

GS1NZ Photography Service Imaging Specifications

We recommend a minimum of five images per product.

Retailers are strongly recommending images showing all sides of packaging. Research shows that consumers are more likely to purchase a product that has multiple images. We recommend a 3D front and 2D front, back and relevant sides of packaging.



In some instances where there are not multiples sides -e.g. a wine bottle or flat product - a 2D front and back may be more appropriate to show case your product.



Image Specifications:

File Type: JPEG

Background Colour: White (RGB 255/255/255) Colour Mode: RGB

Resolution: 300ppi

Dimensions: 2500 pixels on the longest edge when cropped tight to the product. The image needs to be cropped tight so it fits into the format of the retailers website. Images that have too much padding will appear smaller on the page.



Cropped tight



Uncropped with "padding"

Clipping Paths: One active clipping path named Path1. The Path needs to outline the shape of the product. It will be used to remove any background of the image (Clear cutting)

The below image is an example of an active clipping path. These can be done in Photoshop using the pen tool.



Photographed Product View: As requested. A 3D & 2D image is usually the minimum required. The appropriate images depends on packaging type.

Where an alternative marketing face exists GS1 recommends that you request an image of this too as some retailers may prefer that face. Single shots of any aspect of the product are available.

Notes:

1. These specifications conform to the international GS1 Image Specifications and allow for marketing and planogram applications.
2. JPEG is easily converted to all formats used in marketing and space management.