

tradesolution



REQUIREMENTS FOR PRODUCT IMAGES AND PRODUCT OWNER



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Introduction

This document describes what is meant by product images and the requirements for the images and the product owner in order to upload and have the images approved in Tradesolution MediaStore.

It is the responsibility of the product owner/vendor to ensure that product images are made available according to the requirements in this document.

Description of the Solution

Tradesolution MediaStore (hereafter TMS) is a national media database for participants in the grocery industry, intended to collect media content that is shared/used by more than one actor in the supply chain. The media content is used, among other things, for the creation of sales and marketing materials and solutions in B2C and B2B. Additionally, it includes images of products used in space management and store planning.

Actors and Roles

Actors in the grocery industry refers to all parties directly involved in the flow of goods, traditionally grouped into the following roles: product owners/vendors (suppliers), wholesalers, and retail chains.

Solution Model

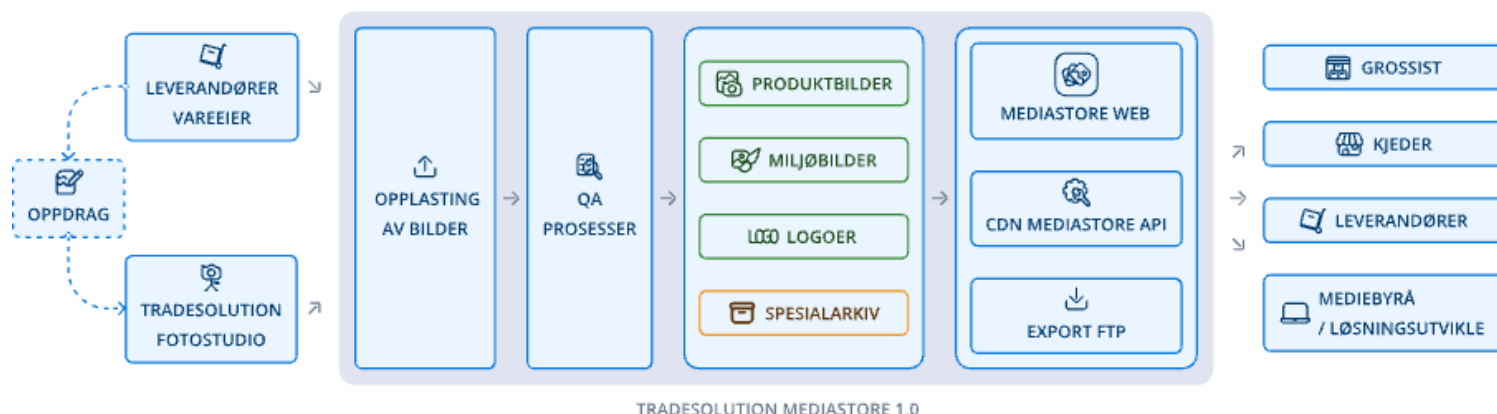
TMS is based on the product owner being responsible for ensuring that the necessary media content is made available via the solution.

Note: The requirements for what media content must be available at any given time are determined collectively by the industry and Tradesolution (which is owned by industry participants).

Media content is uploaded by the product owner or by Tradesolution (on behalf of the product owner). All media content must be quality assured (hereafter QA) by Tradesolution before it is made available to other actors in TMS.

The QA process ensures that the images meet the correct physical and visual requirements. This includes requirements for image size, colour space, that the image is linked to the correct product in the EPD database, and that they are visually of sufficient quality. If an image is rejected at one or more stages in the QA process, it will not be made available in TMS and will be returned with an explanation.

The figure shows the actors and main functions in TMS:



Usage Rights and Copyright

It is the product owner who uploads the images to TMS that is responsible for ensuring the necessary usage rights and copyright permissions are in place for the images. A separate document is established and linked to the TMS agreement framework to define these matters. This document is not intended to clarify legal issues regarding the images.

Important Definitions

Product Images

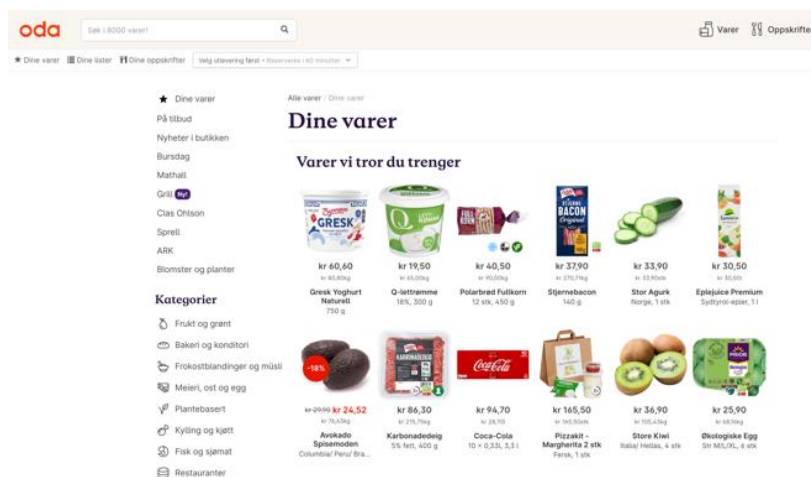
A product image is a photograph or graphic image of a product as it appears at the point of sale. This is normally an image of the consumer package (hereafter "basis") in its own packaging. Distribution packages (hereafter "mellom1") that are shelf-ready must also have their own product images.

Space and Marketing Images

Images in MediaStore are to be used both for space management and for sales/marketing purposes. In space management, the images are used to create planograms, build store shelves, and store layouts.

Sales and marketing images are used in all forms of product marketing. This can include marketing channels such as customer flyers, online shopping, apps, and posters/banners.

Examples of marketing channels where product images are used:



Examples of product images used for space management:

Image Sets

An image set should cover all the images used for space management, sales, and marketing.

Images must be taken of several sides of a product. The front of the product must also have its own images, where the camera is angled at specified angles to create a "3D effect" of the product. An image set consists of all the images required of the sides of the product. The requirement for which camera angles constitute an approved image set may vary depending on how the products appear/packaging format. Which camera angles are required per product are defined in the section "Products, Camera Angles, and Image Sets."

The requirement for camera angles to be included in an image set for sales and marketing images and space images is determined in consultation with the space and marketing departments at NorgesGruppen, Coop, and Rema.

The requirements for an approved image set may change over time and are affected when new requirements for use and application areas arise in the industry.

Example of an image set of a multi-sided product with all mandatory angles:



Note: Image angles 1R, 1C and 1L are often referred to as marketing images. The other angles are commonly referred to as "space images". Angle 1N is also frequently used in marketing contexts, and this image angle is often referred to as both a space and marketing image.

Products, Camera Angles, and Image Sets

What is a Product in MediaStore?

A product is the sum of all its packaging levels (basis, mellom1, and top) and is identified by an EPD number. Each packaging level is identified with a GTIN number.

How to Find the Product's Front?

It is essential that everyone has a common understanding of what constitutes the different facings of a package. This is especially important for those working with space management and building store shelves, but also important in marketing, as products within each category are often grouped together. If there are different perceptions of what is the front of a product, it leads to conflicts in the systems that use the images.

The starting point is always to find the "front" of the package you are uploading or photographing. The front of a product is determined by defined rules. You can read more about the measurement rules: ["Measurement Rules for Products"](#).

All camera angles (facings) in TMS are determined based on finding the correct front of the product. The other camera angles then follow logically. The sum of all camera angles forms an image set for the package.

The QA process has the final authority when it comes to defining the front of a product.

Measurement Rules

Below is an excerpt from the section "Measurement Rules for Products" in the EPD User Guide, showing the principle for how to find the front of products:

It is very important that all actors define width, depth, and height in the same way. The measurement rules for consumer packaging and retailer packaging are different:

"Is consumer packaging" = YES

Measured as a consumer package.

"Is consumer packaging" = NO

Measured as retailer packaging/mellom1.

Therefore, measurement rules have been developed so there is no doubt about how width, depth, and height are defined for the package.

Consumer Packaging

Start by defining what is the product's front. Specifying the side designed as the front is crucial for defining height, width, and depth.

The front is the side with the largest surface area designed to "sell" the product to the consumer, i.e., the side containing the product name, brand, and other product information.

If a product has two or more fronts, the largest side is chosen. If two fronts are the same size, the upright side is chosen as the front. Below are some examples of what constitutes the product's front:



A number of products are manufactured with multiple possible fronts/facings (orientation of brand/product name is such that they can be presented both horizontally and vertically on store shelves.) See the example below, where the front with the highest side relative to the text is the correct front.



Correct front



Incorrect front



Front vs. Presentation of the Product in Store

The front should not be confused with the final positioning or presentation of a product on store shelves. It is important to be aware that the product's front is not necessarily the side that will be presented on a store shelf.

Example: The illustration shows a product with two fronts, where the correct front is marked.



Markedsbilde front 1N

In this case, the lid is the largest front



Topp 3N

Essential image of bowl products for space



Venstre 2N



Høyre 8N



Bak 7N



Markedsvinkel venstre 1L



Markedsvinkel senter 1C



Markedsvinkel høyre 1R

Note: When uploading product images to TMS, it is very important that the correct angles (camera angles) of the product are used. Product images that do not meet the requirements will be returned.

Identifying Product Sides and Camera Angles

An image set consists of the combination of the number of sides photographed and the camera angle used.

The definition of how to find and name the sides of a product is taken from the GS1 standard for identifying and naming camera angles for product images (the sum of requirements for marketing images and space images for grocery products). This standard forms the basis for how the different camera angles are identified in TMS.

Camera Angle

It is very important that product images are taken with the correct camera angle. Product images should be taken both with a 90-degree angle directly facing the product and with selected angles for a 3D effect. Only images of the front should be taken with a 3D effect.

To achieve a 3D effect, the camera should be angled so that the left and right sides of the products are visible, as well as centred. In addition, the camera should also be angled from above or below the product. **Which angle combinations to use depends on the product's packaging format and design. Classification and description of the angle combinations are described in detail in the section "Approved Image Sets for Basis."**

NOTE: The camera angle for the side angles from the left (1L) and right (1R) should be 25 degrees towards the product.

Combination of Side and Camera Angle

An image set *can* have the following combinations of sides and camera angles:

- 1N** Front with camera angle 90 degrees
- 2N** Left side with camera angle 90 degrees
- 3N** Top with camera angle 90 degrees
- 7N** Back with camera angle 90 degrees
- 8N** Right side with camera angle 90 degrees
- 9N** Bottom with camera angle 90 degrees
- 1C** Front with 3D effect (see "Approved Image Sets for Basis")
- 1L** Left side with 3D effect (see "Approved Image Sets for Basis")
- 1R** Right side with 3D effect (see "Approved Image Sets for Basis")

Approved Image Sets for Basis

All products in the EPD database must have an approved image set for the "basis" (consumer packaging).

Note: The requirement for which sides must have images and which camera angle combinations should be used to create an approved image set depends on how the packaging/product appears (packaging format). Basis is classified into the following groups of packaging:

- Multi-sided
- Multi-sided lying
- Double-sided
- Cylindrical

If there is any disagreement about which group a product belongs to, Tradesolution has the final decision.

Note: It is, of course, allowed to upload more camera angles for a product than those defined as mandatory, but correct camera angles must be used.

Multi-sided Products

A multi-sided basis has clearly separated and independent sides and appears as a three-dimensional package. This is typically a box. Each side has its own side elements/information sides.

Rule 1: All products with independent sides must be classified as multi-sided, regardless of depth.

Rule 2: Products that do not have independent sides but have more than 2.5 cm depth must also be classified as multi-sided. (See also classification of double-sided products.)

Examples of multi-sided basis:



For a multi-sided basis, the following camera angles are included to meet the minimum requirement:

- 1N** Front (90 degrees)
- 2N** Left side (90 degrees)
- 8N** Right side (90 degrees)
- 7N** Back (90 degrees)
- 3N** Top (only if needed/there is information on top) (90 degrees)
- 1C** Front with 3D effect (camera angle from above, 15 degrees)
- 1L** Left side with 3D effect (camera angle from above, 15 degrees)

Note: It is possible to upload more images in the image set than the minimum required, but the requirements for camera angles must be followed. When photographing at Tradesolution, an assessment will be made as to whether the top is relevant or not.

The figure shows the image set with all mandatory angles for multi-sided basis



Markedsvinkel front 1N



Bakside 7N



Markedsvinkel venstre 1L



Markedsvinkel senter 1C



Markedsvinkel høyre 1R

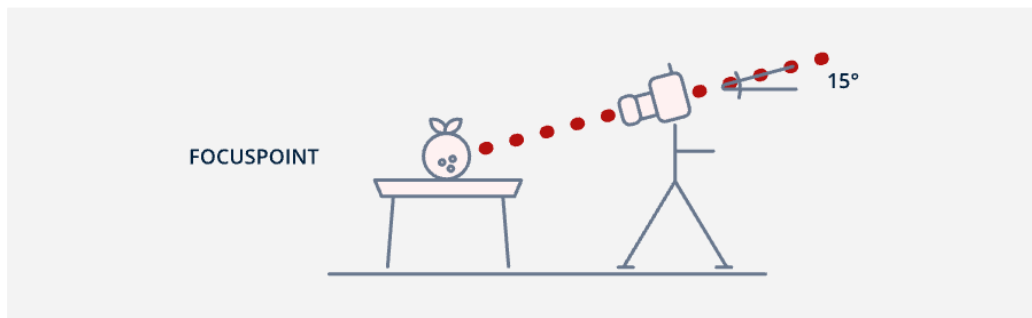


Venstre 2N



Høyre 8N

Example of camera setup for multi-sided packaging:



Multi-sided Lying Products

A multi-sided lying basis has clearly separated sides and appears as a three-dimensional package, such as a box or bowl. Each side has its own side elements/information sides. Normally, the product "lies" on store shelves and the main facing of the product is seen from above. There are several variants within this group where products are also placed in other ways on store shelves.

Example of two multi-sided lying bases (the images show camera angle from the underside/below of the product, not from above which is standard for the other marketing images):



For a multi-sided lying basis, the following camera angles are included to meet the minimum requirement:

- 1N** Front (90 degrees)
- 2N** Left side (90 degrees)
- 8N** Right side (90 degrees)
- 7N** Back (90 degrees)
- 3N** Top (only if needed/there is information on top) (90 degrees)
- 1C** Front with 3D effect (camera angle from below, 35–70 degrees)
- 1L** Left side with 3D effect (camera angle from below, 35–70 degrees)
- 1R** Right side with 3D effect (camera angle from below, 35–70 degrees)

Note: It is possible to upload more images in the image set than the minimum required, but the requirements for camera angles must be followed. When photographing at Tradesolution, an assessment will be made as to whether the top is relevant or not, and this will also be decided for externally uploaded images.

NB! Bowl products will always need 3N (top) to be correct in planograms.

What distinguishes this product group from the others is that for marketing images, a camera angle is used from below the product (not from above, as is standard for the other marketing images). The camera angle should be from 35–70 degrees from below, depending on the design and what makes the product appear best.

The figure shows the image set with all mandatory images for a multi-sided lying basis:



Markedsvinkel front 1N



Bakside 7N



Markedsvinkel venstre 1L



Markedsvinkel senter 1C



Markedsvinkel høyre 1R



Venstre 2N

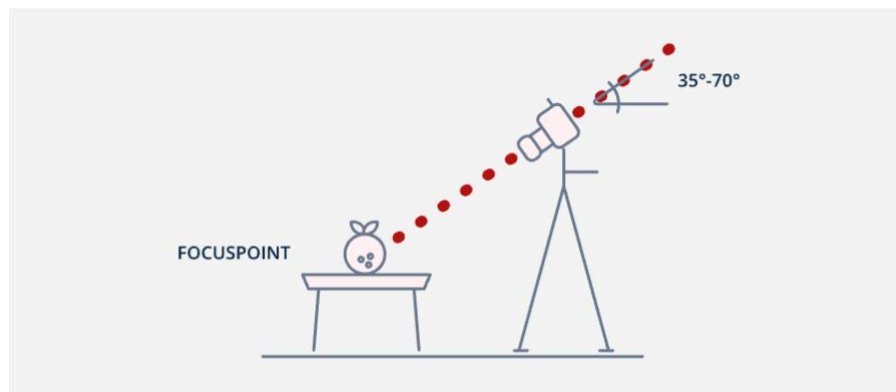


Høyre 8N



Topp 3N

Example of camera setup for multi-sided lying products:



Double-sided Products

A double-sided basis is essentially flat with two sides (two-dimensional). This is, for example, a soup pouch with powder or a magazine. Products under 2.5 cm are classified as double-sided.

Example of double-sided basis:



Note: If a pouch is so deep that the sides are used for their own information on the label, or if the depth is important to show for space or marketing purposes, the package should be considered a multi-sided product.

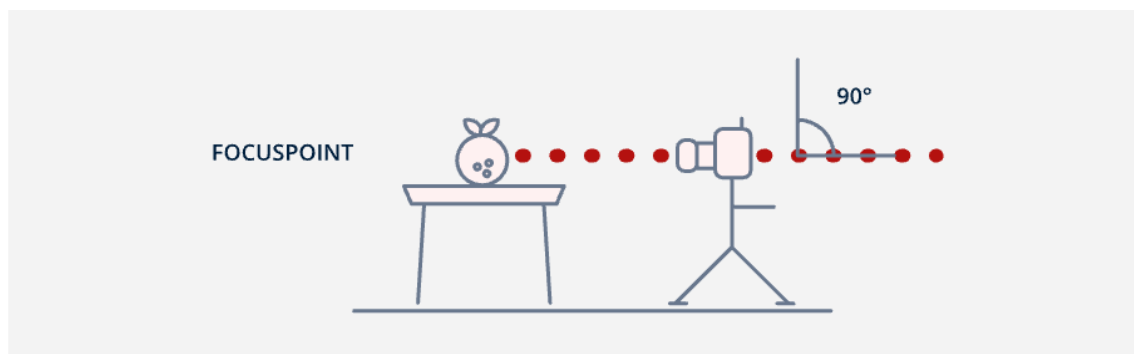
For a double-sided basis, the following camera angles are included to meet the minimum requirement for the image set:

- 1N** Front (90 degrees)
- 7N** Back (90 degrees)

The figure shows the image set with all mandatory images for a double-sided basis:



Example of camera setup for double-sided products:



Cylindrical Products

A cylindrical basis essentially has only a front and a back on the package. The classic tin can is typical for this product. However, the product has a depth that is important to show for space management. In marketing, an angled image is often needed for a uniform presentation compared to other three-dimensional products.

Example of cylindrical basis:



*) Exception

For a cylindrical basis, the following camera angles are included to meet the minimum requirement for the image set:

- 1N** Front
- 2N** Left side
- 8N** Right side
- 7N** Back
- 3N** Top (only if needed/there is information on top)
- 1C** Front with 3D effect (camera angle from above, 15–35 degrees) *

***) Exception to the 15-degree rule**

If the product has important information on both the front and the top, the camera may be angled up to 35 degrees for the best presentation of both sides.

Note: It is possible to upload more images in the image set than the minimum required, but the requirements for camera angles must be followed. When photographing at Tradesolution, an assessment will be made as to whether the top is relevant or not.

The figure shows the mandatory image set for cylindrical basis:



Example of camera setup for "cylindrical" packaging:

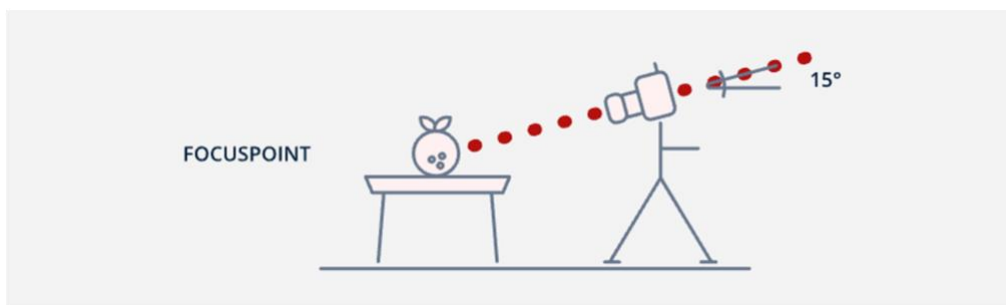


Image Sets for Mellom1

Images must be taken of mellom1 for space management purposes where mellom1 is made shelf-ready, either by removing plastic or tearing off the top so that the basis becomes accessible. The images of mellom1 must be taken with the corresponding basis inside. The measurements in EPD determine what is the front.

Examples of the use of Mellom1 in-store that require product images:



For a mellom1, the following camera angles are included to meet the minimum requirement for the image set:

- 1N Front
- 2N Left side
- 3N Top

The example below shows the mandatory image set for mellom1



Markedsvinkel front
1N



Venstre
2N



Topp
3N

Physical Requirements for Product Images

Clipping Path

All product images in TMS must have a clipping path so the images can be isolated — the product image then gets a transparent background.

Note: If there is a clipping path on the image upon upload, the image may still be re-clipped. If the quality of the existing clipping path is not good enough, a new one must be created. This is decided by Tradesolution.

If product images do not have a clipping path or are not already isolated, clipping will be performed automatically at the product owner's expense.

For prices on clipping/cropping and retouching – see [here](#).

Image Sizes

For basis (consumer packaging), the image size (resolution) for the longest side upon upload must be at least 3508 pixels (equivalent to the longest side of an A4 print at 300 dpi). This applies to the following camera angles:

- 1N
- 1C
- 1L
- 1R

For other camera angles, the minimum resolution for the longest side upon upload must be at least 1748 pixels (equivalent to the longest side of an A6 print at 300 dpi). This applies to:

- 2N
- 3N
- 7N

- 8N
- 9N

Image Sizes for mellom1

Minimum resolution for the longest side for all camera angles must be 1748 pixels.

Note: In TMS, product images are always stored at full resolution. When downloading/exporting images, you specify the format and image size you want to use.

Cropping

The image should be cropped as close to the product as possible, with minimal white border around the product.

File Format and Color Mode

File format: TIFF, JPEG, or PNG (Flat TIFF, without layers).

Colour profile: Adobe RGB or sRGB

Visual Requirements for Product Images

Checkpoints for Visual Requirements

1. Image Background and Shadows

All images must have a white background and no shadow, or be transparent (already isolated).

2. Image Sharpness/Focus

The entire product must be 100% sharp. This is especially important for products with significant depth. To check sharpness, the product should be viewed at 100% size.

The image shows an example with correct sharpness:



3.

Lighting and Color

Even lighting over the entire product. Avoid dark shadow areas. Avoid overly strong highlights and reflections. Reflections should look natural/realistic.

Example of correct lighting and colour:



4. Edges

The product must have clear edges around its entire perimeter. The edges should not "bleed" into the background. Watch out for stray light that can affect the edges of the product. See example images below.

Examples of too much stray light affecting the edges (not an approved image) and a correct image with sharp edges:



5. Retouching

Product images must be retouched for dust, scratches, fingerprints, distracting reflections, and best-before dates.

Note: TMS may require that the product image be sent for retouching/clipping or only clipping at the product owner's expense. This applies to dust, scratches, fingerprints, distracting reflections, best-before dates, missing clipping path, etc.

Retouching is only required for marketing angles; the other angles (space) only need a clipping path.

Requirements for Graphic Images

Graphically Rendered Image

Graphic product images can be uploaded to the product image archive in MediaStore. Graphic images can be used as a full-fledged image but must follow the same requirements as photos.

Camera Angles and Image Sets

For graphic images, the same requirements for camera angles and image sets apply as for photos.

Physical Requirements for Graphic Images

For graphic images, the same requirements for physical sizes apply as for photos.

Visual Requirements for Graphic Images

For graphic images, the same visual requirements apply as for photos.

Additionally:

- Texture and packaging must be visible
- There must be natural reflections and shadows in the material/packaging
- Realistic colours in relation to the actual product
- Correct perspectives

It is important that a graphic image appears "realistic" and is an accurate representation of the product. Graphics without texture and a realistic rendering of the product will be rejected by QA.

Requirements for Mobile Friendly Hero Images

The purpose of these images is to ensure relevant information is visible on small screens. The following guidelines have been adopted:

- Focus on the three elements brand, quantity and flavour/scent. These three main elements should be clear and easily visible. This is achieved by increasing the size of these elements.
- The hero image should be recognisable, so design changes should correspond to the physical product. Colours, font, and other elements should match the original.
- To create space for the three elements, the label can be enlarged so the elements become larger and more visible on the mobile-adapted image.
- Text and elements that are not relevant or legible can be removed to avoid a cluttered image.
- All changes must be within the boundaries of the physical product.
- The image must have a clipping path so it can be isolated (transparent background).
- This is an optional additional variant.
- The longest side must be at least 1748 pixels. File format: PNG, TIFF, or JPEG. Colour profile: sRGB or Adobe RGB.

See example:



Original



Mobile friendly hero image

Requirements for Enriched Images

- An enriched image is intended as an optional additional variant that shows the product in its entirety but with extra elements in the image.
- The product must be the main element in the image but enriched with the product in, for example, a bowl or other elements that highlight what kind of product it is.
- An enriched image must have a clipping path or be already isolated (transparent background).
- The longest side must be at least 1748 pixels. File format: PNG, TIFF, or JPEG. Colour profile: sRGB or Adobe RGB.

See examples of enriched images:



Temporary Image

The purpose of a temporary image is for the grocery chains to have an image ready before the regular image deadline for use in planograms. This is a mandatory image for all launch products and must be uploaded to MediaStore by week -8 (see [STAND](#)). The image will automatically get a watermark upon upload so it cannot be used for marketing. The image will be replaced when images are uploaded according to the other image requirements or automatically in week -3.

- The image must be of the basis and should be similar to angle 1N (marketing angle front).
- Minimum resolution for the longest side must be at least 1748 pixels.
- The image can be based on the design file but must appear as a product.
- It must be clear which product is depicted.
- It must be cropped and contain as little empty space around the product as possible. See example below.



Deadlines and Scope of Products

Deadlines for having approved product images available in TMS apply to all items that are active or to be launched (new launches) in EPD.

New Products

Requirement for a fully approved image set, uploaded by week minus 3 (i.e., three weeks before launch weeks). This applies to all launch windows.

NOTE: All products will have space images taken by Tradesolution unless these have already been uploaded by the deadline.

If all mandatory angles have not been uploaded by the deadline, [an additional fee will be charged](#) per missing angle. You can read more about the additional fee here: [Tradesolution](#).

All images in the image set for a product must be approved according to the requirements described in this document.

Products to be Photographed at Tradesolution Photo Studio

Products should be handpicked and checked for:

- Errors on packaging/print (colours, placement, glue residue, etc.)
- Damage such as scratches, dents, etc.
- Preferably without date stamping (will require retouching or preparation)
- Preferably without price information (will require retouching)

At least one mellom1 where at least one of the basis is delivered according to the above requirement. If preparation is needed on the product, e.g., removing back labels, there should be at least three basis checked according to the above requirement.

Frozen goods should, as far as possible, be delivered without contents if the packaging is not transparent.

For questions, contact mediastore@tradesolution.no

Prices for Tradesolution MediaStore 2.0 and Photo Studio

Prices for Tradesolution MediaStore

For prices for Tradesolution MediaStore, see [here](#)

Prices for Tradesolution Photo Studio

For prices for Tradesolution Photo Studio, see [here](#)

Document Change Log

This section shows a log of changes affecting requirements for product images and product owners between document versions. It is recommended to read the referenced sections as the log does not include any changes in descriptions, figures, and wording.

Version 1.17 and Version 1.18

Rule about cropping added under "Physical Requirements for Product Images." Correction of rule in version 1.18.

Version 1.16

More image examples added under the section "Approved Image Sets F-pack."

Version 1.15

Specification of exception rule for camera angle in the sections "Identifying Product Sides and Camera Angles" and "Cylindrical Products."

Version 1.14

Further specification in the sections "Physical Requirements for Product Images" and "Clipping Path."

Version 1.13

Specification in the sections "Physical Requirements for Product Images" and "Clipping Path."

Version 1.12

Updated first figure in the section "Products, Camera Angles, and Image Sets." New section specifying requirements for graphic images – "Requirements for Graphic Images."

Version 1.11

More image examples in Appendix 3.

Version 1.10

Prices in Appendix 1 are now moved to tradesolution.no. See link in Appendix 1.

Version 1.9

Updated with new example images. No change in requirements.

Version 1.8

Image sizes: Updated explanation for the rules regarding image sizes. See the section "Physical Requirements for Product Images" for all details.

Version 1.7

Image sizes: Rule for image size for angles 1C, 1R, 1L, and 1N changed from 4961 pixels to 3508 pixels. See the section "Physical Requirements for Product Images" for all details.

Version 1.6

Multi-sided lying products: Rule for camera angle for angles 1C, 1R, and 1C changed from 25–40 degrees to 35–70 degrees. See info in the section "Approved Image Set for F-pack."

Version 2.0

Graphically rendered images are equated with photographs and are subject to the same requirements.

Version 2.1

Change in mandatory space image angles.

Version 2.2

Added adopted guidelines for mobile-friendly images.

Version 2.3

Added adopted guidelines for enriched images.

Version 2.4

Update of image examples and general renewal. No change in requirements.

Version 2.5

Information about the new requirement for "temporary image" for launch products. The requirement applies from L3-2025.