



Validoo™

The Global Language of Business

# Manual with images for product photography Norway

GS1 Sweden

Version 2, 2022-12-21





This manual is an overview of how we photograph various product and packaging types to meet the Norwegian photo technical requirements and specifications for different angles. Contact us if you are interested in photography for Norway.

See sample images on the following pages.

The number of images depend on the product and packaging:

A two-sided consumer unit (a bag, maximum 2,5 cm depth) – One market image, one planogram image

A multi-sided consumer unit – Four market images, four planogram images

A cylindrical consumer unit – Two market images, four planogram images

An outer packaging, non-consumer unit – Three planogram images

The images are delivered with a clipping path in jpg format and white background. Retouching, removal of best-before-dates and quality assurance of the images is included. Please notice that GS1 Sweden only delivers images for the Norwegian target market via email and you need to contact GS1 Norway for image upload.

Area of use:

- Market images are intended for marketing.
- Planogram images that are intended for space management in stores (planogram).

Performance of images for the Norwegian market, compared to Swedish:

#### Norway

- One to four market images. The longest side of the image is at least 3508 pixels
- One to four planogram images for consumer unit, depending on packaging type. The longest side of the image is at least 1748 pixels
- Three planogram images for outer packaging. The longest side of the image is 1748 pixels.

#### Sweden

- One market image. The longest side of the image is at least 2400 pixels
- One to three planogram images for consumer unit, depending on packaging type. The longest side of the image is a maximum of 500 pixels
- No planogram images for outer packaging.

## A two-sided consumer unit

Only one market image is photographed when a bags depth is less than 2,5 cm.

Market image

Base level (F-pack)

These images are delivered at a minimum of 3508 pixels



C1N1

Planogram image

Base level (F-pack)

These images are delivered at a minimum of 1748 pixels



C7N1

Case level (D-pack)

These images are delivered at a minimum of 1748 pixels



C1N1



C2N1



C3N1

## A multi-sided consumer unit

Market image

Base level (F-pack)

These images are delivered at a minimum of 3508 pixels



C1C1



C1N1



C1L1



C1R1

Planogram image

Base level (F-pack)

These images are delivered at a minimum of 1748 pixels



C7N1



C2N1



C3N1



C8N1

Case level (D-pack)

These images are delivered at a minimum of 1748 pixels



C1N1



C2N1



C3N1

## A multi-sided consumer unit

Market image  
Basnivå (F-pack)

These images are delivered at a minimum of 3508 pixels



C1C1



C1N1



C1L1



C1R1

Planogram image  
Base level (F-pack)

These images are delivered at a minimum of 1748 pixels



C2N1



C3N1



C7N1



C8N1

Case level (D-pack)

These images are delivered at a minimum of 1748 pixels



C1N1



C2N1



C3N1

## A multi-sided consumer unit

Market image  
Base level(F-pack)

These images are delivered at a minimum of 3508 pixels



C1C1



C1N1



C1L1



C1R1

Planogram image  
Base level (F-pack)

These images are delivered at a minimum of 1748 pixels



C2N1



C3N1



C7N1



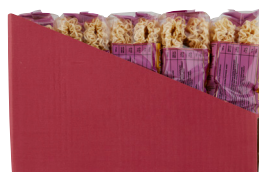
C8N1

Case level (D-pack)

These images are delivered at a minimum of 1748 pixels



C1N1



C2N1



C3N1



## A cylindrical consumer unit

### Market image

Base level (F-pack)

These images are delivered at a minimum of 3508 pixels



C1C1



C1N1

### Planogram image

Base level (F-pack)

These images are delivered at a minimum of 1748 pixels



C2N1



C3N1



C7N1



C8N1

### Case level (D-pack)

These images are delivered at a minimum of 1748 pixels



C1N1



C2N1



C3N1