



June 1<sup>st</sup>, 2018

PrimeroEdge maintains the following site product image standards.

### **PrimeroEdge Ready Image Standards**

- Display the most current packing of the product
- Include the full product in frame
- Contain only the product being sold and MUST not contain:
  - Additional text, graphics or inset images
  - Extraneous additional objects
  - “Reflection effect” or excessively diffuse shadow
- Be a professional photograph or computer rendering of the product (not a drawing or illustration)
- Should be in focus and professionally, evenly lit so the product is clear and packaging legible
- Product should be “silhouetted” and have a pure white background (RGB 255,255.255) or retouched to appear surrounded by white
- Be photographed frontally or at a ¼ turn to camera left
- Side, back or alternate and angles are not accepted
- Photo should be cropped square tightly around the product without cutting into the product itself or clipping any drop shadow

Product images submitted to PrimeroEdge must meet the following technical specifications:

### **Technical Specifications**

- Format: JPEG (.jpeg/.jpg) or (TIFF) or (.txt) or (.csv) or (.docx) or (.pdf) or (.png) or (.bmp) or (.msg) or (.xls) or (xlsx)
- Pixel Dimensions: at least 1500 or larger for width and height
- Resolutions: 300 pixels/inch
- Color profile: Adobe RGB 1998 – preferred
- Color mode: RGB color
- File size: 400KB minimum
- File names: Must consist of the product GTIN followed by the appropriate file extension

If you have any questions regarding this program and participation, you may contact us

[tradingpartner@primeroedge.com](mailto:tradingpartner@primeroedge.com) . Also you can contact 1WorldSync at

[businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or call 866.280.413