



Validoo™

The Global Language of Business

Manual with images for product photography Foodservice

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This is an overview of how we photograph market images in Validoo MediaStore. The angle of the market image is predefined, in order to get a uniform appearance.

See sample images on the following pages.

The photographing includes:

- One market image, with the product out of its packaging
- One web image, with the product in its packaging

Product image out of its packaging

Area of use:

- The purpose of this picture is that the customer can see clearly what the product looks like to use in the cooking.
- The market image is intended for marketing, but also for online shops.

Retouching and clipping path is included.

Performance:

- If the product has a clear and uniform shape, such as a pie, we photograph one product.
- If the product varies in shape and size, such as fish fillets, we photograph two to three products.
- Spices and powders, such as peppercorns and ground cinnamon, are photographed directly on the table without any support elements.
- Fruit, vegetables and rice is photographed in a bowl or small plate of white porcelain without decoration and structure.

Primarily, all products are photographed with white background. Marble is used for white products such as chicken and fish fillets. The products are photographed in the state that they are sold in. Frozen products are photographed frozen and so on. See the sample images.

Product image in its packaging

Area of use:

- The purpose with this image is that the customer should recognize the packaging when placing their order.
- The web image is intended for recognition in an online shop. The picture has less retouching than a market image.

Performance:

We photograph the clearest packaging. It can be a brown carton if it has a clear label or the inner pack if it has a clear design. See the sample images.

THE CASE -
NOT TO BE PHOTOGRAPHED

CASE LEVEL IS
NOT EXISTING

1

THE INNER PACK -
ONLY FOR WEB



2

GRAINS ARE PHOTOGRAPHED IN A
WHITE BOWL FOR WEB AND
MARKETING



3

THE CASE -
NOT TO BE PHOTOGRAPHED



4

THE INNER PACK -
ONLY FOR WEB



5

BERRYS ARE PHOTOGRAPHED IN A
WHITE BOWL FOR WEB AND
MARKETING



6

THE CASE -
NOT TO BE PHOTOGRAPHED



7

THE INNER PACK -
ONLY FOR WEB



8

SAUS IS PHOTOGRAPHED IN A
WHITE BOWL FOR WEB AND MAR-
KETING



9

THE CASE -
ONLY FOR WEB



10

THE INNER PACK -
NOT TO BE PHOTOGRAPHED



11

A PIE IS PHOTOGRAPHED AGAINST A
WHITE BACKGROUND FOR WEB AND
MARKETING



12

THE CASE -
NOT TO BE PHOTOGRAPHED

CASE LEVEL IS
NOT EXISTING

13

THE INNER PACK -
ONLY FOR WEB



14

SPICES ARE PHOTOGRAPHED
AGAINST A WHITE BACKGROUND FOR
WEB AND MARKETING



15

THE CASE -
NOT TO BE PHOTOGRAPHED

CASE LEVEL IS
NOT EXISTING

16

THE INNER PACK -
ONLY FOR WEB



17

ROUND SPICES ARE PHOTOGRAPHED
AGAINST A WHITE BACKGROUND FOR
WEB AND MARKETING



18

THE CASE -
NOT TO BE PHOTOGRAPHED



19

THE INNER PACK -
ONLY FOR WEB



20

PIECES ARE PHOTOGRAPHED
AGAINST A WHITE BACKGROUND FOR
WEB AND MARKETING



21

THE CASE -
ONLY FOR WEB



22

THE INNER PACK -
NOT TO BE PHOTOGRAPHED



23

PASTRIES ARE PHOTOGRAPHED
AGAINST A WHITE BACKGROUND FOR
WEB AND MARKETING



24

THE CASE -
NOT TO BE PHOTOGRAPHED



25

THE INNER PACK -
ONLY FOR WEB



26

BEEVES ARE PHOTOGRAPHED
AGAINST A WHITE BACKGROUND
FOR WEB AND MARKETING



27

THE CASE -
NOT TO BE PHOTOGRAPHED



28

THE INNER PACK -
ONLY FOR WEB



29

MEETBALLS ARE PHOTOGRAPHED
AGAINST A WHITE BACKGROUND FOR
WEB AND MARKETING



30

THE CASE -
ONLY FOR WEB



31

THE INNER PACK -
NOT TO BE PHOTOGRAPHED



32

BREADED FISH ARE PHOTO-
GRAPHED AGAINST A WHITE BACK-
GROUND FOR WEB AND MARKETING



33

THE CASE -
ONLY FOR WEB



34

THE INNER PACK -
NOT TO BE PHOTOGRAPHED



35

WHITE FISH AND CHICKEN ARE
PHOTOGRAPHED AGAINST A MAR-
BLE TOP FOR WEB AND MARKETING



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