

EDICOMData

**Rules for posting images and  
EDICOMData Photo-capture Service**

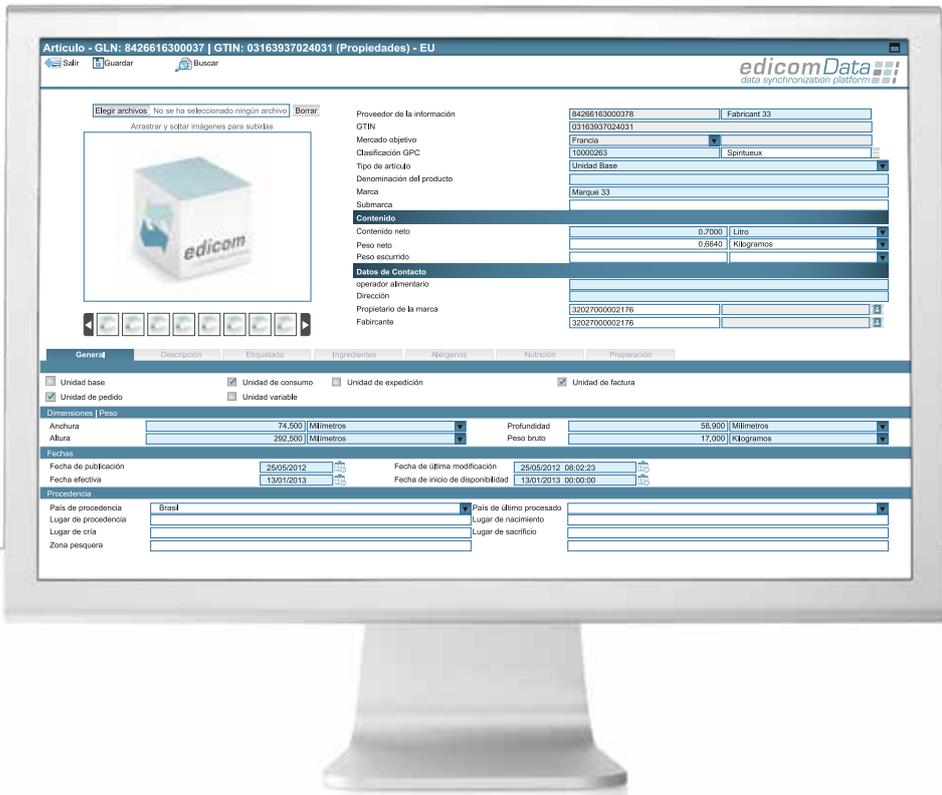


## INTRODUCTION

The EDICOMData global product data synchronization platform provides a specific functionality for publishing pictures of your trade references.

Publishing images along with the product data simplifies the supply of complete information on your articles to your entire community of customers and trading partners. This way, they have direct and transparent access to an updated repository of information for direct use in their sales tools (marketing catalogues, distributors' websites or online sales portals, etc. ).

This document is designed to provide you with all the information you need to prepare your product images for publication in EDICOMData. To ensure maximum quality and standardization in all images, we strictly adhere to the GS1 standards, following the guidelines in the "Product Image Specification" document. For full details, the document can be downloaded from the following link:



**Taking the GS1 specifications as the base, and with the aim of providing a data synchronization platform of maximum quality and value to publishers and subscribers, EDICOMData sets out its own general rules for publishing product images, as described from page 3 of this document.**

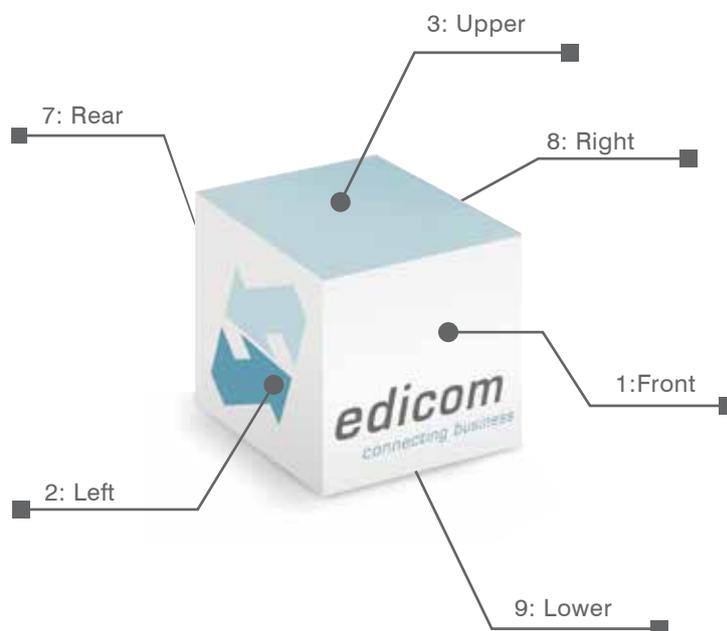
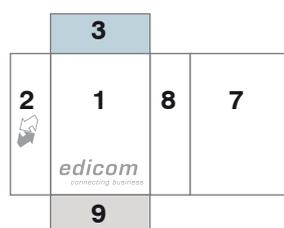
## RULES FOR PUBLISHING IMAGES IN EDICOMData (I)

### PLANOGRAM PICTURES

Publishing product pictures in EDICOMData involves uploading 6 schematic product images.

These 6 images identify a packaged product from all visible surfaces:

- 1.- Front planogram
- 2.- Left planogram
- 3.- Upper planogram
- 7.- Rear planogram
- 8.- Right planogram
- 9.- Lower planogram



- Only one image will be published per planogram.
- Recommended resolution between 72 ppi and 150ppi.
- File size: Minimum 50Kb (usually between 50kb and 300 kb)
- File size:
  - ▶ Targa 16-32 bits uncompressed (32-bit images, Alpha channel must be I/O)
  - ▶ JPG
  - ▶ PNG (compatible with Alpha channel)
- Images must be cropped to the edges of the product and presented on a white background (RGB 255, 255, 255), or delivered with the product profile outlined on a transparent background.
- File name: Identified with the product GTIN, followed by an underscore and the number associated with the planogram of each image
  - ▶ GTIN\_1: Front planogram
  - ▶ GTIN\_2: Left planogram
  - ▶ GTIN\_3: Upper planogram
  - ▶ GTIN\_7: Rear planogram
  - ▶ GTIN\_8: Right planogram
  - ▶ GTIN\_9: Lower planogram
- Alternative planograms: Identification of alternative planogram files such as products with no GTIN, container packaging with multiple GTINs, product presentations in displays or stands, or pictures of the same product in multiple languages, will follow the steps set out in the GS1 “Product Image Specification” guidelines.

## RULES FOR PUBLISHING IMAGES IN EDICOMData (II)

### MARKETING IMAGES

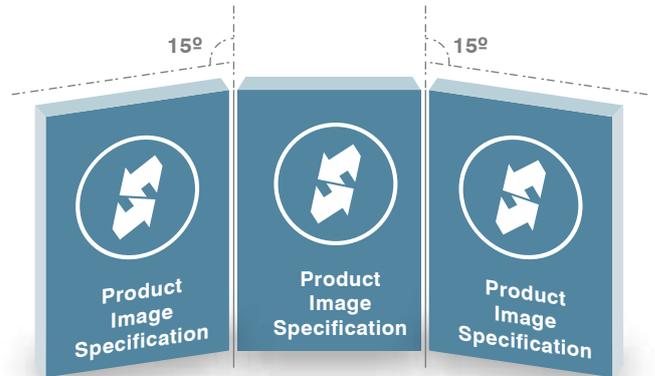
Publishing product pictures in EDICOMData involves uploading 3 marketing images corresponding to the following product views:

**Front face product image**

**Left front variation**

**Right front variation**

*Variations involve shooting at an angle of at least 15 ° to the left or right relative to the front of the product.*



**Clipping path:** Delivery of photographs is recommended with an active clipping path to silhouette the product. This cropping area must be identified with the name “Path 1”.

#### Image size:

- ▶ Standard resolution: Between 900 and 2400 pixels 300 ppi.
- ▶ High resolution: Between 2401 and 4800 pixels 300 ppi.
- ▶ The image canvas should be square with the same height and width (900x900 pixels, 3000x3000 pixels, etc.)
- ▶ Image format: LZW compressed TIFF files in RGB 8-bit per channel colour mode
- ▶ File size must not exceed 10 Mb

**Background:** Images must be delivered with transparent or white background (RGB 255, 255, 255)

**File name:** Constructing filenames for the marketing images is done in the following sequence:

**#####\_A1C1#####**  
Digits                      1 a 15                      16 a 19                      20 a 26

- ▶ **Digits 1 to 15:** Product GTIN followed by an underscore.
- ▶ **Digit 16:** Letter A if resolution is standard. D if it is high-resolution.
- ▶ **Digit 17:** Identifies the product's visible face. Identification is the same as for the planogram, so the minimum three marketing images for publishing are identified by the number 1 (front).
- ▶ **Digit 18:** Reference angle relative to the face of the product represented:
  - C | Centre
  - L | Left
  - D | Right
- ▶ **Digit 19:** Identifies whether the product is presented packaged or not. The minimum of three marketing images to be published in EDICOMData are identified in this digit with the number 1, which corresponds to “packaged products”.
- ▶ **Digit 20 a 26:** These are optional and used according to GS1 specifications to identify additional attributes such as language, promotional validity dates, etc.

## PRODUCT IMAGES CAPTURE SERVICE

### VALIDATING IMAGES

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Images uploaded to EDICOMData by a publisher must conform to the specifications and rules set forth in this document.

EDICOM checks that the uploaded files meet the standard specified in GS1 and the particular features of this guide, rejecting any photo files that do not meet these specifications.

### TAKING PRODUCT IMAGES

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EDICOM has technology that enables production of the product images and planogram with quality criteria and maximum efficiency.

You can hire our product picture-taking service and a team of people specializing in the capture and recording of product data will take the photos needed according to the specifications defined for publication in the data pool.

We identify each file according to the GS1 specifications and publish it in EDICOMData in each of your product files.

The following specifications for shipping products to EDICOM must be taken into account:

#### Choosing the samples

You must send at least two perfect samples of all the products to be photographed, in case one of them is damaged in transit.

Samples shall not carry price tags or other non-permanent labelling. If there is a non-permanent label that cannot be removed, it shall be placed so as not to hide other text, logos, or any other information or meaningful data.

They should not have stains, creases or dirt of any kind on the packaging. There must be no dings, dents, creases or holes in the container.

There must be no gaps or blank spaces in the ink on the label or container.

If the product is visible through the packaging or container, you must ensure that it is in perfect condition.

It is possible to deliver empty boxes or packaging to be photographed.

Unless otherwise indicated, the security seals shall be removed, along with any plastic wrappers, hang tags, price tags, stickers and any other packing which EDICOM considers may be detrimental to the appearance of your products in the file photos.

Meat and other perishable products will be photographed in their packaging, unless otherwise specifically indicated by the client.

#### Sample documentation

EDICOM will give the client a form to fill in, identifying the content of the samples sent to be photographed. Identifying the samples is essential for proper processing at our facility and subsequent registration in EDICOMData.

#### Sample packaging and sending

It is convenient to take care of the packaging and delivery system for products to ensure they arrive in perfect condition, enabling us to take quality photographs of each of the references.

If sending multiple items in one shipping, please include fewer references than usual per transport unit, and fill in any empty gaps without boxes and other container elements with protection and cushioning material to prevent damage.

Use suitable packaging materials. Do not overload the boxes and send the product needed to take the photos in each of them. Package the items individually and with plenty of cushioning material around bottles and other glass containers.

Upon receipt of the product, if it is not in optimum condition for the photographs to be taken, the client will be notified, asking for a new sample, or authorization to purchase the item locally if it is available in premises near our offices.

#### Sending perishable items

You must contact us to schedule the reception of these products in a timely manner, to ensure that the photos taken suitably portray the freshness of each article. Call us on 902 119 229 and ask about the EDICOMData Product Data Service.

Frozen or refrigerated items should be wrapped in plastic with dry ice.

#### Shipping address

EDICOM  
C/ Charles Robert Darwin 8-10  
46980 Paterna (Parque Tecnológico)  
VALENCIA (Spain)

## About EDICOM

Edicom is a global leader in the development of technological platforms for B2B e-commerce solutions like EDI (Electronic Data Interchange) or Electronic Invoicing.

With a long history in the field of EDI, we currently have over 12000 clients worldwide, many of them leaders in their respective industries such as Unilever, Procter & Gamble, El Corte Inglés, Toys R'Us, etc.

Over 300 million commercial transactions are generated worldwide through Edicom's solutions in ASP – SaaS mode, throughout multiple sectors such as Retail, Healthcare, Logistics and Transportation, Automotive, Tourism, Finance, etc.

Edicom provides advanced technological solutions that enable users to outsource the administration and maintenance of large B2B communications platforms, achieving seamless operation of all systems.

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**\*\*Only for calls from the country indicated.**

### SOLUTIONS

- ▶ Application Service Provider
- ▶ EDI - Electronic Data Interchange
- ▶ Electronic Invoice
- ▶ Accounts Payable Integration
- ▶ EdicomData - GDSN Data Pool
- ▶ Continuous Replenishment CRP/VMI
- ▶ EDICOMNet - Private B2B communications network

### CERTIFICATION AUTHORITY

- ▶ Issuing Electronic Certificates
- ▶ Remote Signature Services from Secure Device
- ▶ Timestamping
- ▶ Certified document safekeeping service

### SERVICES

- ▶ International Support Center
- ▶ 24x7 System Monitoring
- ▶ Mapping Management
- ▶ Global Outsourcing
- ▶ Onboarding Projects
- ▶ Integral Partner Management



[www.edicomgroup.com](http://www.edicomgroup.com)