



Product Image Standard

Primary Images

Primary images can, on their own, represent the product in an e-commerce application, these include Product Image (Web & High resolution) without supporting elements.



A Primary Image Web Resolution



Format:

LZW Compressed TIFF

Size:

Min: 900 x 900 pixels

Max: 2400 x 2400 pixels

C Primary Image High Resolution



Format:

LZW Compressed TIFF

Size:

Min: 2401 x 2401 pixels

Max: 4800 x 4800 pixels

Primary Images with Supporting Elements are images of a product, with additional elements that are not included when selling the product. The additional elements are to strengthen the product, and it should incorporate additional items that enhance the product.

B

Primary Image Web Resolution with Supporting Elements



Format:

LZW Compressed TIFF

Size:

Min: 900 x 900 pixels

Max: 2400 x 2400 pixels

D

Primary Image High Resolution with Supporting Elements



Format:

LZW Compressed TIFF

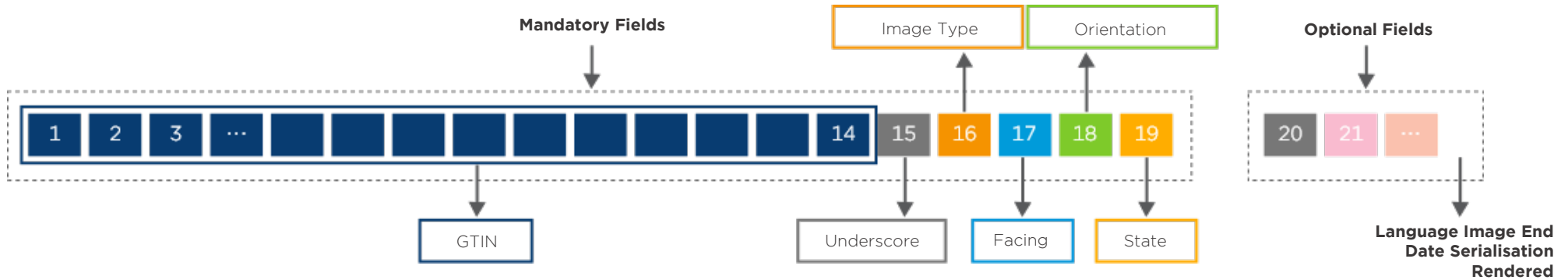
Size:

Min: 2401 x 2401 pixels

Max: 4800 x 4800 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)	_	A - Primary Image Web Resolution B - Primary Image Web resolution with Supporting elements C - Primary Image High Resolution D - Primary Image High Resolution with Supporting Elements	0. not applicable 1. Front 2. Left 3. Top 7. Back 8. Right 9. Bottom	C Centre L Left R Right N - No Plunge angle	For more details about these fields, visit the Product Image Specification Standard on GS1.org website	

Example of Naming Convention for Primary Images



09520123456740_A1C1