Product Image Requirements (PIRs)

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Conrad Electronic SE

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This document outlines the quality requirements for media files used in master data creation across the product range supplied by the Conrad Group.

The transfer of all rights of use and exploitation of the provided media files shall be governed by the provisions of the relevant Framework Agreement, if applicable. Otherwise, Conrad's General Terms and Conditions of Purchase shall apply. The latest version thereof is available at conrad.de/de/partners/einkaufsbedingungen)

Product images, product information and product-related videoclips play a vital part in selling a product successfully.

To help us display your items in the best way possible, please make sure you only submit high-quality files by following the guidelines below:

<u>Product images</u>

Minimum requirements:

- One main image solely depicting the product to be sold
- Background: pure white (RGB triplet: 255, 255, 255 / Hex code: #FFFFFF)
- View: accurate representation of the product, centred, taking up at least 85% of the image space
- Width/height: at least 500 pixels
- Format: JPG, JPEG
- Colour mode: RGB
- Resolution: 72 dpi
- Professional high-definition images
- All applicable intellectual property rights/copyrights owned by the image provider

Optional:

- Additional product images in PNG, BMP, TIF, GIF and WebP format
- Awards, logos, and line art in AI, EPS, and SVG format
- Additional colour code applying to awards, logos and line art: CMYK, Greyscale
- No more than 10 images in total

Not permitted:

- Images that not fully represent, or misrepresent, the product
- Image space holders (e.g. "Image to be uploaded later", "No image available", …)
- Company logos or brand symbols instead of the product on sale
- Main product images containing text and/or logos
- B/W main images
- Watermarks (not even for copyright disclaimers)
- Use of Conrad logos and Conrad own-brand symbols
- Product images that display marketing text elements (e.g. "Special Offer!", …)
- Nudity, war scenarios, any type of discriminatory content
- Images of dirty or used products (exception: refurbished items)
- Low-definition, blurred or pixelated images
- Comparing the product to other brands/manufacturers
- Animated GIFs

Best practice:

- Width/height: at least 1000 pixels, 3000 pixels max
- Additional product images depicting the item at different angles, showing details
- Additional images of the product being used
- Additional images highlighting product features (image text content allowed)
- Illustrations and line art
- Awards, independent QA badges, certifications and licences in the form of a logo
- Clipping path (no automatic paths assigned)
- Colour model: eciRGB_v2
- Resolution: 300 dpi

Product information

Minimum requirements:

- Manufacturer-issued documents only
- Professional layout (no compromised or scanned files)
- PDF format

Not permitted:

- Seller-generated PDFs
- Seller logos / disclaimers (unless the seller is the brand owner/manufacturer)
- Any price-related information (applies to both purchase and selling prices)
- HTML, Word, Excel and PowerPoint files or any other MS Office formats

Best practice:

- A4, portrait orientation
- Searchable files
- No password-protected files

Videoclips

Minimum requirements:

- Resolution: 1280 x 720 pixels (HD)
- Format: MP4
- Minimum clip length: 5 secs
- Professionally-looking videography
- Excellent audio quality

Optional:

- Clips in MOV, WMV, AVI, MKV, MPEG, WEBM and HTML5 format

Not permitted:

- YouTube links
- Naming salespoints and competitors, links pointing to other pages
- Showing prices
- Files sized 1000 MB and above

Best practice:

- Resolution: 1920 x 1080 pixels (FHD), 4096 x 2160 (4K) max
- Clip length between 15 secs and 180 secs max
- Hardcoded subtitles

Downloads

Minimum requirements:

- ZIP compression
- Virus-scanned data only

Not permitted:

- Password-protected files
- Data compression using other formats such as 7zip, RAR, etc
- Executable files (.exe)