

GS1 Product Images

The basics for Primary Product Images



Why primary product images are important?

In today's digital marketplace, the presentation of product images plays a vital role in influencing consumer decisions. The challenge is to maintain consistency, clarity, and accuracy in product images to enhance the online shopping experience.

Different Types of Images

Primary Images: These can, on their own, represent the real product in an e-commerce application. They include Product Images (Web & High Resolution) with or without supporting elements. The additional elements are not included when selling the product and are to strengthen the product.

Four types of primary images:

- ✓ Primary Images Web Resolution

Image Types

A - Primary Image Web Resolution	B - Primary Image Web Resolution with supporting elements
	

- ✓ Primary Images High Resolution

Image Types

C - Primary Image High Resolution	D - Primary Image High Resolution with supporting elements
	

Optimised Images: These address issues concerning the presentation of products in an online retail environment on small. More details can be found in the [Mobile Ready Hero Images 1-pager](#).

Questions about GS1 Product Image standards and guidelines?

Our team is here to help you with your questions helpdesk@gs1.org or you can find more information in the following link: <https://www.gs1.org/standards/product-image-standards-and-guidelines>

Recommended approach

File format:

LZW Compressed TIFF – recommended for storing product images due to its lossless compression, preserving image quality for future edits.

JPEG and PNG - recommended for sharing product images due to their reducing file size for faster upload and download times. JPEG's compatibility across various devices ensures seamless viewing and sharing.

File size/dimension:

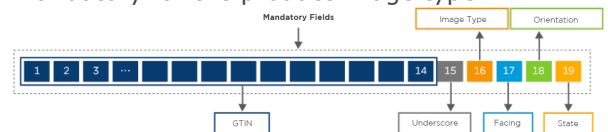
It's important to adhere to specific file size and dimension to ensure optimal quality and performance.

Web Resolution Images: Min 900 x 900 and Max 2400 x 2400 pixels to ensure clarity and detail without causing excessive loading times.

High-Resolution Images: Min 2401 x 2401 and Max 4800 x 4800 pixels for printing or high-detail applications, ensuring quality and clarity at larger sizes.

Path/Background: White background with a clipping path is recommended. For images saved with a transparent background, clipping path is optional.

File naming: The name used to uniquely identify the product image file. Position 1-19 are mandatory for the product image type:



Conclusion

[GS1 Product Image Standard](#) provide guidelines to ensure that product images are clear, consistent, and meet the needs of all stakeholders. This approach maintains brand integrity, fosters consumer trust, and drives sales