

Fact Sheet Clipping Paths

The Basics - What you need to know

What is a Clipping Path?

A clipping path is a vector path created in Photoshop that effectively acts as a cookie cutter to remove an image from its background.

The path is created using the pen tool in Photoshop and forms a single, complete and smooth line around the edge of the product.

Why use Clipping Path?

A clipping path allows your product image to be easily removed from its background, creating a transparent background.

This allows the image to be used and imposed in marketing collateral including retailer catalogues and online banners.

Who uses Clipping Paths?

Key retailers including Countdown and Foodstuffs, require all product images to contain an accurate and valid clipping path. Images that do not have a valid clipping path will be rejected by retailers.

Your graphic designer or photographer can create clipping paths for you or talk with a GS1 Photography Team member.



Checklist

Ensure your clipping path is accurate to avoid rejection by following these steps:

- The path is created using the pen tool in Photoshop
- At 200% magnification, no background/white space can be seen around the edge of the product
- The path is smooth, with minimal anchor points and no visible jagged or rough edge
- There is only one path in the image, saved and named as 'Path 1'
- Image is saved in .jpg format

Further information

Please contact GS1's Support Team on email support@gs1nz.org or phone **0800 10 23 56**.