



Validoo™

The Global Language of Business

# Manual with sample images for product photography

GS1 Sweden

Version 1, 2016-12



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

See sample images on the following pages.

The photographing includes:

- One market image
- One to three planogram images, depending on the product and packaging.

Retouching and uploading of the images, along with quality assurance, is included.

For market images, we retouch the color and contrast, create a clipping path and follow the technical image settings based on GS1 global standards for product images. We also remove dust and scratches, small damages to the product and minimizes glare and reflections. Removal of best-before-dates is an additional service.

For planogram images, we retouch color and contrast. We follow the technical image settings based on GS1 global standards for product images.

**Performance and area of use:**

- The recommended view for a market image is an image with perspective. The image is intended for marketing, and the longest side of the image is at least 2400 pixels. Retouching, along with clipping path, is included.
- The mandatory view for planogram image is a straight-on front image. Usually one image “branded” side and one image from top is photographed as well. The images are intended for merchandising in stores. The longest side of the image is 500 pixels.

BUCKET -



1

BUCKET -  
BRANDLESS LID



2

CUP -



3

CUP -



4

CAN - METALL  
BRANDLESS LID



5

CAN - METALL



6

JAR -  
BRANDLESS LID



7

BOTTLE - GLAS



8

BOTTLE - PLASTIC



9

BOTTLE - PLASTIC



10

BOTTLE - GLAS



11

SPRAYBOTTLE -



12

JUG -



13

JUG -



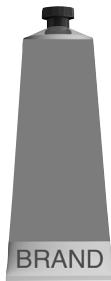
14

DISPENSER-



15

TUBE -



16

TUBE -



17

TUBE -



18

POUCH -



19

POUCH -



20

BAG -



21

BAG -



22

BAG -



23

BAG -



24

WRAPPER -



25

WRAPPER -



26

WRAPPER -



27

WRAPPER -



28

TRAY -



29

TRAY -



30

TRAY -



31

SHRINKWRAPPED -



32

SHRINKWRAPPED -



33

SHRINKWRAPPED -



34

SHRINKWRAPPED -



35

SHRINKWRAPPED -



36

SHRINKWRAPPED -



37

SHRINKWRAPPED -



38

SHRINKWRAPPED -  
PINPACK



39

BLISTER PACK -



40

CARD - PIN PACK



41

BRICK -



42

BRICK -



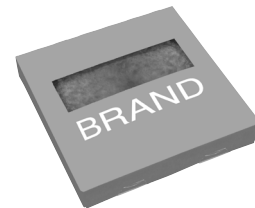
43

GABLE TOP -



44

BOX -



45

BOX -



46

BOX -



47

MULTIPACK -



48

MULTIPACK -



49

MULTIPACK -



50

CARTON -



51

CARTON -



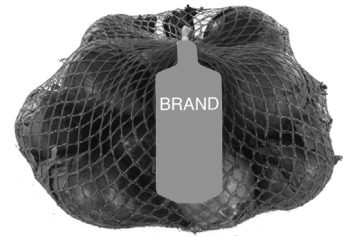
52

CYLINDER -



53

NET-



54

NOT PACKED -



55

NOT PACKEDV -



56

NOT PACKED -



57