

GUIDELINES FOR THE SUPPLY OF PRODUCT IMAGES

NZ Safety Blackwoods is committed to provide customers with a fast, high-quality, and visually appealing online experience. To achieve this, all product images must meet standards for quality, consistency, and technical requirements. This guide outlines the mandatory specifications for submitting product images for use across print, website, and online applications.

Primary Image (Hero Shot):

- The main image must feature the product only on a pure white background (RGB: 255, 255, 255).
- Avoid watermarks, logos, or overlaid text on the primary image.

Secondary/Supporting Images:

- Can include the product in-use (lifestyle shots), clear images of different angles, close-ups of key features, or packaging (if relevant).

Clarity and Quality:

- Images must be high-quality, in focus, and professionally lit.
- Ensure true-to-life colour representation.

File Naming Convention

Use the following naming structure for all image files:

[SKU]_[ImageType]_[SequenceNumber].[extension]

SKU = NZSB product # or MFR #

Examples:

BB12345_PRIMARY_01.jpg - Primary product image

BB12345_SIDE_02.jpg - Side view

BB12345_DETAIL_03.jpg - Detail shot

BB12345_INUSE_04.jpg - In-use image

PRODUCT PLACEMENT



- Fill the square frame with the product
- Allow a small, consistent amount of white space around the product

WEBSITE AND ONLINE IMAGES

REQUIREMENT	SPECIFICATION
Size (Pixels)	1200 x 1200 px (Square)
Aspect Ratio	1:1
Max File Size	2 MB
Resolution	72 DPI
Colour Mode	RGB colour mode (not CMYK).
Background	Pure White (RGB: 255, 255, 255) for the main image
File Format	JPEG (.jpg) or PNG (.png) files only

PRINT IMAGES

REQUIREMENT	SPECIFICATION
Size (Pixels)	Provide an image with the correct pixel dimensions for the final print size. eg. pixel dimensions are calculated by multiplying the desired print size (in millimetres) by 300.
Aspect Ratio	1:1
Resolution	300 DPI
Colour Mode	CMYK or RGB colour mode.
Background	Pure White for the main image or transparent
File Format	PSD (.psd) or PNG (.png) files only

MORE INFORMATION For questions or clarification regarding image requirements
WEBSITE AND ONLINE IMAGES - NZSB Category Support Team - categorysupport@nzsafetyblackwoods.co.nz
PRINT IMAGES - NZSB Promotional Support Team - promotionalsupport@nzsafetyblackwoods.co.nz