

REINHART IMAGE REQUIREMENTS

ALL PRODUCTS ARE IMPACTED BY THESE REQUIREMENTS

Reinhart Foodservice requires a **minimum of four unique images per product**. We recommend at least one of these images provided be a representation of your product in either a raw or styled depiction. In addition to providing these images Reinhart also specifies the images must meet the following naming convention and quality standards:

EXAMPLE NAMING CONVENTIONS:

- RAW image: GTIN#_C1CC
- INNER (Out of packaging): GTIN#_C1CB
- OPEN CASE image: GTIN#_C1CA
- STYLED IMAGE: GTIN#_C1CD

MINIMUM IMAGE QUALITY STANDARDS:

- Minimum DPI (resolution): 150
- Minimum Width or Height: 1200 pixels
- Image Settings: RGB, 8 bit
- Image type: **uncompressed JPG, PNG, GIF**

IMAGES PROCESSING:

- Crop close to the image. It should have very little white space around it.
- Make sure the background is always a pure white. No need for a clipping path but we need the background to look white without blowing out product detail.

EXAMPLE 1:



RAW



INNER



OPEN CASE



STYLED IMAGE

EXAMPLE 2:



RAW



INNER



OPEN CASE



STYLED IMAGE

EXAMPLE 3:



RAW



INNER



OPEN CASE



STYLED IMAGE

EXAMPLE 4:



RAW



INNER



OPEN CASE



STYLED IMAGE

THIS SECTION PRESENTS GENERAL GUIDELINES THAT APPLY TO PRODUCTS IN MOST OR ALL CATEGORIES:

- **RAW OR UNCOOKED:** Most food items should be shown in their raw, unprepared state. Meat should generally be shown thawed. Certain frozen items may be shown to best effect in their frozen condition, however. For certain food items, a solid white plate or bowl may also be used.
- **LIGHTING:** Full, well-balanced lighting ensures that the product and surrounding background are evenly lit, with very slight or no shadows.
- **SHADOWS:** Subtle, natural shadows are acceptable.
- **FOCUS/DEPTH OF FIELD:** The product should be clearly visible with an overall balanced focus.
- **BACKGROUND:** The image background should be solid white and evenly lit. If necessary, background lighting can be reduced to provide contrast with the product.
- **VIEWS:** Some valid views for inners and raw products shots include straight on, front shot, straight on, top view. Valid views for outers include straight on, left or right view. It depends on how the inner is packed. See examples above.

GTIN BASED FILE NAME CONSTRUCTION: STILL SHOT SINGLE GTIN

FILE NATURE/TYPE:

- A = Still shot product single GTIN
- C = Still shot product single GTIN (High Resolution)
- Z = Undetermined

FACING INDICATOR: As with planogram images a front determination is required with all subsequent faces relative to the front face.

- 0 = Not applicable
- 1 = Front
- 2 = Left
- 3 = Top
- 7 = Back
- 8 = Right
- 9 = Bottom

IN/OUT OF PACKAGING

- 1 = In packaging
- 0 = Out of packaging: (i.e., the product as it first arrives out of packaging" not how it appears after it has been processed or prepared)
- A = Case: A shot of the product in its case as it would appear to the operator upon delivery.
- B = Innerpack: A shot of the product as it would appear inside its packaging inside the case.
- C = Raw/uncooked: A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible.
- D = Prepared: A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled).

ANGLE IDENTIFIER: Angle reference relative to the face being represented

- C = Centre
- L = Left
- R = Right
- N = No Plunge