GS1 Belgium & Luxembourg

Images guidelines

For audit purposes

Release 1.0, 19/05/2021

Document Summary

Document Item	Current Value
Document Name	Image Guidelines
Document Date	19/05/2021
Document Version	1.0
Document Issue	1
Document Status	Final
Document Description	for audit purposes

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Log of Changes

Release	Date of Change	Changed By	Summary of Change
1	19/05/2021		Creation of Document

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1 Purpose of this document

This document is intended to define the minimum requirements for digital assets for the GS1 Belgilux **audit program** and how suppliers can meet these requirements.

Why is this important? Digital assets not meeting the minimum requirements can negatively impact the audit results & process efficiency.

When to use this document?

- In case you need to gather digital assets for audit
- In case you want to check if the available digital assets are adequate for audit purpose.

IMPORTANT : Please be aware that in case of product images for audit: these do NOT necessarily need to be taken by a professional photographer or in a studio, implying potential high or extra costs.

Smartphone product images respecting the below guidelines already go a long way!

2 Digital asset specifications

We distinguish between two types of digital assets: artwork and product images.

1. **Artwork** is a PDF file used by printers who print the design on packaging of a physical product. An example:

Artwork, in PDF format, is preferred as this type of digital asset is of high quality and the text containing product information is flattened.

There are some specific requirements, mainly:

- That product information is **not cut in half**, where each half is mentioned on the opposite sides of the PDF-artwork.
- Layers that do **not contain product information** have been **removed** e.g., dimensions/cutting layer

2. **Product images** are pictures of the packaging of a physical product.
   For example:

   Product images can be used but must meet **minimum requirements**, mainly:
   1. Correct **lighting** of the product
   2. Product information is clearly **readable**
   3. **All sides** with product information are captured
   4. **Quality** of the product image

We will discuss each of the minimum requirements in more detail next.

1. Correct lighting of the product

A product must be correctly exposed to **prevent the product image from being under- or overexposed:**

- Underexposure means that the product information is (partly) unreadable because the entire product is too dark, or shadows are present.
- With overexposure, the product information on the product is (partly) unreadable because the entire product is too light or there are reflections from light sources.

The following measures can be taken to prevent under – or overexposure:

- Create an **environment** that allows you to influence the lighting conditions
- Use one or more **artificial light** sources to light the product evenly
- For products with **light-reflecting packaging material**:
  - Try to prevent the light sources from causing overexposure.
  - If possible, remove the light-reflecting packaging material.

Correct use of lighting:

Incorrect use of lighting (overexposure):

2. Product information is clearly readable

Product information on the product must be **clearly readable, for man and machine.** If the product image is not sharp, this will have a negative effect on the readability of the product information. The following measures can be taken to prevent the product image from being unreadable:

- Place the product on a **stable surface**
- Capture the product image with a camera mounted on a **tripod**
- Make use of the camera's **autofocus** function
  - Please make sure that for products with round packaging (cans, bottles, tubes, etc...) all product information on the label is "in focus".

Product information is (partially) not in focus:

3. All sides with product information are captured

All sides with product information on them must be captured. **Production information that is missing cannot be checked and validated.** In this case, an auditor can use the 'inadequate' flow to put the process on hold and request other/extra images.

The following measures can be taken to prevent product information to be missing:

- Always capture **all sides** of the product (that contain product information)
- Capture **additional** product images of product information that is **hidden** by another part of the packaging or the shape of the product. If possible, carefully remove the label and capture an additional, detailed product image
- Capture the product information so that **text or tables are not interrupted**
- Make sure there are **no reflections** from the product by a light source *or* flash photography
- Make sure that the product is **not under- or over exposed** by a light source or flash photography (see '1 Correct lighting of the product')

All sides of the product (that contains product information) are captured:

Not all sides of the product (that contain product information) are captured, in the example given below there is a side where product information is covered up by an overlap of the packaging:

4. Quality of the product image

The quality of a product image is determined by a combination of factors, the resolution (size) and DPI (number of pixels). The **resolution** (or size) of the product image is expressed in pixels, this is done by associating values to two sides of the product image. The **DPI** (Dots Per Inch) indicates how many pixels can be placed in a straight line of one (1) inch*.

The following measures can be taken to capture high quality product images.

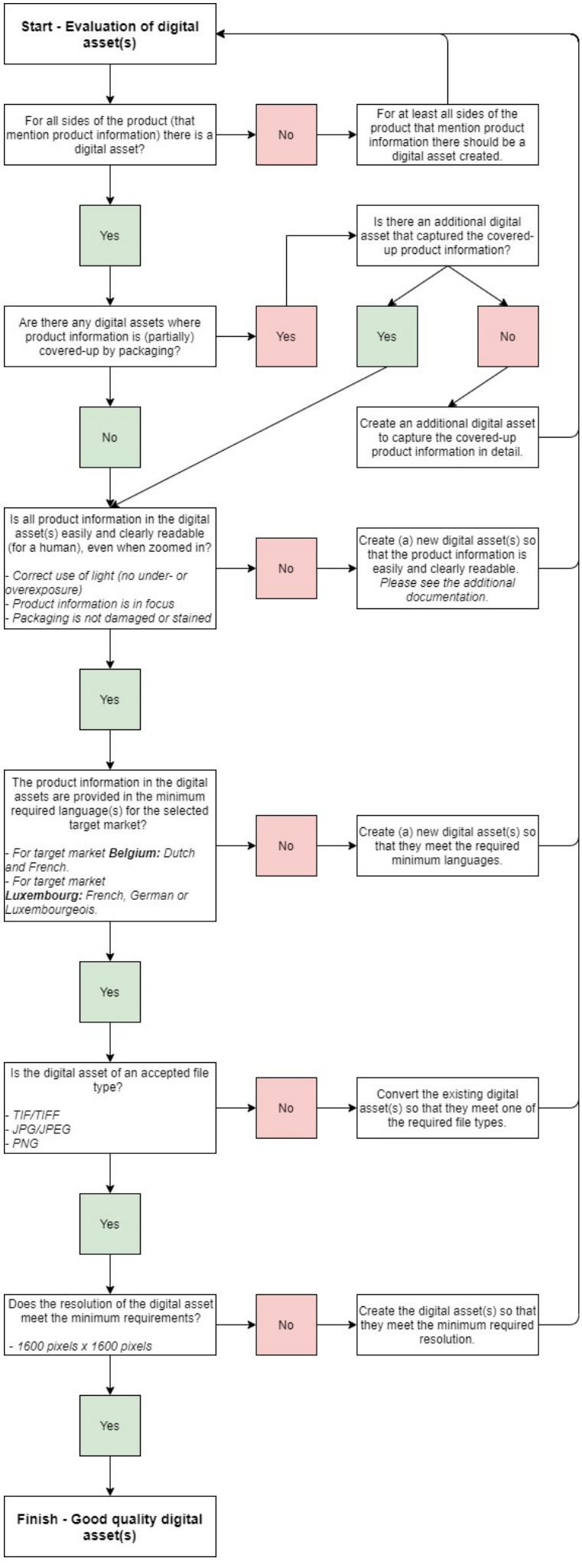
- A resolution of at least **1600 pixels** on the shortest side.
  - For products that have physical dimensions <12 cm, at least 1200 pixels on the shortest side.
  - For products that have physical dimensions <6 cm, at least 900 pixels on the shortest side.
- A **DPI** of at least (minimum) **300**
- The product image is of a supported **file extension**:
  - TIF / TIFF
  - JPG / JPEG
  - PNG
  - PDF (for Artwork)

Important: please make sure the maximum size of the image does not exceed 120MB (which is the maximum allowed size). **1 Inch = 2,54 cm*

3 How do I decide that my product image meets the (minimum) specifications?

A **flow chart** has been developed that can quickly show whether the product image meets the (minimum) requirements. Follow the flow chart below by answering the questions with either 'YES' or 'NO'.

If all questions are answered with 'YES', the image specifications have been met.


Start - Evaluation of digital asset(s)
For all sides of the product (that mention product information) there is a digital asset?
No
For at least all sides of the product that mention product information there should be a digital asset created.
Yes
Is there an additional digital asset that captured the covered-up product information?
Are there any digital assets where product information is (partially) covered-up by packaging?
Yes
Yes
No
No
Create an additional digital asset to capture the covered-up product information in detail.
Is all product information in the digital asset(s) easily and clearly readable (for a human), even when zoomed in?
- Correct use of light (no under- or overexposure)
- Product information is in focus
- Packaging is not damaged or stained
No
Create (a) new digital asset(s) so that the product information is easily and clearly readable. Please see the additional documentation.
Yes
The product information in the digital assets are provided in the minimum required language(s) for the selected target market?
- For target market Belgium: Dutch and French.
- For target market Luxembourg: French, German or Luxembourgeois.
No
Create (a) new digital asset(s) so that they meet the required minimum languages.
Yes
Is the digital asset of an accepted file type?
- TIF/TIFF
- JPG/JPEG
- PNG
No
Convert the existing digital asset(s) so that they meet one of the required file types.
Yes
Does the resolution of the digital asset meet the minimum requirements?
- 1600 pixels x 1600 pixels
No
Create the digital asset(s) so that they meet the minimum required resolution.
Yes
Finish - Good quality digital asset(s)