Br24 E-commerce & Product images Portfolio

Image Editing for E-commerce & Product Images

Thank you for your interest in Br24 High Quality Media Solutions.

In this portfolio, we would like to introduce our services for e-commerce and product images and the essentials of image editing for product images.

The demand for high-quality edited images is particularly high in e-commerce. The visual presentation and the quality of the images are the most important aspects of customer satisfaction and sales success.

This is only possible with high-quality and appealing images. Product images help the customers to understand the features, details, and quality of your products better than any description. The perfect representation of different colours, textures, and details shows the variety of products, increases customer satisfaction, and reduces returns. Extraordinary effects and dynamic images such as 360-degree images and zoom functions add variety, show every detail, and highlight special features.

To obtain high-quality, consistent and great product images, professional image editing is essential. As well as the optimisation for the use of various media and platforms (online and offline).

We offer high-class services for e-commerce, and product images from clipping, masking, colour correction, image retouching and more. Efficient, fast and with minimal processing time, regardless of the number of images.

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Essential facts for product images

Size

Large, high quality, high-resolution images are most effective for sales. To show all the details and use the zoom function on most e-commerce marketplaces. For online and mobile use, images need to be optimised. File size, correct cropping, file format and compression are important to ensure fast loading times.

Amount & Variety

The better customers are informed, the more likely a purchase will be made. This will only be achieved if enough images are provided. All relevant details and possible accessories should be showcased. Recommended: Main shot from the front or 45-degree angle, close-ups to illustrate details, textures and quality, shots from various angles (front, back, diagonal, side, bottom, top, inside), additional shots of modifications or packaging, real-life situation image.

Background

A neutral, monochrome background is ideal. A plain white background usually fits best, lets the product stand out, looks professional and is required from most marketplaces (for the main picture). Easy to use on different platforms. Time and cost saving in the image editing process.

Consistency

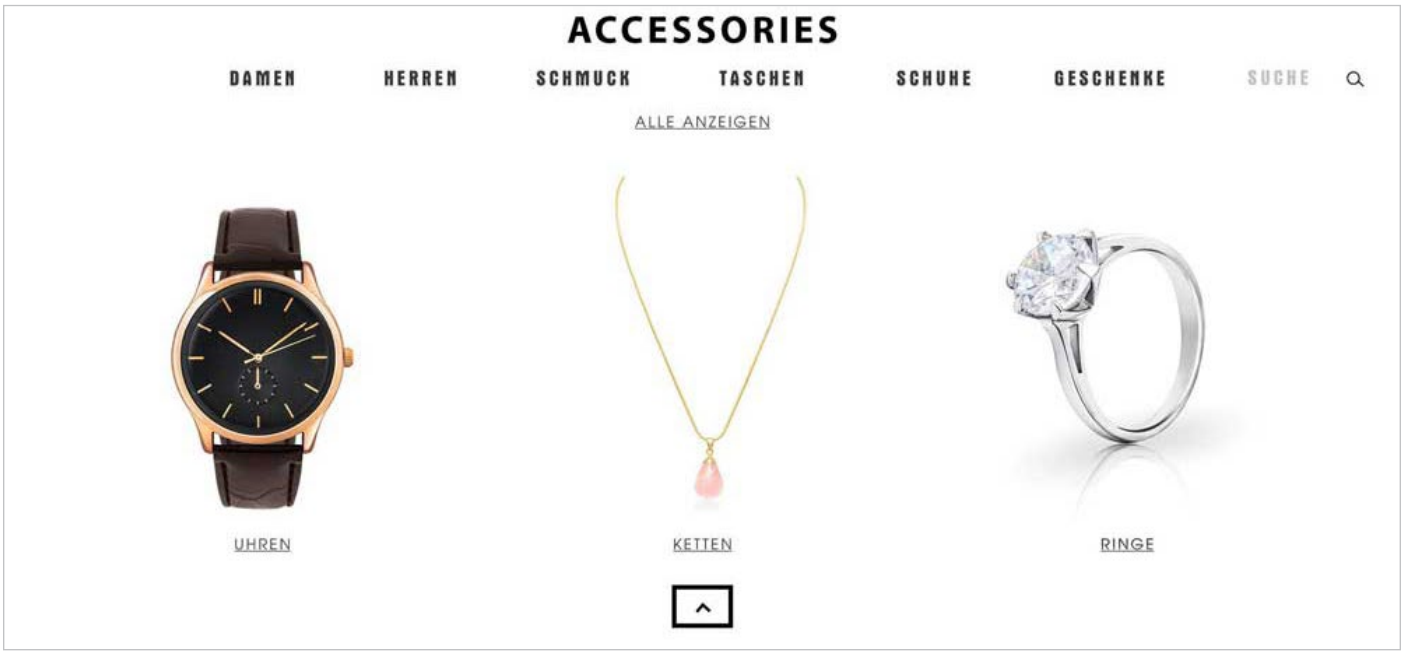
Consistency creates a professional overall impression and trust. This applies to angles, alignments, margins, backgrounds, shadows.

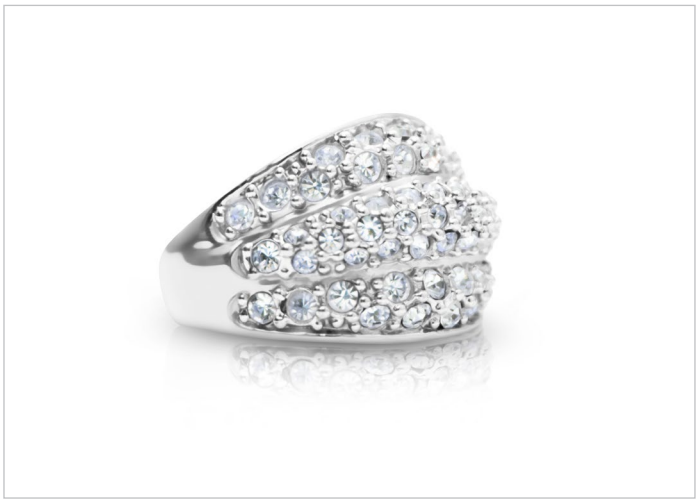
Marketplace Image Guideslines

	Amazon	eBay	Google Shopping
Minimum pixel dimensions on longest side	500px	500px	250px square for apparel 100px square for other categories
Minimum size for zoom function	1000px	800px	N/A
Recommended size	2560px and above	1600px and above	800px and above
% of image that should be filled by product	85% 100% for Books, Music, Video/DVD	80-90%	75-90%
Background colour	White (RGB 255-255-255) for main image	White, light coloured	White, grey, light coloured
Borders, logos, graphics, texts, watermarks allowed?	No	No	No
Props, accessories allowed?	Yes	Yes	Yes
File types	JPEG preferred, TIFF, GIF	JPEG, PNG, TIFF, BMP, GIF	JPEG, PNG, TIFF, BMP, non-animated GIF

E-commerce

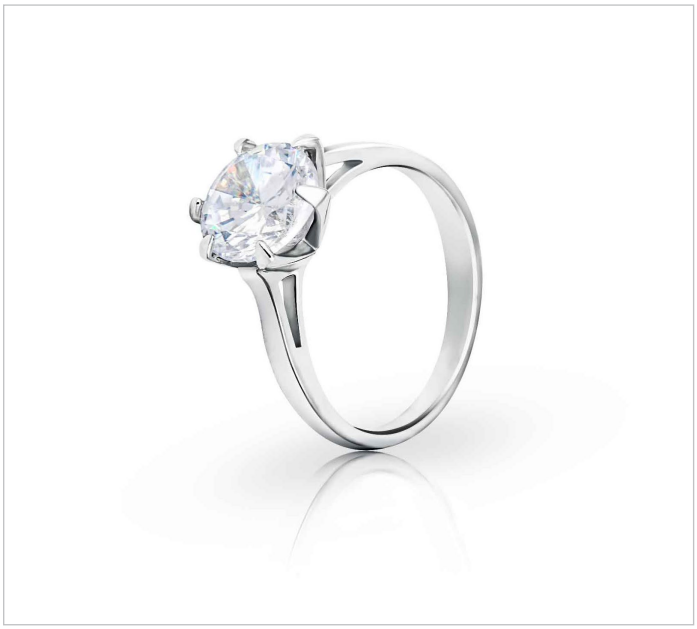
Jewellery: Clipping & Retouch

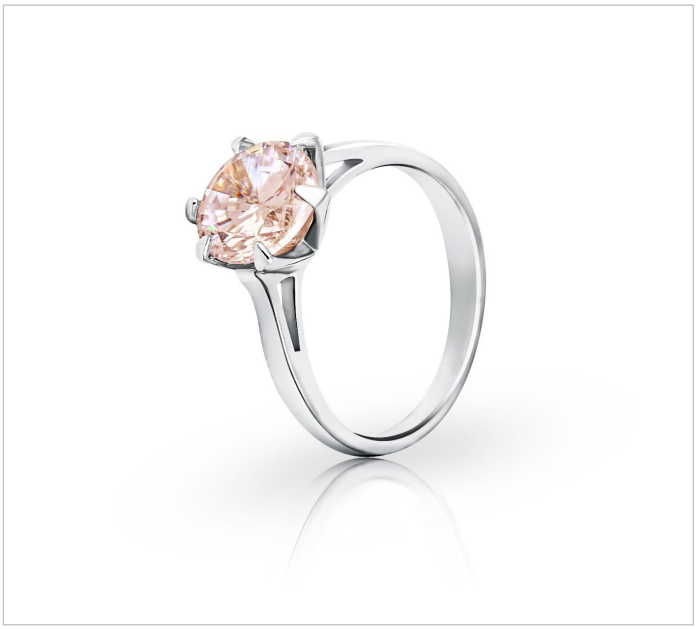




E-commerce

Jewellery: Hollow man & colour correction



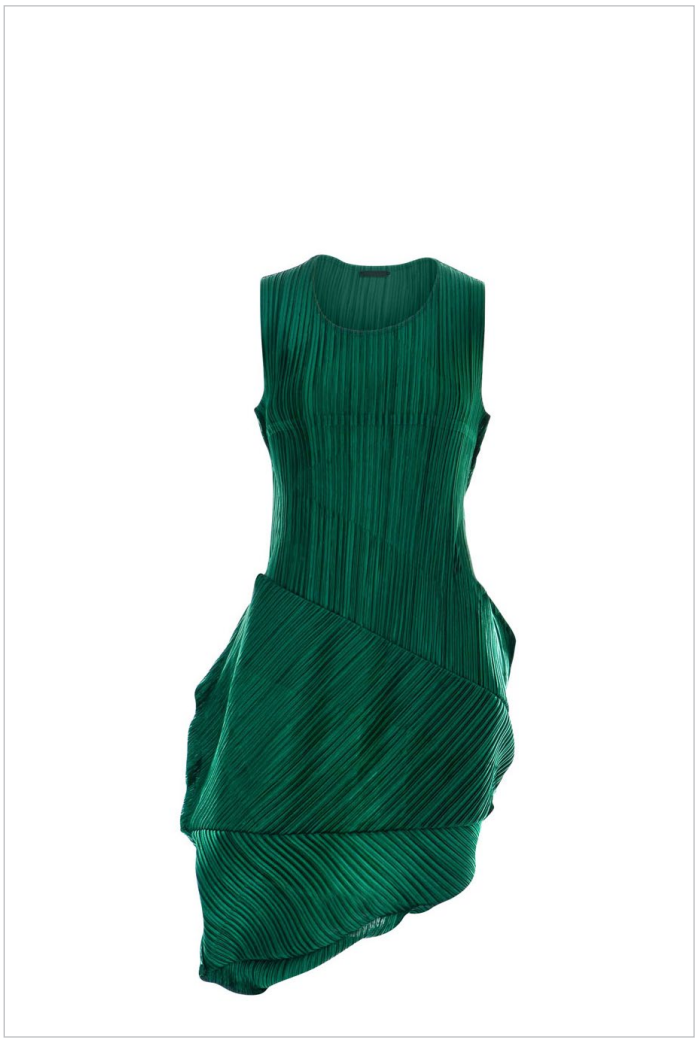


E-commerce

Clothing & Accessories: Clipping & Alpha Masking

E-commerce

Clothing & Accessories: Hollow man



E-commerce

Clothing & Accessories: Colour correction

E-commerce

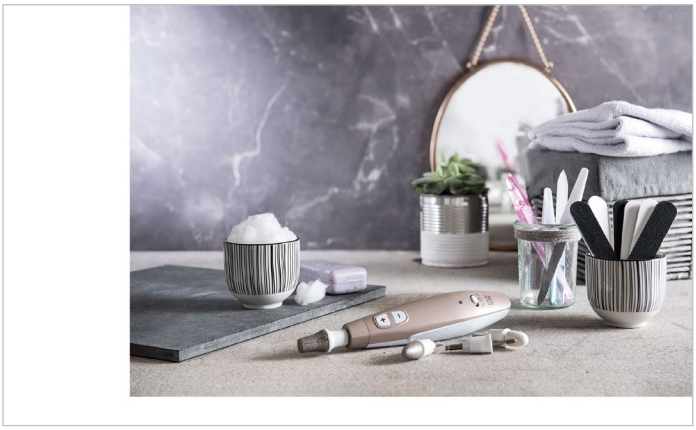
Clothing & Accessories: Colour correction

E-commerce

Clothing & Accessories: Retouch

E-commerce

Additional examples: Retouch



E-commerce

Additional examples: Composing

Pricing

Standard prices (in USD)

Clipping as path (from)	$1.00
Masking as path (from)	$3.20
Retouch (per hour)	$23.00
Colour Correction (per hour)	$23.00
Composing (per hour)	$23.00
Vector (per hour)	$23.00
InDesign (per hour)	$23.00
CGI (per hour)	$51.00

For individual requests, simply contact us and we will find a perfect solution.

Turnaround time

If no individual agreements have been made, the following delivery times apply to our services:

- Clipping and masking (Vector path, Alpha Masking): 24 hours
- All other services (Retouching, Colour Correction, Vectorization): at least 48 hours
- CGI, InDesign: individually upon arrangement

Individual solutions are always possible. We can adapt to different timings and quality requirements. It is possible to arrange a fixed delivery date anytime, any day, whether for standard or express deliveries.

Order details

- 50 USD minimum order value in the order month for any number of orders. If no orders are placed in a month, the minimum order value does not apply.
- The provision of individual project and production teams is possible after prior agreement.

Contact

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- Service will be provided Monday to Friday from 7:30am - 7:30pm (GMT +7)

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