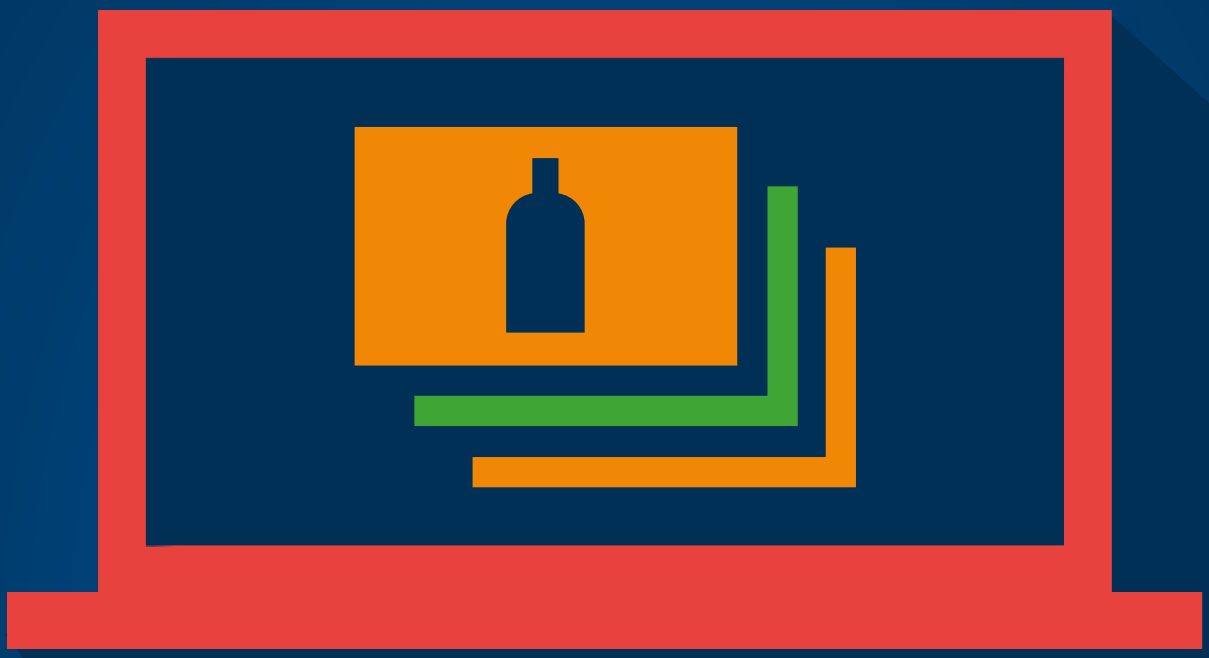
ECR AUSTRIA
EFFICIENT CONSUMER RESPONSE



GUIDELINE
FOR PRODUCT IMAGES

NEW EDITION

GUIDELINE FOR PRODUCT IMAGES

A RECOMMENDATION OF THE ECR AUSTRIA TASK FORCE

IMAGE & MEDIA DATABASE

ECR AUSTRIA
EFFICIENT CONSUMER RESPONSE

GUIDELINE FOR PRODUCT IMAGES

2ND EDITION: MARCH 2023

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CONCEPT AND TEXT

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This document is based on GS1 standards for the specification and exchange of product images.

CONTENT INPUT

Participants of the ECR Austria task force „Image- & Media-Database“ and the service platform "Master data"

COVER PHOTO

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Examples of Product Images:

The following companies kindly provided all image samples:

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1. INTRODUCTION

Every day, fast moving consumer goods are presented to the consumer in different media (leaflets, online shops) in a very diverse but often unfavorable way. Most product shots are done very individually by manufacturers and retailers due to lack of standards and therefore lead to many different versions. Consumers do not want to buy a product that looks completely different in the original than it did before in the leaflet or seen online. Or if the product isn´t recognizable due to heavy color corrections or misleading perspectives. In addition, unfavorable presentations, such as crumbled packs or fuzzy product images, influence the perceived quality as well.

This situation was the starting point to organize the ECR Austria task force "Image- & Media-Database" with the clear aim to establish concrete standards for product images within the entire consumer goods industry. Ultimately, ECR is all about creating processes and standards that offer the consumer a better shopping experience at the end of the day.

In numerous meetings and workshops many well-known representatives of the Austrian grocery trade and the respective manufacturers, involving professionals such as photographers, printing technicians and graphic artists, have created a common understanding of how everyday products should ideally be shot or displayed. This document is a recommendation for a consistent uniform creation and transmission of product images. It enables a prompt collection and processing by the business partners. Above all, the consumer can be offered a better service with a relevant, informative and attractive presentation of the product.

In 2022, the publication was updated to fulfill international standards.



2. CHANGE HISTORY

VERSION	CHANGE DATE	CHANGED BY	SUMMARY OF THE CHANGES
1.0	November 2017	ECR Austria	
2.0	November 2022	ECR Austria	• Addition to the chapter „Updates at a glance“ (go to chapter 3)
			• Image size adjustment (go to chapter 8)
			• File size adjustment (go to chapter 8)
			• Reduction of the number of clipping points (go to chapter 7)
			• Update of the recommendation for the filename structure. (go to chapter 10 and appendix F and G)
			• Additional requirements for the image link (go to chapter 12)



3. UPDATES AT A GLANCE

The participating companies of the service platform "master data" have agreed to provide at least one product image (= one packshot) of each listed industrial brand article in combination with product master data.

Below you will find the most important points regarding the defined minimum requirements for the image file and the image link:

- **File format recommended in JPG format** (or TIF format).[1]
- File size **less than 25 MB**
- Color depth at least. 24 Bit
- Color representation in sRGB / Adobe RGB / ECI RGB V2 color space
- Resolution at least. 300 ppi
- Image size for the longest page **2,401 pixels** as the lower limit
- **ONE** single clipping path
- Clipping path must be closed
- Number of clipping points **<600** points
- **Recommendation for a structured file name structure, such as 04012345670004_C1C1.jpg[2]**
- Image link must be freely accessible and point directly to an image file.
- If a new image file is provided, it is necessary to generate a new unique URL.

[1] If image files are also provided internationally (e.g. for Germany), we recommend using the JPG format exclusively.
[2] If image files are also provided internationally (e.g. Germany), we recommend exclusively the international structure of the file name (see page 20)



4. AREAS OF APPLICATION

Product images are used by the business partners in the following areas:

- For the presentation of the product in web shops, catalogues or in various offline- or online-marketing-channels (e.g. leaflet, newspaper advertisement, advertising banner etc.)
- For planograms (for filling, sorting or optimizing a shelf)

Note 1:

High quality and attractive product images can only be produced through professional photography and professional image editing (see Appendix A).

5. PRESENTATION OF A CONSUMER GOOD

In order to present a consumer good optimally and to ensure sufficient diversity for the business partners, each manufacturer is recommended to provide more than one product image of the consumer good.

Below are the different variants for representing a consumer article:

FRONT FACE OF THE CONSUMER GOOD WITHOUT PERSPECTIVE (C1N1)







FRONT FACE OF THE CONSUMER GOOD WITH PERSPECTIVE (C1C1)







RIGHT FACE OF THE CONSUMER GOOD WITH PERSPECTIVE (C1R1)







LEFT FACE OF THE CONSUMER GOOD WITH PERSPECTIVE (C1L1)







5.

From the manufacturer´s point of view, there are products where it makes sense to provide only ONE product image for a consumer good.

The manufacturer is responsible for the right choice of product images. Below is the recommended number of different product images for a consumer good:

OPTION A: MINIMUM

ONE (1) single product image of the consumer good

Variant for depiction:
C1N1 or **C1C1** or **C1R1** or **C1L1**

OPTION B: STANDARD

TWO (2) different product images of the consumer good

Variant for depiction:
C1N1 and
C1C1 or **C1R1** or **C1L1**

OPTION C: PREMIUM

FOUR (4) different product images of the consumer good

Variant for depiction:
C1N1 and
C1C1 and
C1R1 and
C1L1

A complete presentation of the different image categories including naming and assignment can be found in Appendix F.

Note 2:

Illustrations of the front must always be made from the same perspective and in the same style (e.g. light setup, plasticity, etc.) to ensure a harmonious group image. (see appendix D).

6. HANDLING OF COMPUTER GENERATED IMAGES

Computer generated images are generally accepted. However, these images must meet the same quality requirements as conventionally photographed and post-processed product images.



See Appendix C for an example of incorrect computergenerated images.

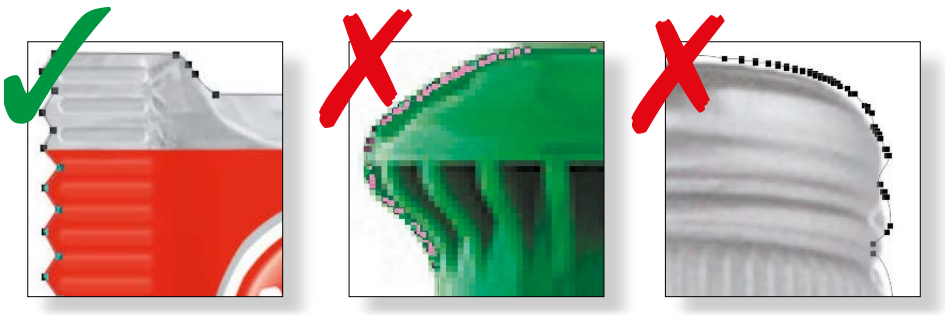
7. CLIPPING PATH

The product image from the front of the consumer product needs to be provided with only one exact clipping path.

It is recommended to refer to this as "Path 1".

For the rounding tolerance 1 pixel and a maximum of 600 clipping points are recommended.

It is also recommended to create the clipping path manually (with path tool/pen only) as an automatically generated clipping path does not have the necessary quality.



Clipping path
OK

Clipping path
NOT OK
(created out of the selection)

Clipping path
NOT OK
(inaccurate, not along the edge)

Note 3:

Product images WITHOUT an exact clipping path will not be accepted by the business partners. Even product images that have several different clipping paths are not accepted by the business partners.

8. TECHNICAL REQUIREMENTS FOR AN IMAGE FILE

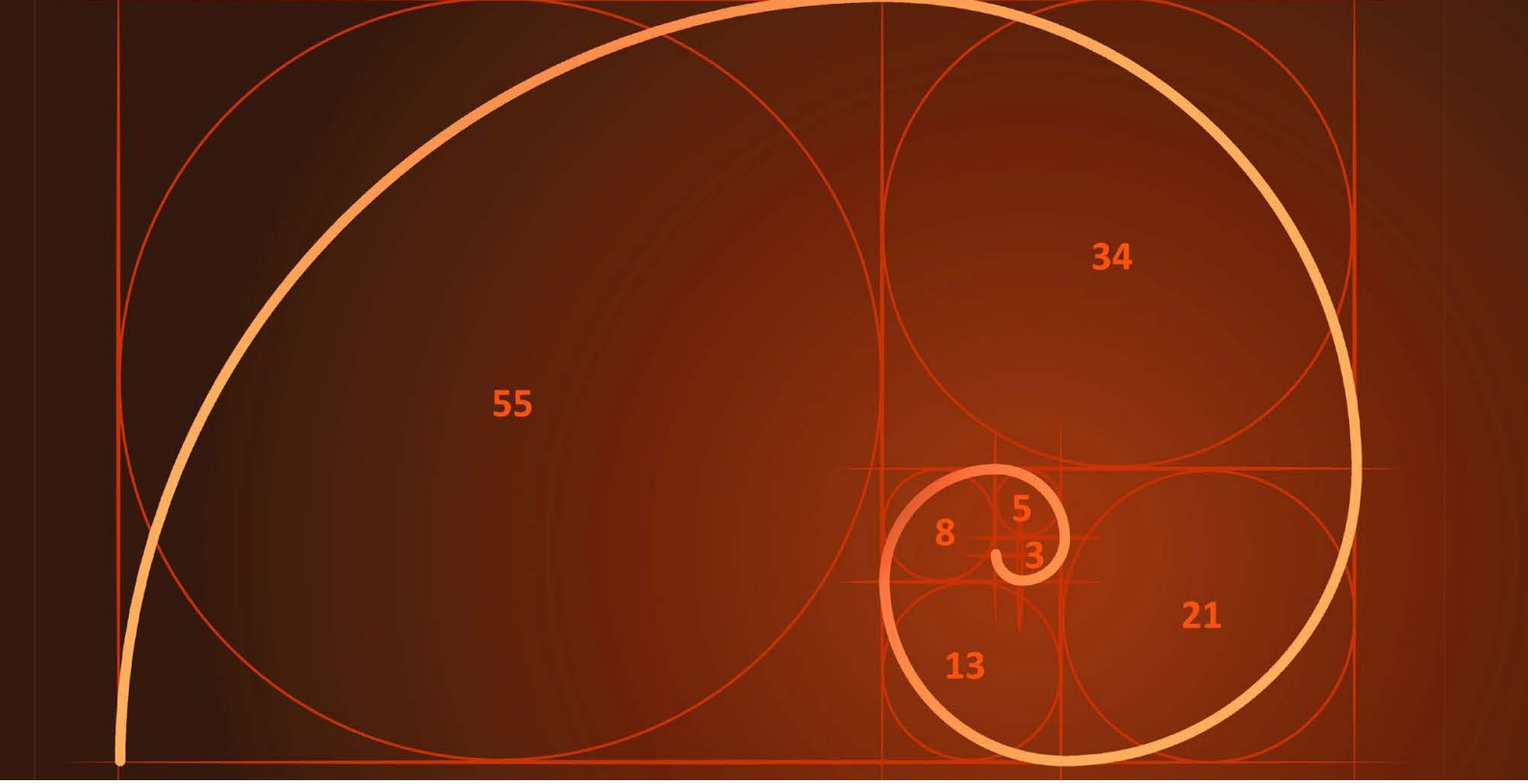
To meet the technical requirements, the following criteria must be considered:

CRITERIA	DESCRIPTION OF THE REQUIREMENT
File Format	JPG format with a compression factor of 12 in maximum quality or (TIFF Format[3] with LZW Compression (TIFF options: Packing software such as ZIP or WinRAR is not allowed, no image pyramid, pixel arrangement inter leaved, byte order IBM PC, no layers)
Colour mode	sRGB / Adobe RGB / ECI RGB V2 Colour space with 8 bits per channel (24-bit Colour depth)
Resolution	At least 300 ppi (pixel per inch)
Image Size	For the longest side, the lower limit is 2401 pixels (at 300 ppi).
File Size	An image file may not be larger than 25 MB.

The following information must be visible in the metadata of an image file:

CRITERIA	META FEATURE	REQUIREMENTS
File Format	Element Type	.jpg (oder .tif[3])
	Compression	LZW (applies to JPG files: quality 12)
Colour mode	Bit Depth	At least 24
	Colour Display	sRGB (or ECI RGB V2 or Adobe RGB)
Resolution	Horizontal Resolution	At least 300 ppi
	Vertical Resolution	At least 300 ppi
Image Size	Dimensions (Width, Height)	At least 2.401 Pixel for the longest side
File Size	Size	Max. 25 MB

[3] If image files are also provided internationally (e.g. for Germany), we recommend using the JPG format exclusively.



9. AESTHETIC REQUIREMENTS FOR AN IMAGE

In addition to the technical requirements, a picture must also meet a number of aesthetic requirements in order to provide high quality and attractive product images.

9.1. PRODUCT PACKAGING

It is important that a very conscientious selection of product samples is made. Care must be taken to ensure that the samples are clean and free from damage, that there are no kinks, cracks, damage, fingerprints, affixed labels or similar.

In addition, care must be taken to ensure that products that are foiled do not have bubbles or wrinkles.





9.2. BACKGROUND

Generally, the products are presented on a neutral background. Props, aids, people or additional items may not appear on the product image.

In TIFF format, the products are displayed either on a transparent or white background. The white value is the hex value #FFFFFF (RGB: 255, 255, 255) (JPG format only allows a white background).



Note 4:

Please make sure that both the transparent and the white background always have A SINGLE EXACT clipping path in the image file.

9.3. REFLECTIONS & PLASTICITY

Reflections on the product packaging should be realistic in order to give the product packaging a corresponding plasticity.

Disturbing reflections through which, for example, texts on the product packaging can no longer be read, must be avoided.



9.4. SHADOWS & REFLECTIONS

The product should not have a constructed shadow or reflection.



If shadows or reflections are visible in the image file despite the recommendation, the image file must necessarily have a clipping path.

For the clipping path, make sure that the shadow or reflection is NOT within the clipping path.

Furthermore, it must be ensured that the image size (at least 2401 pixels for the longest page) relates exclusively to the product image (without shadow or reflection).

9.5. RETOUCHING

Production-specific information, such as best-before date or batch number, is not permitted and must be retouched, regardless of whether this product-specific information is embossed, engraved or printed on the packaging. Retouching should be as seamless and undetectable as possible and be convincing at a minimum of 200% magnification. Article specific labels, e.g. Fairtrade, Bio Austria or UTZ are allowed.

9.6. COMPLETE PRODUCT IMAGE

When imaging the front side, the product must be completely visible.



9.7. SHARPNESS

Each image should be photographed with great depth of field so that the entire product and the entire text of the product packaging are sharp.

Furthermore, it should be ensured that the image was not sharpened in digital image processing too much. Depth of field blur as a stylistic device must not be used. Pixel formation and distortion such as wide-angle shooting or moire effect should be avoided.



9.8. LIGHT SETUP

The lighting of the product should be uniform and suitable when the image is taken to avoid colour casts, light zones or dark zones on the packaging. It is important that product edges are clearly displayed and do not blur, for example due to over-illumination with the background.



9.9. COLOUR

The colours of the product packaging should be as rich, vivid and true to the original as possible. All colours should look balanced and harmonious when viewed in the product. Colour casts should be generally avoided.



9.10. WATERMARKS

Watermarks are not allowed in the product image.





10. NAMING OF AN IMAGE FILE

10.1. RECOMMENDATION FOR NAMING THE IMAGE FILE - NATIONAL

We recommend the following structure for naming the image file:

GTIN															IMAGE CATEGORY				
0	4	0	0	0	0	0	1	0	2	2	3	9	7	_	C	1	C	1
n1	n2	n3	n4	n5	n6	n7	n8	n9	n10	n11	n12	n13	n14	x15	x16	x17	x18	x19

GTIN
The first 14 digits of the file name are reserved for the GTIN of the product. For the GTIN-13, the first digit must be filled with a zero.

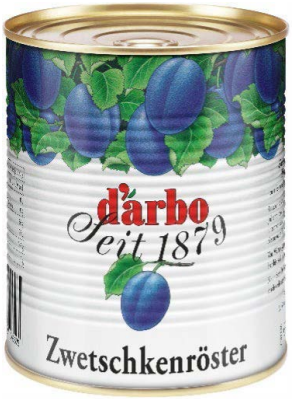
The GTIN-8 is represented in the digits N7 - N14. The leading digits N1 - N6 are to be filled with zeros.

Separator
The position X15 represents the separator "_".

Image Category

The positions X16 - X19 describe in coded form, among other things, the product image type, the side view and the perspective.

Example 1:



DESCRIPTION OF THE IMAGE CATEGORY	GTIN	SEPARATOR	IMAGE CATEGORY	FILE-FORMAT
Front view with perspective	09001432046575	_	C1C1	.jpeg

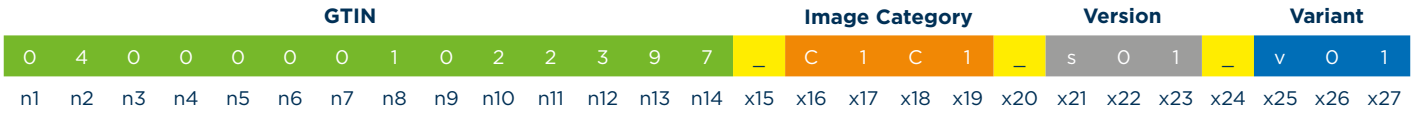
Example 2:



DESCRIPTION OF THE IMAGE CATEGORY	GTIN	SEPARATOR	IMAGE CATEGORY	FILE-FORMAT
Front view without perspective	04062139006663	_	C1N1	.jpeg

10.2. RECOMMENDATION FOR THE NAMING THE IMAGE FILE - INTERNATIONAL

If image files are provided for international target markets (e.g. Germany) in addition to Austria, we recommend the following structure:



GTIN
The first 14 digits of the file name are reserved for the GTIN of the product. For the GTIN-13, the first digit must be filled with a zero.

The GTIN-8 is represented in the digits N7 - N14. The leading digits N1 - N6 are to be filled with zeros.

Separator
The position X15 represents the separator "_".

Image Category

The positions X16 - X19 describe in coded form, among other things, the product image type, the side view and the perspective.

Separator

The position X20 represents the separator "_".

Version (consecutive serial numbering in case of relaunch or correction of a product image within an image category).
The consecutive numbering in case of replacement or relaunch (positions X21 - X23) ensures uniqueness if there is an update to an existing product image or a product image of a relaunch with the same GTIN. Here, the value s01 should be used to start.

Separator

The position X24 represents the separator "_".

Variant (consecutive numbering within an image category)

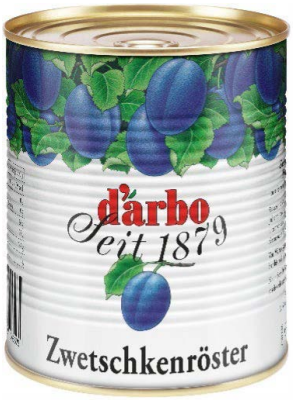
The consecutive numbering of an image category (digits X25 - X27) ensures uniqueness within a category. This is the case, for example, if a manufacturer provides several secondary images from the "Application" category. In this case, the value v01 should be used to start.

For example, images in portrait and/or landscape format, with or without promotion, etc. can be specified for a category.

Note 5:

The elements version (s01) and variant (v01) are required for each product figure type and are appended to the respective product category name separated by the separators.

Example 1:



DESCRIPTION OF THE IMAGE CATEGORY	GTIN	SEPARATOR	IMAGE CATEGORY	SEPARATOR	VERSION	SEPARATOR	VARIANT	FILE FORMAT
Front view with perspective	09001432046575	_	C1C1	_	s01	_	v01	.jpeg

Example 2:



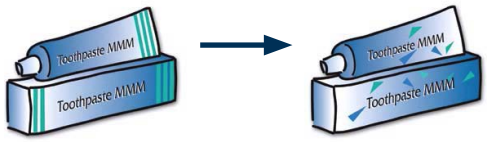
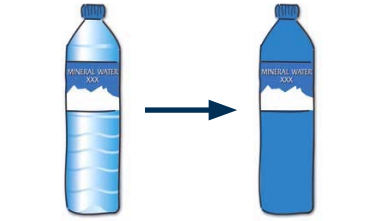
DESCRIPTION OF THE IMAGE CATEGORY	GTIN	SEPARATOR	IMAGE CATEGORY	SEPARATOR	VERSION	SEPARATOR	VARIANT	FILE FORMAT
Front view without perspective	04062139006663	_	C1N1	_	s01	_	v01	.jpeg

For application examples of using the international file naming convention, see Appendix G.

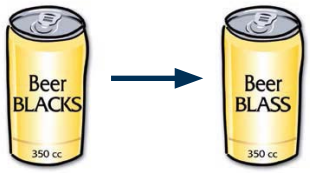
11. RECOMMENDATION FOR THE CREATION OF A NEW IMAGE

11.1. CREATING A NEW IMAGE

Here are a few examples that recommend producing a new product image:

	EXAMPLES	VISUALIZATION OF EXAMPLES
1	Change of the graphic presentation of the product packaging	
2	Changes to the packaging material or packaging size	 
3	Different flavours (seasonal)	

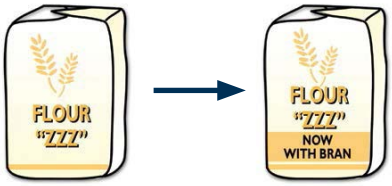
4 Change of the brand name



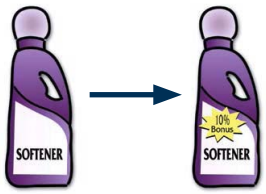
5 Special Editions (e.g. anniversary packaging)



6 Change of the product claim for the customer

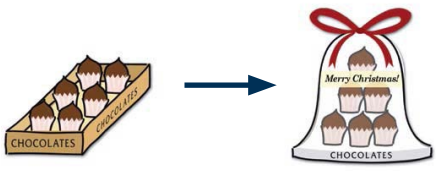


7 Special promotion filling (e.g. 20% more content)



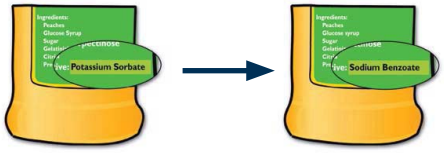
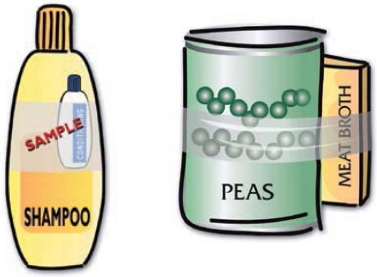


8 Special seasonal product packaging (Christmas, Easter)



11.2. CREATION OF A NEW IMAGE CONSIDERING CERTAIN CONDITIONS

Below are a number of examples where the production of a new product image is recommended under certain conditions. Please consider the corresponding comments:

	EXAMPLES	VISUALIZATION OF EXAMPLES
1	(Minor) changes to legally relevant article information (e.g. nutritional values) **To consider:** If the changes to legally relevant article information are visible or readable, it is recommended to create a new image. Attention: When changing the GTIN (new GTIN triggered by the change of the recipe such as a new allergenic ingredient is added in the recipe), a new image must be provided.	
2	Consumer packaging contains a different mix of individual products (e.g. colour, flavour) without changing the consumer's claim **To consider:** If the content is packed randomly, it is recommended that you do not create a new image.	
3	On-pack promotion packaging **To consider:** It is recommended to also create a new image for on-pack promotion packaging. There may be reasons, such as a short availability period, that make it impossible to create a new product image. The decision is up to the manufacturer.	

4 In-pack promotion packaging

To consider:

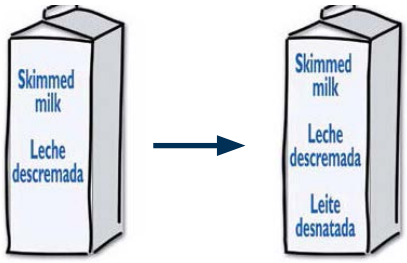
It is recommended that you also create a new image for in-pack promotion packaging. There may be reasons, such as a short availability period, that make it impossible to create a new product image. The decision is up to the manufacturer.



5 Addition of further language claims on the packaging.

To consider:

It is recommended that you create a new image if the additional language claim in the image is visible or legible.





12. TRANSMISSION OF THE IMAGE FILE

The transmission of the product images takes place in combination with the master data. The master data message (CIN message) contains an URL under which the image file was saved.

To ensure prompt and automated processing of image files by a business partner, the URL must fulfill the following prerequisites:

- The URL must point directly to a single valid image file.
- By opening the URL, a download of the image file must be started. If no direct URL to a single valid image file can be guaranteed, then at least the URL to the respective article with subsequent direct download option must be guaranteed. (Download must be possible without additional product search or registration.)
- The URL must be fully available through HTTP standard port 80 or HTTPS standard port 443.
- The URL must not exceed a character length of up to 2000 characters.
- The URL must not be protected by a login.
- When a new image file is deployed, it is necessary to generate a new unique URL.
- The URL may not be restricted in time as long as this URL is communicated in the master data exchange.
- The response time of the server must not be longer than 5 seconds.
- "Cache control" is possible, i.e. it can be controlled how long the image data should / may remain in the cache - guide value max. 30 days.
- API accesses via HEAD request must be permitted.

The following attributes are to be filled in combination with master data in the minimum:

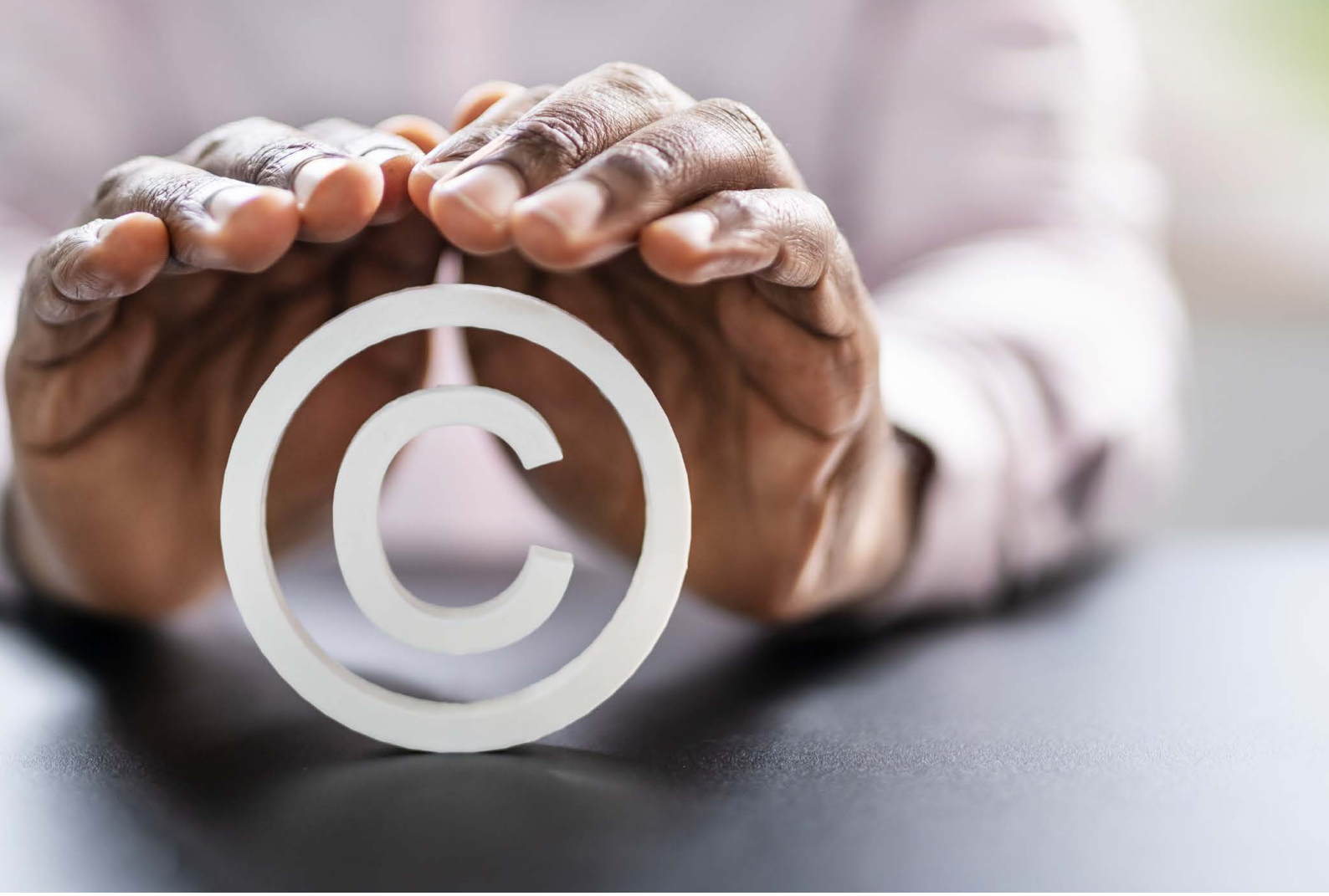
ATTRIBUTE	GDSN ATTRIBUTE	EXPLANATION	STATUS
Referenced file type code (M379)	Referenced File Type Code	Description of the (image) file (e.g. product image)	Mandatory
Uniform resource identifier (M378)	Uniform Resource Identifier	Direct reference to the corresponding file	Mandatory
File effective start date time (M417)	File Effective Start Date Time	Earliest time from which the image may be used or shown. No indication means that the image file can be used immediately.	Optional
File effective end date time (M418)	File Effective End Date Time	After this time, the picture may not be shown anymore.	Optional
Content Description (M422)	Content Description	Free-text description of the contents of the file such as front view of the consumer article without perspective.	Optional

Below is a filling example:

ATTRIBUTE	FILLING EXAMPLE
Referenced file type code (M379)	PRODUCT_IMAGE
Uniform resource identifier (M378)	https://nestle.thirdlight.com/gtin/09002100100414_C1C1.jpg [5]
File effective start date time (M417)	30.08.2023 00:00
File effective end date time (M418)	–
Content Description (M422)	Front view of the consumer article without perspective

Further examples can be found in Appendix E.

[5] This is an example link that does not refer to any image file.



13.

TERMS OF USE & COPYRIGHT

Only image files may be provided in which the business partner can be granted an unrestricted right of use. It is therefore important to know the author of the right of use (especially when commissioning external photographers).

A text proposal to clarify the rights of use between manufacturers and producers of images such as external photographers could read as follows:

"The client is granted a spatial and temporal unrestricted right to use the images created to advertise the product shown offline as well as online or to evict."

14. ATTACHMENT

ATTACHMENT A: EXAMPLES OF PROFESSIONAL PHOTOGRAPHING AND PROFESSIONAL IMAGE PROCESSING

Without professional photography and professional image post-processing, high quality and attractive product images cannot be produced.

Example 1:



Example 2:



ATTACHMENT B:
EXAMPLES OF A BAD CLIPPING PATH

Clipping path is not exactly at the edge of the product:



Clipping path is not exactly at the edge of the product:





ATTACHMENT C: EXAMPLE OF A DEFECTIVE COMPUTER GENERATED IMAGE

In the graphics program, the generated image was not created carefully enough. In the example, the two product edges do not close exactly.



ATTACHMENT D: EXAMPLE OF A UNIFORM ILLUSTRATION OF THE FRONT PANEL VIA DIFFERENT RANGE/ VARIANT

When creating product images, it is important to ensure that assortments or different variants are always created from the same perspective and in the same style (e.g. lighting setup, plasticity, etc.) in order to ensure a harmonious group image.



ATTACHMENT E: EXAMPLES OF THE TRANSMISSION OF AN IMAGE FILE IN THE MASTER DATA EXCHANGE

Further filling examples for the representation of the necessary picture data in the context of the master data exchange.

General recommendations for filling the image data:

- When providing image data, it is recommended to use the attributes "File: Valid from (M417)" and "File: Valid until (M418)".
- If a new image file is provided, it is necessary to generate a new, unique URL.
- To inform a data fetcher about the end of an image file, it is recommended that the end date be specified in the attribute "File: Valid until (M418)".
- Please note: A deletion of an image URL WITHOUT filling the attribute "File: Valid until (M418)" cannot be processed unambiguously by the data retriever and does not lead to deletion of the image file in the data retriever systems!!!
- It is recommended to fill only after expiration of the end date in the attribute "File: Valid until (M418)" to delete the entire expired image data (image URL, etc.) from the master data record.

EXAMPLE 1:
PRODUCT IMAGE WITH IMMEDIATE VALIDITY

ATTRIBUTE	FILLING EXAMPLE
Referenced file type code	PRODUCT_IMAGE
Uniform resource identifier	https://nestle.thirdlight.com/gtin/09002100100414_C1C1.jpg[6]
File effective start date time	- [No indication means that the image file can be used immediately.]
File effective end date time	-
Content description	-

EXAMPLE 2:
PRODUCT IMAGE WITH VALIDITY FOR A CERTAIN PERIOD

ATTRIBUTE	FILLING EXAMPLE
Referenced file type code	PRODUCT_IMAGE
Uniform resource identifier	https://gs1sync.gs1.at/ 09000331697048_C1N1.jpg[6]
File effective start date time	30.08.2023 00:00
File effective end date time	30.08.2024 00:00
Content description	Front view of the consumer article without perspective

EXAMPLE 3:
PRODUCT IMAGE WITH LIMITED VALIDITY

ATTRIBUTE	FILLING EXAMPLE
Referenced file type code	PRODUCT_IMAGE
Uniform resource identifier	https://gs1sync.gs1.at/ 09000331697048_C1N1.jpg[6]
File effective start date time	- [No indication means that the image file can be used immediately.]
File effective end date time	30.08.2024 00:00
Content description	Front view of the consumer article without perspective

[6] This is an example link that does not refer to any image file.

EXAMPLE 4:
INTERACTION OF MASTER DATA AND IMAGE DATA.

THE FOLLOWING IS AN EXPLANATION OF THE DESCRIBED SCENARIOS:

Scenario 0: Master data without image data was provided for the article.

Scenario 1: A product image is added to the existing master data.

Scenario 2: A product image already exists and an additional product image is provided for a limited time (promotion period).

Scenario 3a: The existing product image is deactivated and replaced by a new product image.

Scenario 3b: The existing product image is replaced by a new product image (image URL remains the same).

ATTRIBUTE	SCENARIO 0	SCENARIO 1	SCENARIO 2
Referenced file type code	-	PRODUCT_IMAGE	PRODUCT_IMAGE
Uniform resource identifier	-	https://gs1.at/gs1sync/9054321000011_C1N1.jpg[7]	https://gs1.at/gs1sync/9054321000011_C1N1.jpg[7]
File effective start date time	-	01.06.2023 00:00	01.06.2023 00:00
File effective end date time	-	-	-
Referenced file type code	-	-	PRODUCT_IMAGE
Uniform resource identifier	-	-	https://gs1.at/gs1sync/9054321000011_C1N1.jpg[7]
File effective start date time	-	-	01.07.2023 00:00
File effective end date time	-	-	30.09.2023 00:00

[7] This is an example link that does not refer to any image file.

Scenario 3a: The existing product image is deactivated and replaced by a new product image.

ATTRIBUTE	SCENARIO 0	SCENARIO 1	SCENARIO 3A
Referenced file type code	-	PRODUCT_IMAGE	PRODUCT_IMAGE
Uniform resource identifier	-	https://gs1.at/gs1sync/9054321000011_1.jpg[8]	https://gs1.at/gs1sync/9054321000011_1.jpg[8]
File effective start date time	-	01.06.2023 00:00	01.06.2023 00:00
File effective end date time	-	-	30.09.2023 00:00
Referenced file type code	-	-	PRODUCT_IMAGE
Uniform resource identifier	-	-	https://gs1.at/gs1sync/9054321000011_3.jpg[8]
File effective start date time	-	-	01.10.2023 00:00
File effective end date time	-	-	-

Scenario 3b: The existing product image is replaced by a new product image (image URL remains the same).

ATTRIBUTE	SCENARIO 0	SCENARIO 1	SCENARIO 3B
Referenced file type code	-	PRODUCT_IMAGE	PRODUCT_IMAGE
Uniform resource identifier	-	https://gs1.at/gtin/9054321000011_1.jpg[8]	https://gs1.at/gs1sync/9054321000011_1.jpg[8]
File effective start date time	-	01.06.2023 00:00	01.10.2023 00:00
File effective end date time	-	-	-



[8] This is an example link that does not refer to any image file.

ATTACHMENT F:
OVERVIEW OF THE DIFFERENT IMAGE CATEGORIES INCL. EXAMPLES

PRODUCT IMAGE OF THE CONSUMER ARTICLE

The different views of a consumer item are shown below (item level = base unit or smallest unit). These images are used for product presentation in the online store or flyer. Especially the side, back, top and bottom views are primarily used for the online shop.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
front view with perspective / top view	C1C1	PRODUCT_IMAGE	
left view (from diagonal left) with perspective	C1L1		
right view (from diagonal right) with perspective	C1R1		
frontal view without perspective	C1N1		
frontal rear view without perspective	C7N1		
frontal rear view with perspective	C7C1		
frontal side view right without perspective	C8N1		

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
frontal side view right with perspective	C8C1	PRODUCT_IMAGE	
frontal side view left without perspective	C2N1		
frontal side view left with perspective	C2C1		
bottom view	C9N1		
upper view	C3N1		

PRODUCT IMAGE OF THE PACKAGING ARTICLE

The different views of a packaging item are shown below
(item level = outer packaging or inner packaging or carton).

These illustrations are used for product presentation in the online shop, flyer or for shelf optimization.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
front view with perspective/overview*	C1CA	PRODUCT_IMAGE	
front view with perspective/overview (opened)	C1CM		
left view (from diagonal left) with perspective	C1LA		
left view (from diagonal left) with perspective (opened)	C1LM		
right view (from diagonal right) with perspective	C1RA		
right view (from diagonal right) with perspective (opened)	C1RM		
frontal view without perspective	C1NA		
frontal view without perspective (opened)	C1NM		
frontal rear view without perspective*	C7NA		

*There are currently no product images for this perspective. The perspective was added for the sake of completeness.

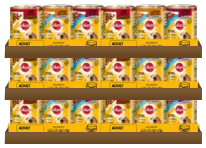
DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
frontal rear view with perspective*	C7CA	PRODUCT_IMAGE	
frontal side view right without perspective*	C8NA		
frontal side view right without perspective (opened)	C8NM		
frontal side view right with perspective*	C8CA		
frontal side view right with perspective (opened)*	C8CM		
frontal side view left without perspective*	C2NA		
frontal side view left without perspective (opened)*	C2NM		
frontal side view left with perspective*	C2CA		
frontal side view left with perspective (opened)	C2CM		
bottom view*	C9NA		
upper view*	C3NA		
upper view (opened)*	C3NM		

* There are currently no product images for this perspective. The perspective was added for the sake of completeness.

PRODUCT IMAGE OF THE PACKAGING ARTICLE

The different views of a packaging item are shown below (item level = display or pallet).

These illustrations are used for shelf optimization or for internal retail applications.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
front view with perspective/overview	C1CP	PRODUCT_IMAGE	
left view (from diagonal left) with perspective	C1LP		
right view (from diagonal left) with perspective	C1RP		
frontal view without perspective	C1NP		
frontal rear view without perspective*	C7NP		
frontal rear view with perspective*	C7CP		
frontal side view right without perspective*	C8NP		
frontal side view right with perspective*	C8CP		

* There are currently no product images for this perspective. The perspective was added for the sake of completeness.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
frontal side view left without perspective*	C2NP	PRODUCT_IMAGE	
frontal side view left with perspective*	C2CP		
bottom view*	C9NP		
upper view*	C3NP		

* There are currently no product images for this perspective. The perspective was added for the sake of completeness.

PRODUCT IMAGE OF A HERO IMAGE OF A CONSUMER PRODUCT

Below are the different views of a Hero Image of a consumer item (item level = base unit or smallest unit).

Hero image is an image type that was developed specifically for fast-moving consumer goods (FMCG) and consumers should be able to quickly identify key features in the online store: Brand, product type (e.g. shampoo or conditioner), product variant (e.g. Intensive Repair or Color Care) and package size.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
front view with perspective/overview	H1C1	MOBILE_READY_HERO_IMAGE	
left view (from diagonal left) with perspective*	H1L1		
right view (from diagonal right) with perspective*.	H1R1		
frontal view without perspective	H1N1		
front view with perspective/overview	U1C1	OPTIMISED_HERO_IMAGE	
left view (from diagonal left) with perspective*	U1L1		
right view (from diagonal right) with perspective*	U1R1		
frontal view without perspective	U1N1		

* There are currently no product images for this perspective. The perspective was added for the sake of completeness.

SECONDARY IMAGE TYPES

The different secondary illustration types of consumer articles or packaging articles are shown below (article level = base unit or smallest unit or outer packaging or inner packaging or carton).

These images are used for product presentation in the online store or flyer.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
detail/technology	F	ZOOM_VIEW	 
social media	K	SOCIAL_MEDIA_IMAGE	 
composition / montage - 1 - Front	M1	MONTAGE_IMAGE	 
composition / montage - 2 - left*	M2		
composition / montage - 3 - top*	M3		
composition / montage - 7 – back side*	M7		
composition / montage - 8 - right*	M8		
composition / montage - 9 - bottom*	M9		
application	N	APPLICATION_IMAGE	

* There are currently no product images for this perspective. The perspective was added for the sake of completeness.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
comparison of sizes	Q	PRODUCT_IMAGE	
ambience/mood	R	AMBIENCE_MOOD_IMAGE	
content/texture	T	CONTENT_TEXTURE_ IMAGE	
ingredients list	L4	INGREDIENTS_LABEL	
certification	L7	CERTIFICATION	
preparation instruction	L8	PREPARATION_INSTRUC-TIONS	
pet food feeding recommendation	L9	PETFOOD_FEEDING_INS-TRUCTIONS	

PRODUCT IMAGE OF PACKAGING INFORMATION OF A CONSUMER PRODUCT

The different illustration types of a product package are shown below (article level = basic unit or smallest unit).

These illustrations are used for product presentation in the online store or for quality inspection as part of master data exchange.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
artwork	L1	PACKAGING_ARTWORK	
label	L1	PRODUCT_LABEL_IMAGE	
nutritional value	L2	NUTRITION_FACT_LABEL	

360° TURN OF THE CONSUMER UNIT

The different views of a 360-degree turn of a consumer article are shown below (TradeItemUnitDescriptor= BASE_UNIT_OR_EACH).

These images are used selectively for the product presentation in the online stores.

DESCRIPTION OF THE IMAGE CATEGORY (WITHIN THE CLASSIFICATION)	IMAGE CATEGORY	MAPPING IMAGE CATEGORY TO CODE VALUE FILE: CODE OF THE SPECIES [M379]	IMAGE EXAMPLES
2D frontal view with rotation around the vertical axis	E1_R00_C01-24	360_DEGREE_IMAGE	
2D perspective view with rotation around the vertical axis	E1_R15_C01-24		

ATTACHMENT G:

APPLICATION EXAMPLES: STRUCTURE OF THE FILE NAME USING THREE CASES AS AN EXAMPLE

CASE 1: STANDARD PRODUCT PERMANENTLY AND A PARALLEL PROMOTION WITH TIME LIMITATION

PRODUCT EXAMPLE	IMAGE NAME							VALID FROM	VALID UNTIL	CONTENT DESCRIPTION
	GTIN	Separator	Image Category	Separator	Version (consecutive serial numbering in case of relaunch or correction of a product image within an image category).	Separator	Variant			
	N1-N14	X15	X16-X19	X20	X21-X23	X24	X25-X27			
	05900951264672	-	C1N1	-	s01	-	v01	01.01.2023	<empty>	<empty>
	05900951264672	-	C1N1	-	s01	-	v02	04.05.2023	19.09.2023	On-Pack soccer promotion

Application example case 1

File: Valid until -date should be specified for promotions directly when posting the product image.

CASE 2: TEMPORARY PROMOTION WITH DIFFERENT LAYOUTS WITHOUT STANDARD PRODUCT

PRODUCT EXAMPLE	IMAGE NAME							VALID FROM	VALID UNTIL	CONTENT DESCRIPTION
	GTIN	Separa-tor	Image Category	Separa-tor	Version (consecutive serial numbering in case of relaunch or correction of a product image within an image category).	Separa-tor	Variant			
	N1-N14	X15	X16-X19	X20	X21-X23	X24	X25-X27			
	05000159452540	-	C1N1	-	s01	-	v01	06.04.2023	01.08.2023	On-Pack Fußball Promotion - **Abseits**
	05000159452540		C1N1	-	s01	-	v02	06.04.2023	01.08.2023	On-Pack Fußball Promotion - **Bekloppt**
	05000159452540	-	C1N1	-	s01	-	v03	06.04.2023	01.08.2023	On-Pack Fußball Promotion - **Abstauber**

Application example case 2

File: Valid until -date should be specified for promotions directly when posting the product image.

CASE 3: STANDARD VERSION PERMANENTLY WITH TWO IMAGE VARIANTS IN DIFFERENT FORMATS (PORTRAIT & LANDSCAPE) AND IN THE TIME SEQUENCE OF A NEW IMAGE VERSION AFTER CHANGE OF THE PRODUCT DESIGN

PRODUCT EXAMPLE	IMAGE NAME							VALID FROM	VALID UNTIL	CONTENT DESCRIPTION
	GTIN	Separa-tor	Image Category	Separa-tor	Version (consecutive serial numbering in case of relaunch or correction of a product image within an image category).	Separa-tor	Variant			
	N1-N14	X15	X16-X19	X20	X21-X23	X24	X25-X27			
	04008429010989	-	C1R1	-	s01	-	v01	01.02.2023	**31.01.2024**	<empty>
	04008429010989	-	C1R1	-	s01	-	v02	01.02.2023	**31.01.2024**	<empty>
	04008429010989	-	C1R1		**s02**	-	v01	**01.02.2023**	<empty>	<empty>
	04008429010989	-	C1R1	-	**s02**	-	v02	**01.02.2023**	<empty>	<empty>

Application example case 3

A new product image (e.g. relaunch) replaces the previous standard version. At the same time as setting the new version, the File: Valid until -date must be specified for the previous standard version (previous version).

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