SOK Retail Business

Product images, consumer goods

Guidelines for suppliers

Additional information:
marketcontent@sok.fi

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Rights of image use

By providing an image, you agree to give S Group the right to use and modify it free of charge in sales and marketing channels used by S Group.

The S Group has the right to use the images, as long as the product in question is sold via S Group's sales channels and stores.

If the right to use and modify the images expires on a specific date, it must be stated when providing the images.

By providing an image, the supplier confirms that they are the sole owner of the image and have the right to deliver it for the purpose stated above, and that the rights of a third party are not violated.

If a third party makes an infringement claim, the buyer has the right to defend themselves in the way they consider most appropriate. In this case, the supplier agrees to support the buyer in a reasonable manner. The supplier is responsible for compensating the buyer for all the damages that are the result of an infringement or alleged infringement.

General information regarding product images

Product images are one of the most important factors regarding sales and the appeal of products in online channels. Images are also an important part of product information. The aim of SOK Supermarket Trade is to provide consumers with images of each product offered for purchase.

In addition to online channels, SOK Supermarket Trade utilizes product images, for example, for internal processes, marketing channels, and marketing material.

The requirement for images is a hi-res image, which allows the use of the image in both printed media and online channels.

1–5 images of a product must be provided. These include a main image and supplementary images. A main image must always be provided, and it is recommended to provide a few supplementary images in addition.

- **The main image** is photographed from the front. This is the primary image presented of a product.
- **Supplementary images** may include the product photographed from different angles, a close-up, the product unfolded or unpacked, or photographed in its environment of use, or a mood image.

Unless otherwise stated in the product image request, the product images should be delivered to: marketcontent@sok.fi

Product images may also be delivered through media bank Synkka. More information: https://asiakas.gs1.fi/synkka/tuotetietopankin-kaytto/media

Example: Main product image and supplementary images

Quick guide for product image requirements and naming when images are delivered to SOK per email:

Minimum width or height	2000 px
Image resolution	240-300 ppi
Color	RGB
Image background	White RGB 255
	or
	Transparent background, in which case the image includes an activated clipping path called "Path 1" (the flatness of the clipping path must be one printer pixel)
Image cropping	No empty space/background (margin) around the image
File format	.jpg or .tif
Naming the main image	The product's GTIN (i.e. EAN) code consisting of 13 characters, and the format ending
	Example:
	0000123456789.jpg
Naming supplementary images	Example:
	0000123456789_kuva2.jpg
	0000123456789_kuva3.jpg
	0000123456789_kuva4.jpg
	0000123456789_kuva5.jpg
Other	The image must be selling and of high quality. No unnecessary information, such as prices, dates, etc. should be visible

Example of products displayed in an online channel

Image requirements and naming

Product images are mainly used for selling and marketing purposes, and in online channels.

The most important characteristics of a product image are clarity and even quality. In order to ensure these, certain quality requirements have been defined for the background and the picture ratio of the product image. The requirements must be strictly followed. Using high quality product images is beneficial in selling and marketing a product.

Product image format, quality requirement

Product images must fulfill the following requirements:

Minimum width or height	2000 px
Image resolution	240-300 ppi
Color	RGB
Image background	White RGB 255 or Transparent background, in which case the image includes an activated clipping path called "Path 1" (the flatness of the clipping path must be one printer pixel)
Image cropping	No empty space/background (margin) around the image
File format	.jpg or .tif

Definitions of a good product image:

- The product is well presented
- The product may be photographed either with or without its packaging, depending on which option best emphasizes its qualities. The packaging must be undamaged and clean.
- No unnecessary sheen or reflections
- The image has been photographed in good lighting, and the shading is neutral
- The colors are bright and balanced
- The image has been photographed in a natural position, either straight from the front or at a slight angle
- The background is white or transparent
- No watermarks
- No best before dates of products visible
- No price information visible
- The image has been shot with large depth of field and adequate lighting

Naming images

The supplier names the images using the product GTIN code (EAN code). The supplier delivers at least one picture which will be presented as the main image in the online channels. In addition to the main image, the supplier may deliver supplementary images.

The EAN code must be 13 characters long. If the product GTIN code is shorter, the supplier should add a required number of zeros in front of the code.

If the image is not intended as a product image in an online view or the image is not a product image, the image must not be named by using the above method. These kinds of images should be named in the following way: <GTIN>_product name_markkinointi.jpg. *0000123456789_product name_markkinointi.jpg*

If the product does not have a GTIN code, the image must be named by using the product model number or other appropriate information. *ET123.45-67.jpg*

It is prohibited to use any of the letters å, ä or ö in the product image name.

The default images and the supplementary images are named in the following way (using the product GTIN code (EAN))

- <GTIN>.jpg (mandatory, main image)   *0000123456789.jpg*
- <GTIN>_kuva2.jpg   *0000123456789_kuva2.jpg*
- <GTIN>_kuva3.jpg   *0000123456789_kuva3.jpg*
- <GTIN>_kuva4.jpg   *0000123456789_kuva4.jpg*
- <GTIN>_kuva5.jpg   *0000123456789_kuva5.jpg*

Naming product images, not intended for the online channels

- *0000123456789_product name_markkinointi.jpg*

Naming product images with no GTIN code, using the product model number or other appropriate information

> *ET123.45-67.jpg*

Naming brand images i.e. logos (example: brand = Ciraf)

- *brandi_ciraf.jpg*

Examples of good product images

Examples of product images that are not acceptable

An image including several images and backgrounds.

The image background is not white.

The image ratio is distorted.

Product images supplementing the main image

In addition to the main image, the supplier may deliver supplementary product images. This will make it easier for the customer to make a purchase decision. The supplier may deliver up to four supplementary images. The supplementary images may present the product from different angles, as a close shot or as uncovered or unpacked and in use. Additionally, it is possible to post videos in the online channels.

Below, an example of the main image and the supplementary images. On the right, the variant product images, i.e. the product in different colors.
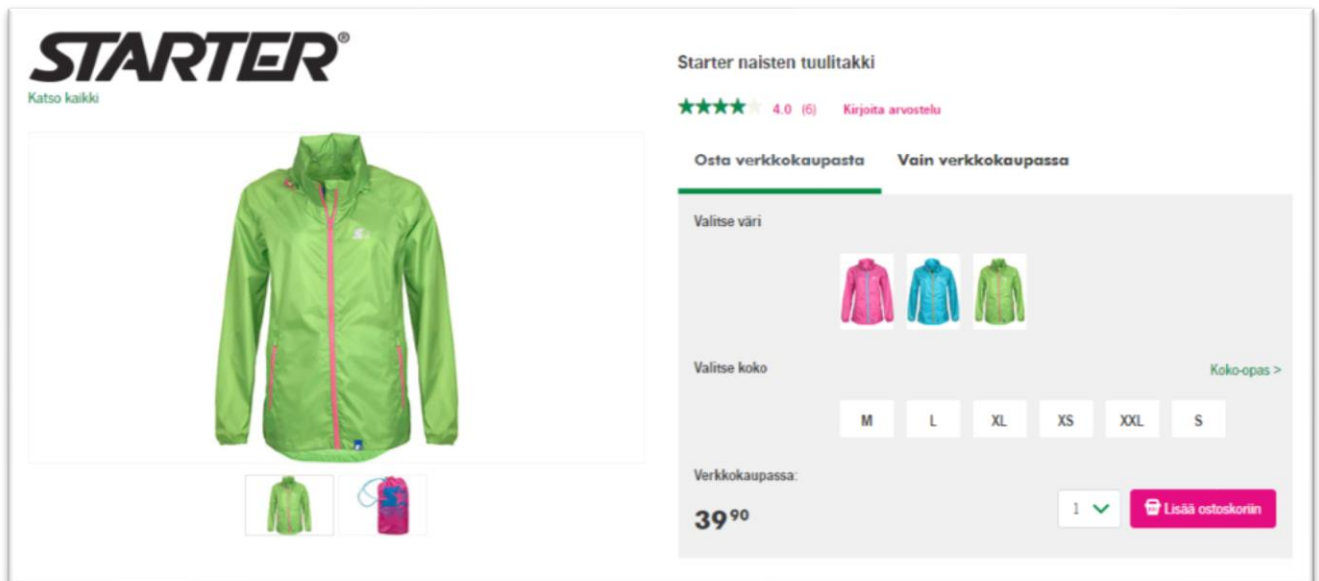
Variant product images

In addition to the main images, the supplier should also deliver variant images of all products available in different colors, shades and patterns.

Naming variant product images

Example:

- The product is available in three colors, all with their own GTIN code (EAN).
- Choose one size of each color and name the image using the GTIN code for the variant in question.
    - <color blue GTIN>.jpg   *0000123456789.jpg*
    - <color white GTIN>.jpg   *0000456789012.jpg*
    - <color black GTIN>.jpg   *0000789123456.jpg*
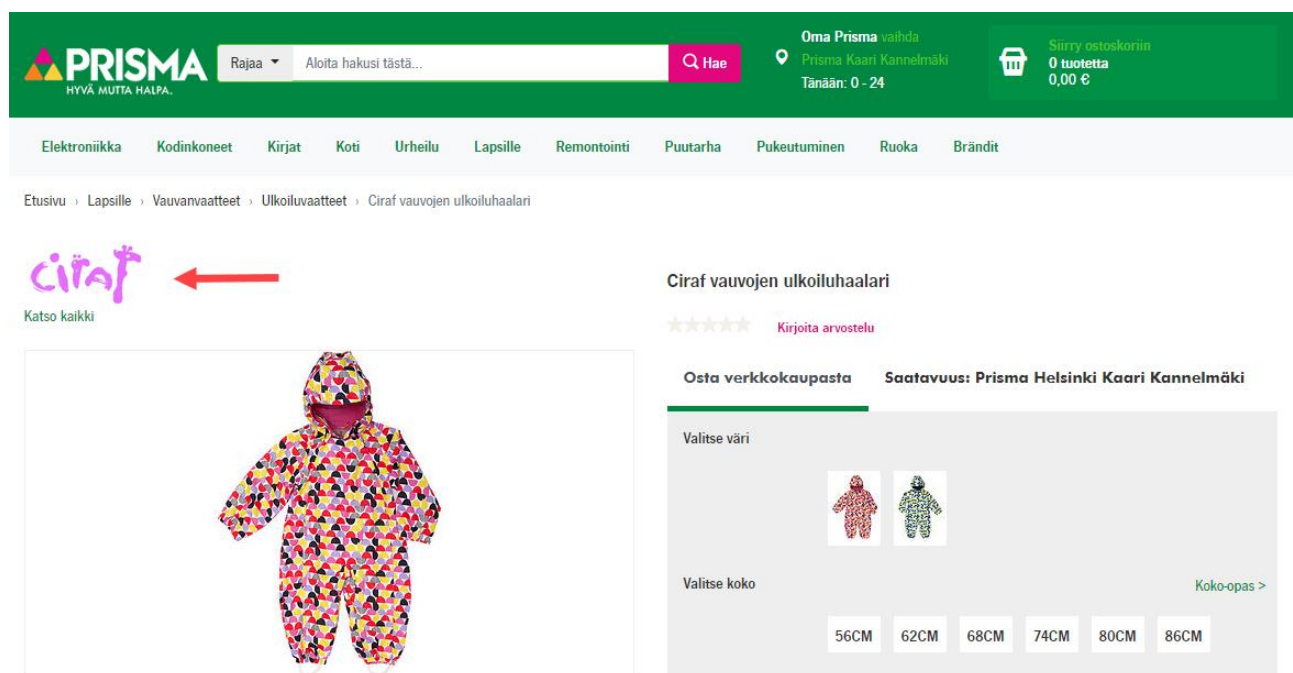
The variant product image is an actual product image presenting only the product variant in question when choosing a specific color in the online channels.

Brand images in the online channels

The supplier may also deliver a brand image (logo), which will be shown in the product online store.

Image name	brandi_<brand>.jpg	*brandi_ciraf.jpg*
Maximum image size	height 56 px, width 290 px	
Resolution	240-300 ppi	
Image background	White RGB 255 or transparent	
File format	.jpg	

Energy label

For Internet sales, renting or instalment purchases, there must be an electronic energy label and specification. The energy label can be presented as a product picture in the web shop, and it will act as a specification at the same time.

The energy label should be named in the following way: <GTIN>_energiamerkki.jpg i.e. *0000123456789_energiamerkki.jpg*

The specification should be named in the following way: <GTIN>_tuoteseloste.pdf i.e. *0000123456789_tuoteseloste.pdf*

The regulations apply to household

- dishwashers
- refrigerating appliances
- washing machines
- tumble dryers
- televisions
- lamps
- luminaires
- air conditioners
- ovens
- range hoods
- water heaters and hot water storage tanks
- space and combination heaters