Product Image Standard
Optimised Images

Optimised Images address issues concerning the presentation of products in an online retail environment on small screens, typically alongside 'add to basket' functions.

Mobile Ready Hero Image (MRHI)

Mobile-ready hero images are a primary image that involves decluttering the front of the pack to make Brand-format-variant-size legible for mobile shoppers.

Format:

JPG/PNG

Size:

Min: 600x600 pixels

A Mobile Ready Hero Image includes references to the 4W's that are key elements customers likely use when making a purchase decision. To convey the 4Ws on the front of the digital pack as clear as possible, some decluttering and/or enhancements may be required.
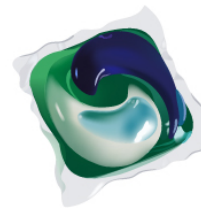

1 **W**ho is the brand?

CALLUNA

2 **W**hat is it?

All**in**1 Laundry Detergent Pods

3 **W**hich variety is it?

COLOUR

4 Ho**W** much of it is there?

15

U Optimised Hero Image

Optimised Hero Images support retailers, consumers, distributors, and foodservice operators in completing their online sites. They also assist consumers to identify specific/additional information about the products they are purchasing.
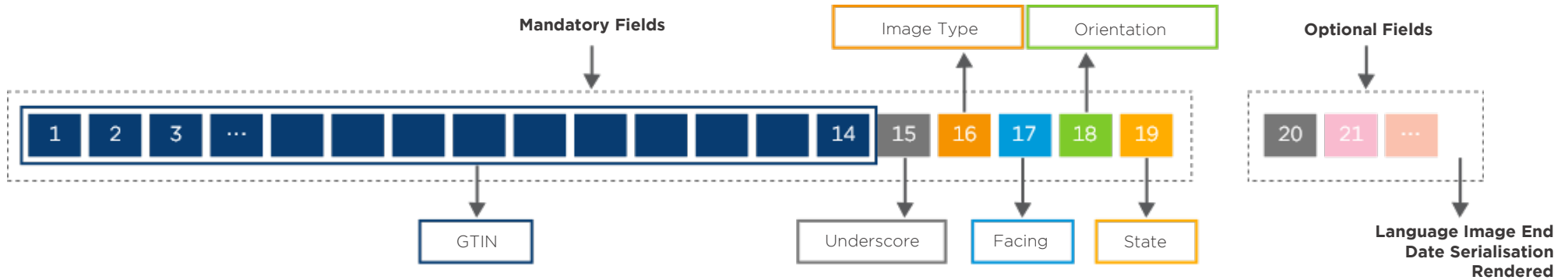
Format:

JPG/PNG

Size:

Min: 300x300 pixels

Max: 4200x4200 pixels

Naming Convention

Position 1-19 are mandatory for all the Optimised Images.

This table lists the different values available for each field.

Position	1-14	15	16	17	18	19	20+
Data	GTIN	Underscore	Image Type	Facing	Orientation	State	Optional Components
Value	(n14)	_	U – Optimised Image	0. not applicable	C Centre		For more details about these fields, visit the Product Image Specification Standard on GS1.org website
			H – Mobile Ready Hero Image (MRHI)	1. Front	L Left		
				2. Left	R Right		
				3. Top	N – No Plunge angle		
				7. Back			
				8. Right			
				9. Bottom			

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