

One primary product image is required in both the FMCG & Foodservice and the DIY, Garden & Pet sectors. Each sector has specific expectations for this image.

1. **FMCG & Foodservice: Mandatory packshot:** A primary image showing the front of the product in its packaging, without plunge angle (orientation).

Exceptions:

- Products with more than one front side (e.g., front side horizontal and back side vertical) – should ideally include an image for each way the product can be placed on the shelf.
- Multi-packs – it is important that the consumer sees that there are multiple underlying units in the packaging: this requires an image of the front without a plunge angle is required, and ideally, an additional image of the front with an plunge angle from the left.
- White boxes (as used in foodservice) – in this case, we recommend that the box is also shown with the loose product in front of it (e.g., a croquette).

2. **DIY, Garden & Pet:** At least one mandatory primary image per product is needed, according to the examples below. The specific image and whether the product is photographed in or out of the packaging depends on the product. Choose the facing/orientation that best suits your product and gives a good representation of it.

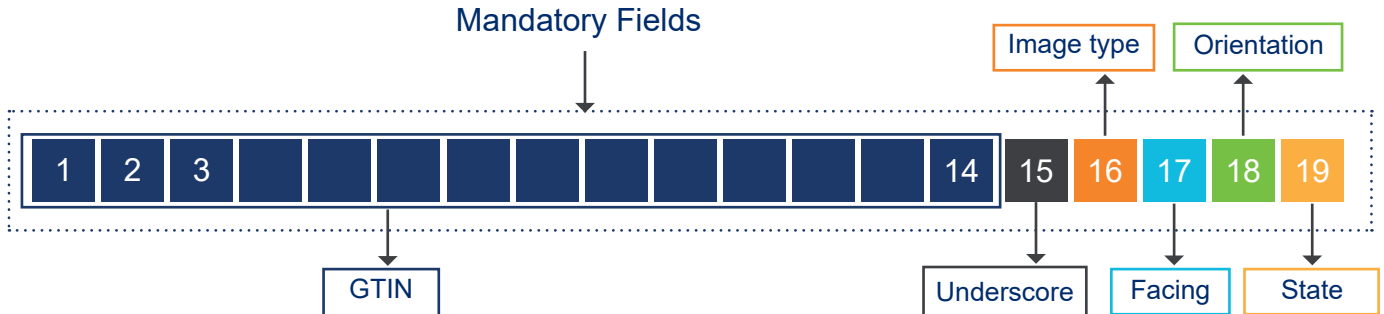
	Front	Orientation from left or right	
In packaging	 <p>(GTIN)_C1N1</p>	 <p>(GTIN)_C1R1</p>	 <p>(GTIN)_C1L1</p>
Out/without packaging	 <p>(GTIN)_C1C0</p>	 <p>(GTIN)_F_s01*</p>	 <p>(GTIN)_C1L0</p>

\*Detail image: if an image of the entire product does not clearly show what it is.

3. **Additional images:** We recommend adding multiple images and contacting retailers to coordinate which images are desired for each product.

Naming: Always follow the recommendations as specified in the global standard.


The file name of all primary product images in high or low resolution is defined in the global GS1 standard. Each file name is composed of at least 19 mandatory positions.



Position	1-14	15	16	17	18	19
Data	GTIN	Underscore	Image type	Facing	Orientation	State
Value	(n14)	_	A - Primary image (web) C - Primary image (high resolution)	0 - Not applicable 1 - Front 2 - Left 3 - Top 7 - Back 8 - Right 9 - Bottom	C - Centre L - Left R - Right N - No plunge angle	0 - Out of packaging 1 - In packaging <i>Additional options allowed, but not recommended</i>

## Examples


Transparency grid



GTIN: 05411901082616  
High resolution image: C  
Front facing: 1  
No plunge angle: N  
In packaging: 1

→ 05411901082616\_C1N1

Transparency grid



GTIN: 05415200003181  
High resolution image: C  
Front facing: 1  
From the left: L  
In packaging: 1

→ 05415200003181\_C1L1

Transparency grid



GTIN: 05425009852132  
High resolution image: C  
Front facing: 1  
From the right: R  
Without packaging: 0

→ 05425009852132\_C1R0

# Checklist primary images

Front of product in packaging, without plunge angle

## MANDATORY

- The file name is composed according to the correct syntax.  
 Low resolution: 05411901082616\_A1N1  
 High resolution: 05411901082616\_C1N1
- The file is created in the colour space RGB.
- Appropriate dimensions (in number of pixels):
 

Image type	Height	Width
A (web)	900 - 2400	900 - 2400
C (high resolution)	2401 - 4800	2401 - 4800
- The product is centered and in full view.

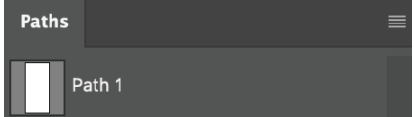
## RECOMMENDED

- The resolution is at least 300dpi.
- The colour profile is 8 bits/channel, use Adobe 1998.
- The image size is max 50MB. (Only when using the web interface.)
- The product has either a clipping path (preferably named 'Path 1') OR a transparent background with 1 alpha channel (preferably named 'Alpha 1') OR both.
- The aspect ratio is 1:1 (square).
- The image is a TIFF file.



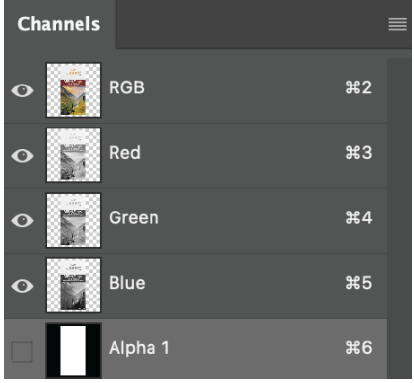
8

8



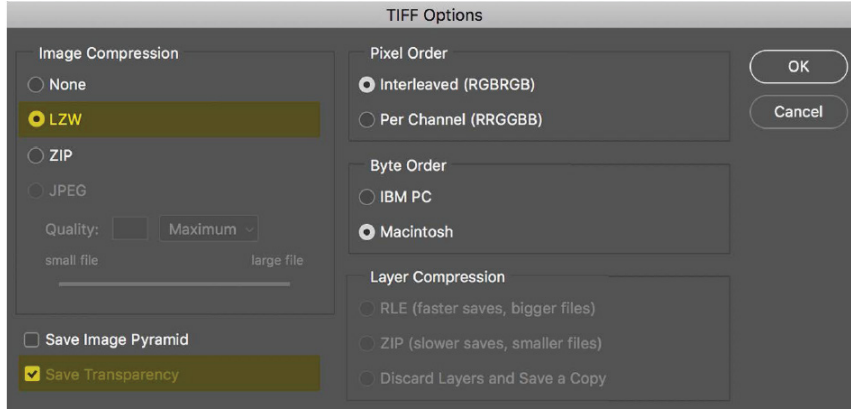
Clipping Path

8



Alpha Channel

10



TIFF file: LZW is a compression that does not affect image quality. 'Save transparency' must be enabled, otherwise there is no transparent environment.

# Checklist primary images

Front of product without packaging, orientation from the right

## MANDATORY

- The file name is composed according to the correct syntax.  
 Low resolution: 05425009852132\_A1R0  
 High resolution: 05425009852132\_C1R0
- The file is created in the colour space RGB.
- Appropriate dimensions (in number of pixels):

Image type	Height	Width
A (web)	900 - 2400	900 - 2400
C (high resolution)	2401 - 4800	2401 - 4800

- The product is centered and in full view.

## RECOMMENDED

- The resolution is at least 300dpi.
- The colour profile is 8 bits/channel, use Adobe 1998.
- The image size is max 50MB. (Only when using the web interface.)

8. The product has either a clipping path (preferably named 'Path 1') OR a transparent background with 1 alpha channel (preferably named 'Alpha 1') OR both.

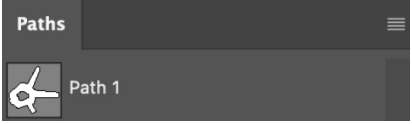
- The aspect ratio is 1:1 (square).

10. The image is a TIFF file.

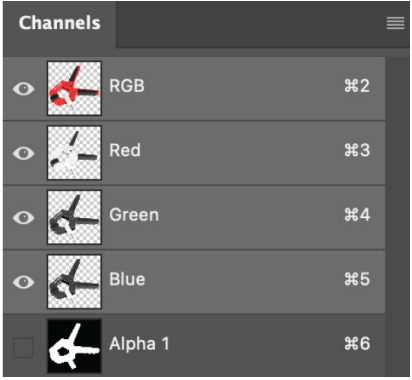


Transparency grid

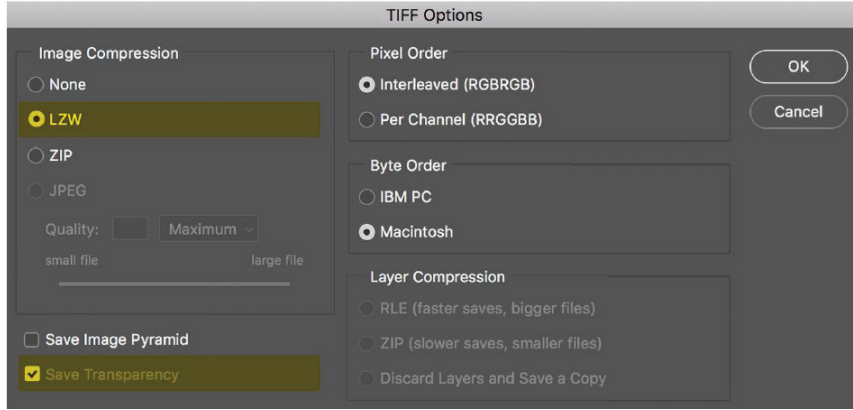
8



Clipping Path



Alpha Channel



TIFF file: LZW is a compression that does not affect image quality. 'Save transparency' must be enabled, otherwise there is no transparent environment.

# Checklist primary images

Front of product in packaging, orientation from the left

## MANDATORY

1. The file name is composed according to the correct syntax.

Low resolution: 05415200003181\_A1L1

High resolution: 05415200003181\_C1L1

2. The file is created in the colour space RGB.

3. Appropriate dimensions (in number of pixels):

Image type	Height	Width
A (web)	900 - 2400	900 - 2400
C (high resolution)	2401 - 4800	2401 - 4800

4. The product is centered and in full view.

## RECOMMENDED

5. The resolution is at least 300dpi.

6. The colour profile is 8 bits/channel, use Adobe 1998.

7. The image size is max 50MB. (Only when using the web interface.)

8. The product has either a clipping path (preferably named 'Path 1') OR a transparent background with 1 alpha channel (preferably named 'Alpha 1') OR both.

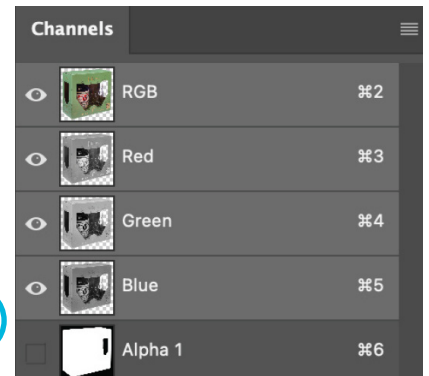
9. The aspect ratio is 1:1 (square).

10. The image is a TIFF file.

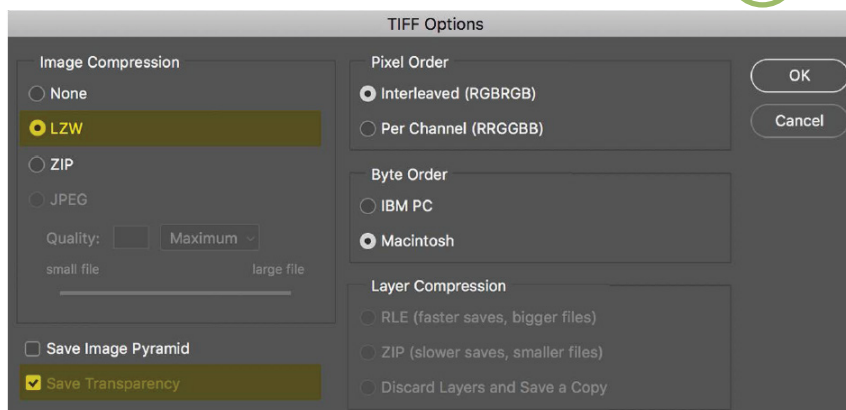
Transparency grid



Clipping Path



Alpha Channel



TIFF file: LZW is a compression that does not affect image quality. 'Save transparency' must be enabled, otherwise there is no transparent environment.