5CM Minimum 6 Assorted Pieces	\$2.20 / Piece	\$4.99 / Piece
	 0 735850 578248 >	PC014	RECT. MINI CHEESE CAKE 7 x 5 x 3.5CM Minimum 6 Assorted Pieces	\$1.45 / Piece	\$3.49 / Piece
	 0 735850 578255 >	PC015	FRUIT SLICE DECORATED 6 x 6 x 5CM Minimum 6 Assorted Pieces	\$2.20 / Piece	\$4.99 / Piece

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
		PC002	MUFFINS WITH WRAPPER 7.5 x 8CM Minimum 6 Pieces (2 of each / 3 styles)	\$2.20 / Piece	\$4.99 / Piece
		PC013	ICED CUP CAKES With wrappers 7 x 7 x 7cm Minimum 6 Assorted Piece	\$1.55 / Piece	\$3.99 / Piece
		PC017	CREAM BUN 11 x 5.5 x 5CM Minimum 6 Piece	\$1.55 / Piece	\$4.99 / Piece
		PC007	MINI CHOCOLATE CAKE 8 x 8 x 9CM Minimum 4 Piece	\$3.20 / Piece	\$7.99 / Piece
		PC012	ICED CHOCOLATE DONUT WITH SPRINKLES 10 x 10 x 4CM Minimum 4 Piece	\$3.20 / Piece	\$7.99 / Piece
		PC011	ICED CHOCOLATE DONUT WITH SWIRL 10 x 10 x 4CM Minimum 4 Piece	\$3.20 / Piece	\$7.99 / Piece
		PC003	ICED MINI CUP CAKES 5.3 x 5.8 x 4.3CM Minimum 12 Piece	\$1.45 / Piece	\$3.49 / Piece

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
	 0 735850 578262 >	PC016	SAVOURY MUFFINS 7 x 7 x 6CM Minimum 6 Piece (3 of each)	\$1.55 / Piece	\$3.99 / Piece
	 0 735850 578187 >	PC008	ROUND FRUIT DESSERT PASTRIES 7 x 6 x 6CM Minimum 6 Assorted Pieces	\$1.55 / Piece	\$3.99 / Piece
	 0 735850 578194 >	PC009	HEART SHAPED DESSERT PASTRIES 6 x 7 x 3.5CM Minimum 6 Assorted Pieces	\$2.50 / Piece	\$5.99 / Piece





BREAD



Did you know bread is the second most eaten food in the world?

As a result, it is easy to relate to. Nothing beats the smell of fresh bread either however after a few days it can become unsightly. That's where we come in.

We have ten different styles of bread from around the world. Each is made from closed cell polyurethane so is light weight & soft to touch.

If it's Bastille Day, roll out the Baguettes. Entertaining? Display a fine selection of tasteful Ciabatta, Damper or Rolls. Doughn't say no!

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
	 0 735850 578019 >	BR002	DUSTED BREAD LOAF 14.5 x 9.5 x 86CM 1 Piece	\$5.95	\$14.99
	 0 735850 578026 >	BR003	SEEDED CHALLAH BRAIDED BREAD LOAF 24 x 9.5 x 3.5CM 1 Piece	\$5.95	\$14.99
	 0 735850 578033 >	BR004	FRENCH BAGUETTE 48 x 6 x 5.5CM 1 Piece	\$7.95	\$19.99
	 0 735850 578040 >	BR005	BREAD ROLLS 14 x 9.4 x 15.4CM Minimum 3 Pieces (3 styles / 1 Set of 3 assorted pieces)	\$1.80 / Piece	\$4.99 / Piece
	 0 735850 578057 >	BR006	SOURDOUGH 14.5 x 13.5 x 3.5CM Minimum 1 Piece	\$4.99	\$12.99
	 0 735850 578064 >	BR007	FLOWER SEEDED DAMPER 13.5 x 12.5 x 9.3CM Minimum 1 Piece	\$5.95	\$14.99
	 0 735850 578071 >	BR008	CIABATTA LOAF - DUSTED 22 x 7.5 x 4.8cm Minimum 1 Piece	\$5.95	\$14.99

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
	 0 735850 578088 >	BR009	CIABATTA LOAF 22 x 6.8 x 3.9CM Minimum 1 Piece	\$5.95	\$14.99
	 0 735850 578095 >	BR010	ITALIAN BREAD TWIST 19 x 10.2 x 6.2CM Minimum 1 Piece	\$5.95	\$14.99
	 0 735850 578101 >	BR011	FRENCH BAGUETTE - MEDIUM 19 x 10.2 x 6.2CM Minimum 1 Piece	\$5.95	\$14.99

















FRUIT



It is no secret the absence of fruit in your diet may result in health issues. So it is safe to say that fruit is one of the safeguards to healthy living. The same can be said from an aesthetic perspective about Artificially Real's range of fruit. Rich in colour & authenticity, the presence of our fruit in your displays will enhance engagement & bring some colour that consumers will relate to.

Support your health & buy our fruit!

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
		FR001	FRUIT – ORANGE 80mm Diameter Minimum 28 pieces	\$1.29	\$2.99
		FR002	FRUIT – APPLE RED 75mm Diameter Minimum 28 pieces	\$1.29	\$2.99
		FR003	FRUIT – APPLE GREEN 75mm Diameter Minimum 28 pieces	\$1.29	\$2.99
		FR004	FRUIT – BANANA 190mm x 40mm Set of 20	\$1.29	\$2.99
		FR005	FRUIT – PEACH 74mm Diameter Minimum 28 pieces	\$1.29	\$2.99
		FR006	FRUIT – PEAR GREEN 95mm x 72mm Minimum 28 pieces	\$1.29	\$2.99
		FR007	FRUIT – PEAR YELLOW 95mm x 72mm Minimum 28 pieces	\$1.29	\$2.99

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
		FR008	FRUIT – LEMON 95mm x 65mm Minimum 30 pieces	\$1.29	\$2.99
		FR009	FRUIT – KIWI FRUIT 67mm x 50mm Minimum 24 pieces	\$1.29	\$2.99





MISCELLANEOUS















Artificially Real has something for everyone. Once again your tastebuds will be calling for help.

The authenticity we provide will always make you feel hungry.

Get into a burger or a hotdog, wash it down with an ice cream or cookie.

All come individually wrapped & will fit into multiple themes & engage your customers like never before.

PICTURE	BARCODE	PRODUCT CODE	DESCRIPTION	LIST PRICE	RRP
		IC001	ICE CREAM 11 x 5 x 2CM 6 ASST. PIECES	\$2.20 / PIECE	\$4.99 / PIECE
		SB001	HOT DOG 11 x 4.5CM 6 PIECE	\$2.20 / PIECE	\$4.99 / PIECE
		SB002	HAMBURGER 9.5 x 6CM 6 PIECE	\$2.20 / PIECE	\$4.99 / PIECE
		SB003	CROISSANT WITH HAM SALAD 12 x 7 x 5.5CM 6 PIECE (3 styles / 2 of each)	\$2.20 / PIECE	\$4.99 / PIECE
		BC001	COOKIE WITH CHOCOLATE DRIZZLE 6.3 x 3.3 x 8CM 6 PIECE	\$1.20 / PIECE	\$2.99 / PIECE
		MS001	FRIED EGG 10.5 x 9.5 x 2CM 1 PIECE	\$2.20 / PIECE	\$4.99 / PIECE





Contacts

Orders: sales@artificiallyreal.com.au

Customer Service: cs@artificiallyreal.com.au

Inquiries: info@artificiallyreal.com.au

Address: PO Box 3072 PUTNEY NSW 2112

Phone: 0419 982 010

NOTES