



## GDSN - Product Images

Specifications and usage rules for food, health and beauty and DIY, garden and pets industries in the Benelux.

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## Document Summary

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## Log of Changes

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1.0	25 September 2018		First harmonised version based on specifications for the individual industries.
1.1	6 December 2018	Reinier Prenger	The 2:3 aspect ratio is valid for both horizontal and vertical dimensions. The text in paragraphs 1.1 and 2.4 therefore changed to 2:3 and 3:2.
1.2	22 March 2019	Reinier Prenger	The following changes are made (also due to the fact of a new release of the international GS1 standard guideline): <ul style="list-style-type: none"> <li>- Mobile Ready Hero Images added.</li> <li>- Contradiction with alpha channels solved.</li> <li>- Position 17 of file naming convention now has an explanation.</li> <li>- Example added for naming convention table.</li> </ul>
1.3	8 May 2019	Reinier Prenger	The following changes are made: <ul style="list-style-type: none"> <li>- In paragraph 1.1 and 2.4 the mm's removed.</li> <li>- Corrected position 17 of the GDSN naming</li> <li>- For the sequence number the term numeric characters replaced by numeric digits.</li> <li>- In all examples in the name the A replaced by a C (high resolution)</li> <li>- Corrected the Montage image: 2 pictures over each other</li> <li>- For normal images minimum pixels changes from 2400 to 2401.</li> <li>- In chapter 2.5 in NB(1) the word preference removed.</li> </ul>

Release	Date of Change	Changed By	Summary of Change
1.4	27 June 2019	Reinier Prenger	<p>The following changes are made:</p> <ul style="list-style-type: none"> <li>- In paragraph 2.6.1 (white boxes) the text has been changed.</li> <li>- On page 18 the file name extension of the example is changed from jpg to tiff.</li> <li>- In the naming table (3.1) for the codes A and C the maximum changed from – into to.</li> <li>- In paragraph 2.2 (9<sup>th</sup> dash) the word about removed.</li> <li>- In paragraph 2.3 added that for an automatic clipping path a margin is needed.</li> <li>- Image in paragraph 2.4 improved.</li> </ul>
1.5	19 August 2019	Reinier Prenger	<p>The following changes are made:</p> <ul style="list-style-type: none"> <li>- Properties in 1.1 enhanced.</li> <li>- Added in paragraph 1.2 (product view) a reference to file naming.</li> <li>- Paragraph 2.4 enhanced.</li> <li>- Paragraph 2.6.1 enhanced.</li> <li>- Codes 7 and 8 added to table 3.1, field 17 for file type L.</li> <li>- Code N added to table 3.1, field 19.</li> </ul>
1.6	6 October 2020	Ro Van Hamme	<p>The following changes are made:</p> <ul style="list-style-type: none"> <li>- A number of images has been moved from the annexes to the text</li> <li>- Special product images have been enhanced with technical specifications as detailed by GS1 Global</li> <li>- Ratio 1:1, in line with the guidelines of GS1 Global</li> <li>- Footnotes specific for FMCG Belgilux with additions on the guidelines have been removed</li> <li>- Table 3.1. field 19 code N has been removed and code P has been added</li> </ul>
1.7	6 November 2020	Maarten Marrant	<p>Errata: in sections 1.1 and 2.4, under 'Image size' the text 'the longest side' was removed as it was no longer relevant due to the 1:1 aspect ratio.</p>

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## Introduction

With the growth in online marketing and sales good product images have become far more important to generate more sales and reduce returns. The numbers of product images required are also increasing. Organising and exchanging images is not always a smooth process, however: without a standard image format, the sharing of image files has been difficult and inefficient. Representatives of the food, health and beauty and the DIY, garden and pets industries have therefore agreed a standard way of exchanging product images.

Product images serve three main purposes:

- Shelf management images
- Images for e-commerce purposes (websites)
- Images for printed media (advertising leaflets, posters)

## What are the specifications and usage rules for exchanging images?

GS1 provides specifications and usage rules for exchanging product images with organisations in the food, health and beauty and the DIY, garden and pets industries.

The specifications and usage rules set out how images can be created, associated and exchanged between trading partners. We also set out a standard for the uniform file naming of images. This makes it clear to everyone what image (and representation) is being referred to without opening the document.

## Using the specifications and usage rules

The implementation of the guidelines, and from when onwards they will be effective, are part of sectorspecific implementation plans. Possible transitional periods are also a part of the implementation, not of the guidelines themselves.

Only the image of the latest version of a product is exchanged. In the case of a promotional/temporary packaging (e.g. a World Cup promotion) the promotional packaging is only temporarily the latest version; after the promotion ends the latest version reverts to the normal image.

Unless explicitly stated, the rules apply to both the commercial (online/offline) exchange of images and to shelf management.

This document is designed for suppliers and retailers, but it also provides a framework for others supplying services to them. These guidelines are based on the existing GS1 standard, i.e. the GS1 Product Image Specification, see [GS1 Product Image Specification](#).

# 1 Summary

Generally speaking, the same specifications for the exchange of images apply to the food, health and beauty and the DIY, garden and pets industries. The only differences between the two are in the view of the images, depending on the products (see 2.7.2) and in a small number of visual specifications.

## 1.1 Specifications that apply both industries

The product image specifications for both industries are summarised below.

### **Properties:**

Image size:	Minimum 2,401 pixels, maximum 4,800 pixels for normal products 1,200 pixels for products smaller than 12 cm 900 pixels for products smaller than 6 cm
File resolution:	300 dpi
File format:	TIFF
File compression:	LZW
File colour space:	RGB color model with alpha channel (8 bit per channel, Adobe 1998 colour space)
Background:	Transparent, this means exactly one alpha channel
Aspect ratio:	1:1
Margin:	Are optional, with a recommended minimum of 1% or 10 pixels, and a maximum of 10% or 100 pixels
Border:	No white border
Clipping path:	Yes, with the name 'Path 1'
File naming:	GTIN based (see paragraph 3.1)

## 1.2 Differences between the industries

### **Food, health and beauty**

#### **Product view:**

View:	At least one straight-on front shot, except for a few products (see 2.6.1).
Plunge angle:	0°

#### **Visual specifications:**

Barcode:	If there is a specific barcode, e.g. in the case of pre-packed variable weight items with a price or weight in the barcode, remove it.
Best Before/Expiry date:	Remove if present
Variable weight:	Remove if present

### **DIY, garden and pets**

We refer to chapter 2.6. for the advice of the sector on views and angles.

## 2 Product image specifications

All sorts of combinations of file format, resolution and size are used in end-user applications. It is not feasible to cover all the possible combinations with separate images. These specifications are assumed to be suitable for a variety of uses, including printed matter and websites.

### 2.1 Identifying the primary face

For the correct identification of products with multiple marketing faces it is important to identify which is the primary. To resolve this, refer to the existing standards for determining the default front found in the [GDSN Package Measurement Rules Standard](#), from which the following excerpt is taken:

‘For the purposes of this standard, the Default Front is the surface with the largest area that is used by the manufacturer to “sell” the product to the consumer, in other words, the surface with markings such as the product name and standard text elements such as Consumer Declaration (e.g. Net Content)...’

There is an exception in the case of products with more than one equally large front face, as these products can be presented both vertically and horizontally on the shelves. An image of both front faces is therefore required in these cases.

**N.B.** If the method of determining which is the front face for the image based on the measurement rules would be illogical, the manufacturer should decide which is the best front face.

### 2.2 Guidelines for image quality

The aim of the product image is to show the genuine product as true to life as possible. The following recommendations therefore apply to the capture and processing of good-quality images:

- Colour-accurate image.
- Realistic reflections.
- Realistic, neutral shadows.
- Retouching (e.g. removing expiry dates) should be done as seamlessly and invisibly as possible.
- A rendered image (converted from 3D to 2D) is permitted.
- Large depth of field so that the whole product is in focus.
- Even lighting.
- Mirroring is permitted if the product is symmetrical.
- Place the product in the centre, with an optional margin of between 1 and 10%.
- The dimensions on the image match the real dimensions of the product.
- No weight or barcode on images of variable weight products.
- The product shown on the image must be the same as the product that is being sold.
- Transparent background.
- Not permitted:
  - o Colour casts.
  - o Alpha channels (enabling a product to be reproduced partially translucent, only one is allowed for transparent background) or layers, guides or rulers.
  - o Transfer functions or PostScript colour management.
  - o Visible scratches, dust, dents, damage or fingerprints.
  - o Artificial reflections or reflections of objects outside the product.
  - o Artificial shadows or shadows of objects outside the product.
  - o Signatures, ‘finger printing’ or visible watermarks.
  - o Images scanned from printed pages.
  - o Compression artefacts (non-lossless compression changes transitions from sharp to frayed and/or causes blotchy appearance).
  - o Artificial enlargement (interpolation).
  - o Moiré patterns (interference patterns due to inadequate sampling of a fine pattern) or other minimisation.



- Year or date (e.g. on a wine bottle), unless the year or date is the reason for the different GTIN.
- Props, persons, animals, aids or other products on the image.
- Product-specific information or transaction data (Best Before date, expiry date, batch number, lot number etc.) on the image, unless this is needed for clarification.
- Price on the image.
- Stickers on the image, e.g. 'Fragile' or 'Special Offer'.

## 2.3 Clipping paths

A clipping path is used to separate an object from its background on an image. It is a collection of vectorised points (anchor points) placed over an image. Ensure that all images contain one active clipping path, properly created, in order for the product to be silhouetted.

To make a clipping path in an automated way, it is necessary that a margin is present.

Advantages of using a clipping path are:

- Least susceptible to errors.
- Scalability and a nice, flowing margin.
- Can be used in many layout, editing and animation programs.

To facilitate batch automation, it is very important that the clipping path be named 'Path 1' (note capital letter and space).

The flatness setting (the number of anchor points used to create the clipping path) must be 1 (low resolution).

## 2.4 Image size

It has been decided to exchange high-resolution images in both industries. The minimum number of pixels of the product image depends on the physical dimensions of that product.

The image size is different for small products:

- Products smaller than 6 cm: 900 - 4800 pixels
- Products smaller than 12 cm: 1200 - 4800 pixels
- Products greater then/equal to 12 cm: 2401 - 4800 pixels

The resolution is 300 dpi.

You should apply the largest value of the three dimensions (height, width and depth) as measurement value.

Also note:

- Image aspect ratio size to be 1:1 (square).
- No white border around the image.
- Image to be free-standing.



Fig. 1.1: Transparent background, no white border

## 2.5 File format and colour mode

File format: TIFF (LZW compressed)  
Colour mode: Adobe RGB with alpha channel

The image should be supplied at the minimum image quality. Your trading partners can then decide for themselves whether to store the images in a different file format, e.g. as JPG or PNG files.

**N.B. (1)** The storage of the source file is RGB with alpha channel 8 bit per channel.

**N.B. (2)** Make all backgrounds transparent (exactly on alpha channel).

## 2.6 Product views

There are differences between the two industries here.

### 2.6.1 Product views for food, health and beauty

Multiple images can be exchanged, but it has been decided in this industry to photograph each product at least once straight-on front as sold in the store (packed products in the packaging), with a plunge angle of 0°.










Fig. 2.1: Straight-on front









Exceptions:

- **Products with more than one front face** (e.g. front horizontal and back vertical) - an image of each way the product can be placed on the shelf is required.
- **Multi-packs** - it is important for consumers to be able to see that the packaging contains multiple units: this requires a straight-on front shot and a shot taken at a 15° angle from the top left.
- **White boxes** (as used in food service) - the box must be shown with the loose product (e.g. croquette) in front of it.

### 2.6.2 Product views for DIY, garden and pets

Due to the wide range of products within the sector, there is no general specification as to which angles are mandatory. The following views are however strongly recommended for the sector DIY, Garden & Pets in the Benelux.

Application	View	Product with packaging – contents also photographable without packaging	Product with packaging – contents not photographable without packaging	Product without packaging
Shelf management		e.g. light bulb, tap	e.g. cement, sand, adhesive	e.g. putty knife, lock
	1. In packaging, straight-on front			OPTIONAL
	2. In packaging, straight-on left			OPTIONAL
	3. In packaging, straight-on top			OPTIONAL
4. Out of packaging, straight-on front	OPTIONAL	OPTIONAL		

Application	View	Product with packaging – contents also photographable without packaging	Product with packaging – contents not photographable without packaging	Product without packaging
	Sales			
	5. Out of packaging, straight-on left	OPTIONAL	OPTIONAL	
	6. Out of packaging, straight-on top	OPTIONAL	OPTIONAL	
	7. Out of packaging, oblique left		OPTIONAL	
	8. Out of packaging, oblique right		OPTIONAL	
	9. Out of packaging, oblique top		OPTIONAL	




Application	View	Product with packaging – contents also photographable without packaging	Product with packaging – contents not photographable without packaging	Product without packaging
	10. In packaging, oblique left	OPTIONAL		OPTIONAL
	11. In packaging, oblique right	OPTIONAL		OPTIONAL
	12. In packaging, oblique top	OPTIONAL		OPTIONAL

Table 1.1: Advised representations to be supplied

**Note 1:**

To make some products recognisable it is also necessary to supply an image of the back or underside. This is the case, for example, with three-piece suites, switches and top-class products. The same applies to products that need to be shown in use so as to clarify what the product does.

**Note 2:**

The ‘oblique’ angle is advised at 30° for side views and 10-15° for top views. For side views there is a tolerance of 10° at the top and bottom (i.e. between 20° and 40° is permitted). For the majority of products this is the advised angle, but we always recommend to keep a natural angle for the product in mind.

**2.6.3 Incompatible products**

Some products would seem to be incompatible with the above-mentioned standards, so they are listed here along with the rules agreed for them. The following rules apply solely to these product groups, unless a particular view has no added value for consumers. The omission of particular views should always be agreed with the retailer.

**Products on a roll, such as carpet and wallpaper**

These products must be partially unrolled on the ‘oblique’ images (photographed at an angle) so that the print is visible.

**Products that are attached to something when in use, such as a garage door or a toilet roll holder**

Photograph these free-standing.

**Apparel**

Photograph this not stuffed, straight-on front and straight-on back.

### Longer products

These are permitted to overshoot the image on the left. Again, the top angle must be 10-15° and the angle at which the product overshoots the image must be 30°.

### Measures of capacity

If a product has more than one measure of capacity (e.g. paint), take a unique photo of each size.

### Colour

Take a unique photo of every colour variant of the product (e.g. paint).

### Promotional packaging

If a product has a promotional packaging as well as a regular packaging, unique photos should be taken of both.

### Volume products

Take a photo of the standard consumer unit plus one loose product (e.g. tiles). Say they are always sold in sets of four, take a photo of a stack of four tiles plus a close-up of a loose tile.

### Light fittings

Take a photo with the light on, unless an image with the light off provides more information.

### Handles (e.g. on a paint can)

Place handles to the back and do not crop them out.

### Pumps/nozzles

Place these to the left.

## 2.7 Special product images

These special product images are extra images that can be provided as well. In general these follow the guidelines for primary images, as explained in chapter 2. Deviations from these general guidelines, are explained below.

### 2.7.1 360° product image

A 360° product image should be produced by rotating the product around a single axis with the camera taking shots at intervals of a defined number of degrees. All shots should be taken from the same angle to obtain a 360° image. The direction of rotation should be clockwise.

The minimum number of images is 24, the maximum 360. The sequence number should be included in the file name.

**Important note:** The image is minimum 400x400 pixels, with a resolution of 150 dpi

**Important note:** The format for 360° images is JPG/PNG

**Important note:** A clipping path is optional

### 2.7.2 Detail image

A detail image is a photograph, line drawing or other graphical representation of a particular product attribute. It is used to emphasise a particular detail or attribute of an item. Detail images also include photos of a small part of a consumer unit in the case of products that are too large to be shown in their entirety (timber or plastic panels or pipes).

**Important note:** The minimal image size for detail images is the same as for primary images, 900x900 pixels with a resolution of 300 dpi, and the maximal image size is 4800x4800 pixels

**Important note:** The format for these detail images is TIFF or JPG/PNG/GIF.

**Important note:** A clipping path is required.



(GTIN)\_F\_002



(GTIN)\_M\_002

**Fig. 3.1:** Detail image

### 2.7.3 Montage image

A montage is a set of images placed over one another in layers to produce a complete image. Examples are a screwdriver with a close-up of the handle, or a box of nails with one or more nails out of the package in the foreground. In other words, these are composite images.

**Important note:** The resolution of the smallest image in the composition must be 300 dpi.

**Important note:** All images must have an active clipping path.



(GTIN)\_M\_002



(GTIN)\_M\_123

**Fig. 3.2:** Montage image

### 2.7.4 Hero Images

This standard for Hero images is separate from the standard for product images for the food, health and beauty and the DIY, garden and pets industries.

Hero Images (short for Mobile Ready Hero Images (MRHI)) are product images that have been adapted for websites and smaller smartphone screens. Research by Cambridge University has found that the following product attributes need to be shown more prominently on smaller screens: brand, type of product, variant and size (weight, content or quantity). This can be achieved by editing the original product image, e.g. enlarging the brand name and removing superfluous text.

For detailed information see <https://www.gs1.org/standards/Mobile-Ready-Hero-Image/1-0>.

Mobile Ready Hero Images have specifications, that are different from the product images specifications above. These are:

Image size:	600 x 600 (minimum)
File resolution:	90 ppi
File format:	JPG or PNG
Colour space:	sRGB
Background:	Different from the foreground in a sufficient way
Aspect ratio:	1:1 (square ratio)

Margin: As less white space as possible  
Clipping path: No

**Important note:** Although the original packaging is modified, a Hero Image must be such that consumers can still recognise the product.



(GTIN)\_H1N1\_en



(GTIN)\_H1N1

Fig. 3.3: Mobile Ready Hero Image



### 3 File name specifications

A large part of the standard for images relates to the agreed file naming rules, which indicate such things as what view of the product should be shown on the image.

The two file naming methods for images are GTIN based and GDTI (Global Document Type Identifier) based.

- GTIN based file naming should be used when the image contains a single item, which can be identified with a GTIN.
- GDTI based file naming should be used for items not identified with a GTIN (e.g. RCN identified items in apparel, images containing multiple different GTINs/products) and where a single image can be used for multiple products/items.

The specifications for product image file naming are set out below, here confined to GTIN based file naming.

#### 3.1 GTIN based file naming

The full file naming specifications based on the 14-digit GTIN are set out below. To begin with we are using a limited data set.

The name is constructed as follows:

Position in the file name	Value	Description	Explanation
1-14	GTIN	GS1 trade item number	
15	_	Underscore	
16	A	Product images (900 to 2,400 pixels per side)	File nature/type (simple designation, alphanumeric). This section is dynamic (subject to frequent updates).
	B	Product image with supporting elements	
	C	Product image (high resolution) (2,401 to 4,800 pixels per side)	
	D	Product image with supporting elements (high resolution)	
	E	360° product image	
	F	Detail image	
	H	Mobile Ready Hero Image	
	L	Product packaging/Label information	
	M	Montage image	
17 Only one value is permitted.	0	Nat applicable	Only for file type A,B,C,D
	1	Front face	Only for file type A,B,C,D,H
	2	Left	Only for file type A,B,C,D
	3	Top	Only for file type A,B,C,D
	7	Back	Only for file type A,B,C,D
	8	Right	Only for file type A,B,C,D

Position in the file name	Value	Description	Explanation
	9	Bottom	Only for file type A,B,C,D
	_	(Underscore)	Only for file type F,M
	1	Complete label	Only for file type L
	2	Nutritional table	Only for file type L
	3	Barcode	Only for file type L
	4	Ingredients	Only for file type L
	5	Nutrients/Ingredients combined	Only for file type L
	6	QR code	Only for file type L
	7	Certification Seals / Claims	Only for file type L
	8	Preparation instructions	Only for file type L
	9	Pet food instructions / ingredients	Only for file type L
18	C	From above	Plunge angle: angle reference relative to the face being represented.
	L	Left view	
	R	Right view	
	N	No plunge angle	
19	1	In packaging	
	0	Out of packaging	The product as it first arrives 'out of packaging', not how it appears after it has been processed or prepared.
	A	Case	A shot of the product in its case as it would appear to the operator upon delivery.
	B	Inner pack	A shot of the product as it would appear inside its packaging inside the case.
	C	Raw/uncooked	A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible.
	D	Prepared	A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g. baked, fried, grilled or boiled).
	E	Plated	Prepared food arranged simply on a serving plate, dish or bowl for better visibility. May include an additional step, such as garnishing or other enhancement.
	F	Styled	Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and side sides) to present the impression of a complete meal. May also include an additional step, such as garnishing or other enhancement. May be presented with different backgrounds and at different angles.

Position in the file name	Value	Description	Explanation
	G	Staged	A shot of a product that has been arranged for display in such a way as to provide clear visibility. The product may be propped up if necessary for optimum viewing, but it should not be held or used in any way by a person.
	H	Held	A shot of a product that has been held out for display by one hand or a pair of hands. When relevant, proper grip should be demonstrated. Apart from the hands and forearms, no part of the person holding the item should be visible.
	J	Worn	A shot of a product, such as a protective article of clothing, which is worn by a person. The complete product should be visible inside the frame, but the individual wearing it should be cropped out as much as possible.
	K	Used	A shot of a product as it is meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose.
	L	Family package	A shot of a number of related products (e.g., matched sets) arranged together in a single picture.
	M	Open case	A shot of a case, flaps open, that shows how the product would look when an operator receives the product and opens the case.
	P	Pallet/Display	An image comprised of the product in a display or pallet configuration.

The following values are optional additions to be used if the product being imaged requires them, in the order in which they should appear.

Position in the file name	Value	Description	Explanation
20	_	Underscore	
21+	(aa) or (aa-AA)	Language Indicator (ISO-639, 2 character alphanumeric)	Example of French version: (GTIN)_A1L1_fr  Example syntax for populating a country variation of a Language Indicator attribute: aa or optionally aa-BB where aa = ISO 639 code list, must be lower case where BB = ISO 3166-1 Country Code, 2 Alpha character representation, must be upper case to be used only if multiple faces of dissimilar languages occur.
	MMYY	Image end date/promotional (4 character numeric)	MMYY that the image is valid until (i.e. if good until 1217 (Dec 2017) then to be removed after 1 January 2018).
	sNN	Sequence Number (3 character alphanumeric)	Lowercase 's' followed by numeric digits for sequence number will be added at the end of file name with the following format: underscore, lowercase 's' and then two mandatory numeric digits.

Position in the file name	Value	Description	Explanation
	R	Rendered image	The result of the creation of a digital likeness of a physical object with the use of a computer and software.
	CPV (an..20)	Consumer Product Variant number as identified in GDSN	

**Example: 08700000000001\_C1C1\_1219\_s01.tiff**

GTIN	8700000000001	08700000000001
Image type	Product image	C
Facing	Front face	1
Angle	Centre	C
State	In package	1
Image End Date	End date (December 2019)	1219
Sequence Number	Sequence number (1)	s01

### 3.2 File naming of montage and detail images

The file name construction is different for both montage and detail images. The name is constructed as follows:

Position in the file name	Value	Description	Explanation
1-14	GTIN	GS1 trade item number	Use the GTIN to which the image is linked.
15	_	Underscore	
16	M F	Montage image Detail image	See the definitions above.
17	_	Underscore	
18-20	001	Unique sequence number	

### 3.3 File naming of 360° product images

The file name construction is also different for 360° product images. The name is constructed as follows:

Position in the file name	Value	Description	Explanation
1-14	GTIN	GS1 trade item number	Use the GTIN to which the image is linked.
15	_	Underscore	
16	E	360° product image	
17	(N1)	Facing indication	
18	_	Underscore	
19-20	(N2)	Angle	For 3D images a front view taken at a 15° angle top from centre is preferred.
21	_	Underscore	

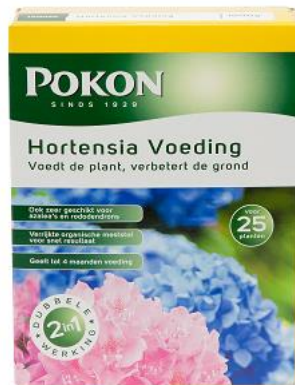
Position in the file name	Value	Description	Explanation
22-24	(N3)	Angle position	The image numbering should be relative to the degree of rotation. This value will be derived from the first image as 0° and continue in a clockwise fashion. The maximum value is 360 if a shot is taken for each degree.
25	_	Underscore	
26-28	sNN	Item reference	Lowercase 's' followed by numeric digits for sequence number will be added at the end of file name with the following format: underscore, lowercase 's' and then two mandatory numeric digits.

### 3.4 Examples

N.B. (GTIN) in the examples represents the product's GTIN (14 characters).



(GTIN)\_C1L1  
Product image/Front face/  
Left/In packaging



(GTIN)\_C1C1  
Product image/Front face/  
Front/In packaging



(GTIN)\_C1R1  
Product image/Front face/  
Right/In packaging

**Fig. 4.1:** Construction of file name for product in packaging (where it cannot be photographed out of packaging)



(GTIN)\_C1N1  
Product image/Front face/  
No plunge angle/In packaging



(GTIN)\_C2N1  
Product image/Left side/  
No plunge angle/In packaging



(GTIN)\_C3N1  
Product image/Top/  
No plunge angle/In packaging

**Fig. 4.2:** File name construction for product in packaging (this item is not photographable out of its packaging, therefore shelf management photos also show it in its packaging)

The filename (GTIN)\_C1N1 always applies for food, health and beauty, apart from the exceptions listed in 2.7.



(GTIN)\_C1C1



(GTIN)\_C7C1

**Fig. 4.3:** Product with more than one marketing face (the highest vertical face is shown as '1')

In both industries in the case of products with multiple front faces the left image of the product has the file name (GTIN)\_C1C1, based on the 'Portrait before landscape' rule in the international measurement rules. The right file naming (GTIN)\_C7C1 is used for the additional (landscape) front face.



(GTIN)\_C1L1\_nl



(GTIN)\_C1L1\_fr

**Fig. 4.4:** Same product in dissimilar languages



(GTIN)\_C1L1



(GTIN)\_C1L1\_0109

Fig. 4.5: Promotional end date for time-specific packaging



(GTIN)\_D1CK



(GTIN)\_D1N1

Fig.4.6: Product image with supporting elements

## 4 Appendix - Glossary

Name	Definition
Alpha channels	An alpha channel is part of an image enabling it to be reproduced partially translucent. The process involved is known as 'alpha blending': the image is combined with a background so that it appears to be transparent.
Clipping path/clipping mask	A clipping path or clipping mask is a selection and cut-out of part of the original complete image. Creating a clipping path involves taking a photo of the product free-standing, then separating (cutting) the product from the background to give it a transparent background.
Compression artefacts	Compression artefacts are caused by non-lossless compression. Highly compressed JPEG photos in particular have sharp transitions, e.g. a blotchy or frayed appearance in the case of text. The JPEG compression mechanism often causes these artefacts to occur in 8 x 8-pixel patterns.
DPI	DPI is the unit of resolution, expressed in pixels per linear inch. The standard for colour images in printed matter is 300 dpi, so we require 300 dpi for our omnichannel channels. Right-click the photo and select Properties to see how many dpi it is.  In Adobe Photoshop go to Image > Image size and enter 300 dpi under Resolution. Check that the width and height change automatically at the same time, otherwise the quality of the image will suffer.
Adobe RGBA colour space	The colour of a pixel is defined as the sum of its blue, red and green values. By 'blending' these colours virtually any colour can be created. The A stands for Alpha, which represents the degree of transparency (1 is 0° transparency, 0.5 is half-transparent, and so on). Standards are needed to ensure that different devices such as a camera, computer, monitor and printer reproduce colours the same way. Adobe RGBA is a colour space developed by Adobe Systems Inc. which is in general use as a standard.

Name	Definition
LZW compressed	LZW stands for Lempel-Ziv-Welch, the names of the three creators of this data compression technology. It reduces the size of the image without loss of data. Thus all the data is included in the file and quality is preserved. Smaller files can be downloaded faster and require less disk space. LZW is one of the most popular compression algorithms and is used in many programs and image formats.
Moiré patterns	Moiré is a kind of digital artefact that occurs when two patterns intersect, forming a new pattern. As the new pattern is always coarser than the two original ones, the shape changes depending on the screen frequency and angle. The finer the two original patterns, the easier the moiré is to see.
Transfer functions	Transfer functions are generally used to compensate for the point widening or narrowing that occurs when an image is transferred to film. Point widening is when the ink dots comprising a printed image are larger than in the halftone raster (e.g. as a result of spreading out on the paper). Point narrowing is when the dots are printed smaller. In this option the transfer functions are applied to the file when this is done.
Photoshop layers	Photoshop layers can be compared with sheets of transparent paper on top of one another. The underlying layers can be seen through the transparent parts of an upper layer. A layer can be moved to change the position of its content, just as a sheet of transparent paper in a stack can be moved to a different position. The coverage of a layer can also be changed so as to make the content partially transparent.
PostScript colour management	This converts file data to the printer's colour space. This option cannot be used if the image has to be included in another document with colour management.
TIFF file	<p>TIFF is the best-quality file format for digital images, specifically designed for unedited/original files. It can be compressed, thus reducing the file size.</p> <p>TIFF format does not involve any loss of quality and can be opened by many programs. It can be selected in most programs under 'Save As'. EPS files are used for vectors; JPG files involve loss of quality.</p>