New development in data exchange

Product images are becoming mandatory in the GDSN®

Without pictures, the customer sees nothing! The presentation of products is a key success factor for industry and retail in omnichannel, especially since product images are an integral part of the digital twin. Under the leadership of the GS1 Germany Data Excellence Board, the community has therefore decided to make the provision of product images mandatory in the German target market of the Global Data Synchronisation Network (GDSN®).

Members of the GS1 Germany Data Excellence Board:

dm · Dr.Oetker · EDEKA · Henkel · METRO · Nestlé · P&G · REWE GROUP

From choice to necessity

From February 2023, in line with the community decision, the provision of images through the GDSN® will be mandatory. This affects all data importers who deliver new consumer units in the food and near-food product groups to retailers. Since as long ago as March 2021, data suppliers have been informed of missing product images.

In content terms, the basis for the mandatory image provision is the GS1 Germany application recommendation '**Product Images and Media Assets for Strategic Brand Management and Successful Content Marketing**', which was developed by a group of experts from retail and industry. It contains all the relevant specifications for the creation and description of product images, as well as important notes on the exchange of image data via the GDSN® in the German target market.

Technical requirements for the product image

MILK
1L

Image category
Front view with or without perspective/top view (C1C1, C1N1), foodservice (R)

Image size and resolution
At least 2,401 pixels at 300 ppi

Format
.jpg

Clipping path
One path available, closed and named (e.g. Path 1)

Colour mode
ECI RGB V2 colour mode with 8 bits per channel

Structured image name (example)

04012345670004_C1C1_s01_v01

| GTIN | Image category | Version | Variant |

Further information on www.gs1.de/media-assets

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