



br24

*High Quality Media Solutions*

---

**IMAGE EDITING**  
BILDRETUSCHE24

---

## **Headoffice Germany:**

---

von-Braun-Str. 38a  
48683 Ahaus  
Phone: +49 (0) 2561 97903 0

## **Branch office Vietnam:**

---

Platinum Residences  
Floor L, 6 Nguyen Cong Hoan  
Ba Dinh, Ha Noi

# INDEX

1.	OUR ORIGIN, OUR MISSION & OUR VALUES.....	6
2.	TYPES OF CLIPPINGS.....	8
2.1	CLIPPINGS.....	9
2.2	ALPHA MASKINGS.....	10
2.3	MASKINGS.....	11
3.	IMAGE EDITING.....	12
3.1	BEAUTY RETOUCH.....	13
3.2	PRODUCT RETOUCH.....	14
4.	GHOST MODEL.....	15
5.	COLOUR CORRECTION.....	16
5.1	RECOLOUR.....	16
5.2	ADJUST SKIN TONES.....	17
5.3	RGB MODE.....	17
6.	COMPOSING.....	18
7.	PRICE LIST.....	19
7.1	IMPORTANT INFORMATION.....	20

# 1. OUR ORIGIN

Br24 High Quality Media Solutions is specialised in image editing for photographers & studios, e-commerce, architecture & real estate, advertising & marketing, publishers & printing and more. As an internationally operating company, headquartered in Germany and with branch offices in Vietnam, we work worldwide for over 1.100 customers. Whether clipping, masking or compositings, image retouch, colour correction, vectorization and layout design or CGI – Br24 is your professional partner in all matters of image editing according to your wishes.

With perfect and appealing images, we ensure that your ideas, products and services will be in the spotlight. While you focus on your core business. Visualise your ideas, strengthen your products and increase your sales as well as your customer satisfaction.



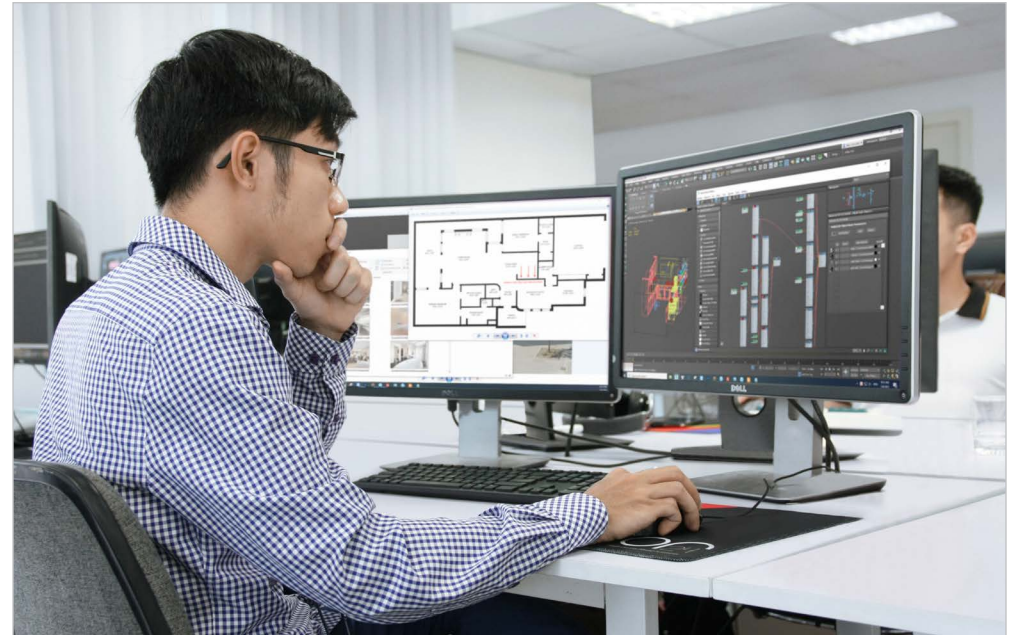
*"In order to offer the highest quality, we have to go with open eyes and ears through the world. We need to know the needs of our customers as well as those of our employees, always have the finger on the pulse of time and welcome new ideas with open arms. That's how we can develop our full potential."*

Markus Vortkamp, CEO

## OUR MISSION

Our goal is to be the best and leading image editing service provider with the highest German quality. To achieve this goal, we let the visions of our customers come true. And offer our high-quality services to all over the world.

Our work is always customer-oriented and we develop individual solutions for our customers as needed. We offer our customers a wide range of services, where everything comes from one source. So that we always meet the requirements, goals and budgets of our customers.



## OUR VALUES



**Quality**



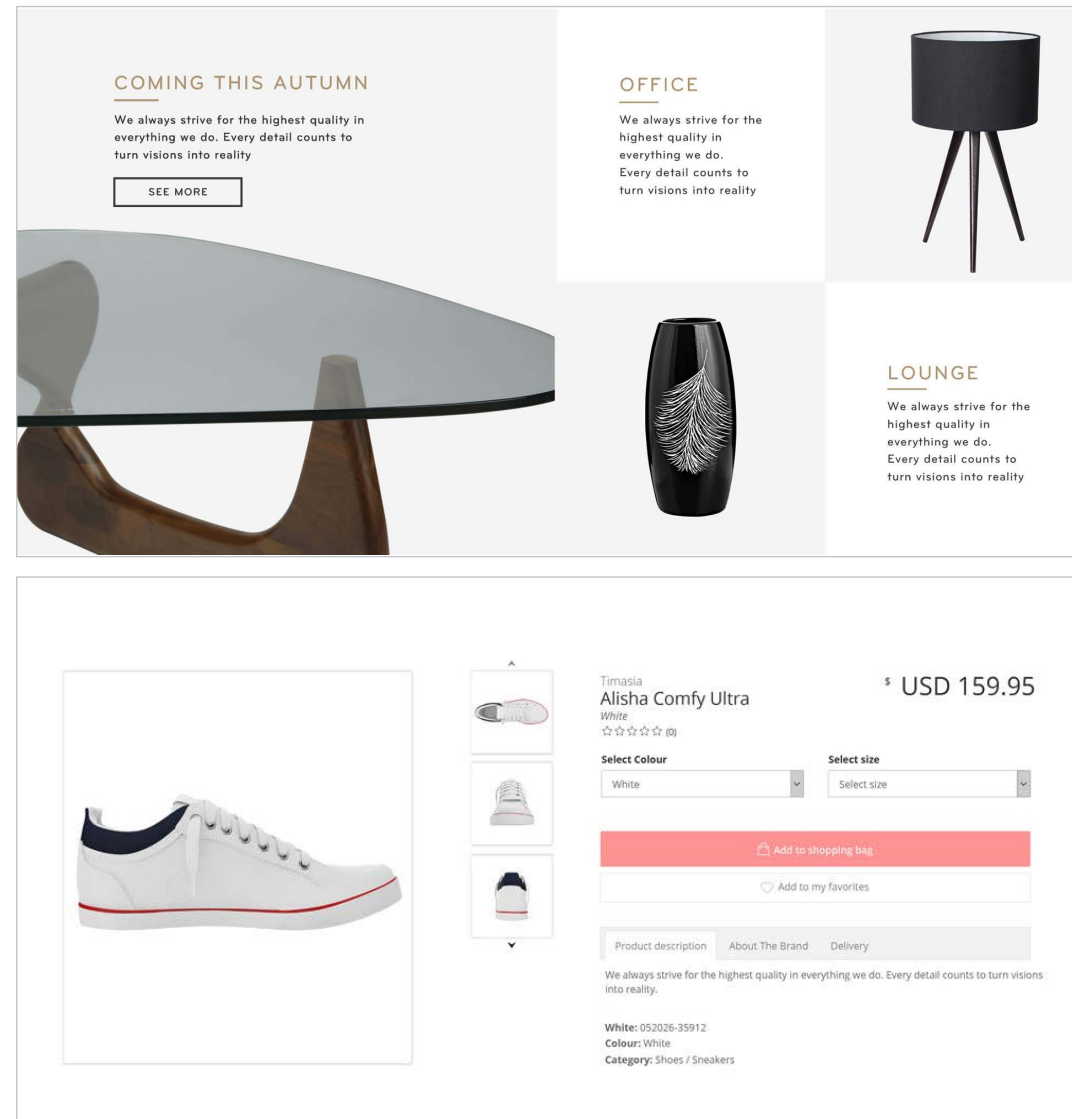
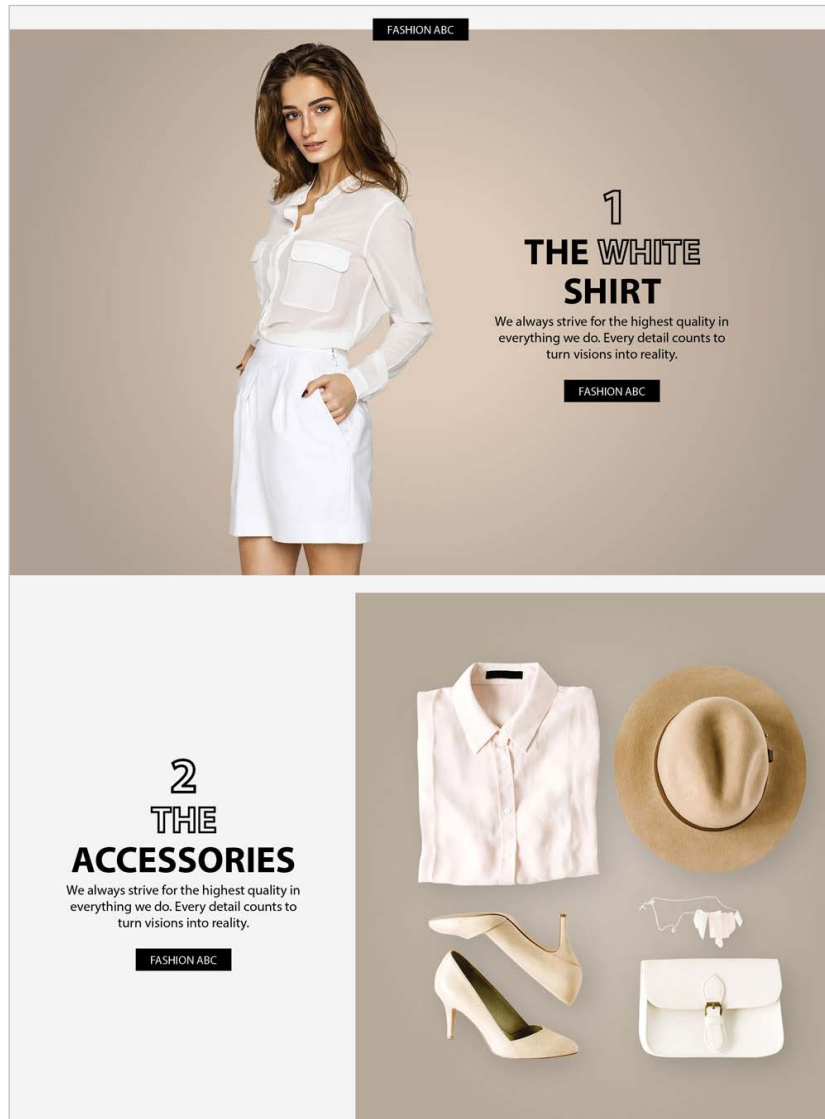
**Efficiency**



**Fairness**

## 2. TYPES OF CLIPPINGS

Clippings make it possible to separate individual image elements from their original background. With manually created, pixel-precise clipping paths, we produce high-quality clippings. Regardless of the complexity of the images and objects. Subsequently, the clippings can be combined with different backgrounds. Or they can be harmoniously integrated into various image compositions by composing, such as for advertising and corporate design. Especially for the presentation of products in online shops and catalogues, clippings are indispensable. Diverse options of utilisation save time and costs.

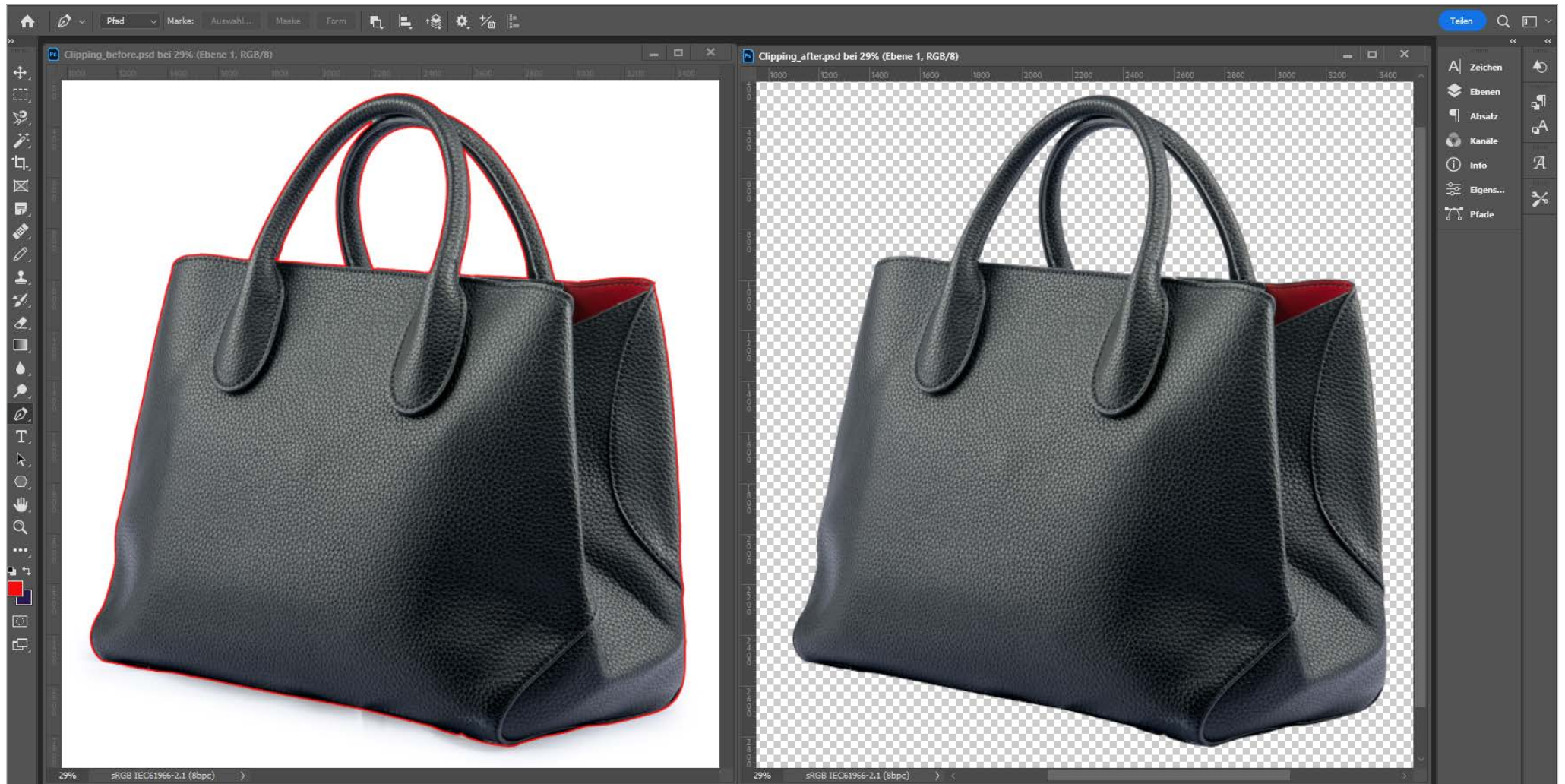




## 2.1 CLIPPINGS

Clippings refer to objects/motifs that have been separated from the background using a single vector path (so-called simple path). The original background can be hidden or removed and the clipped object/motif placed separately on a new background, for example. An active path (clipping path) additionally contains information about which image areas are to be clipped and which are to be hidden.

Motifs with clear, simple contours are ideal for clipping via vector paths. Various tools are available for the creation, e.g. marquee tool, magic wand, lasso tool, quick selection, pen tool. Depending on the motif, we combine different tools for optimal results.





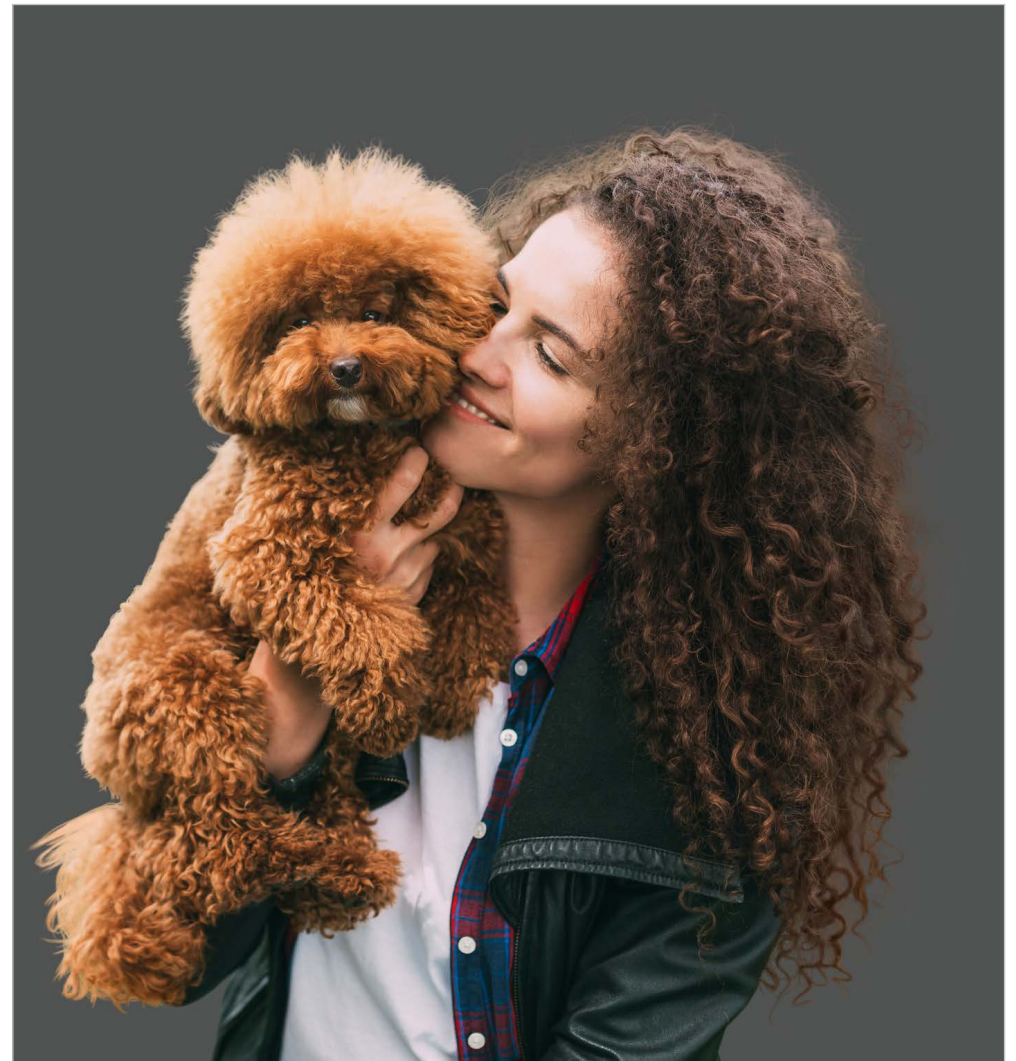
## 2.2 ALPHA MASKINGS

Alpha masking (soft masking) is ideal for precisely cropping even the finest image elements (e.g. hair, transparent elements). The effort required depends on various factors, including the complexity of the image motif, the desired level of detail and subsequent use. Therefore we divide alpha masking into different levels.

Level 1: For simple objects with clear outlines without fine details.

Level 2: For simple objects with few fine details on a high-contrast background. Usually sufficient for online use.

Level 3 and 4: For complex objects with many fine details. Differentiation depending on manual effort.



## 2.3 MASKINGS

Maskings (also multi-path clipping, masking paths) separate individual image elements from the background and from each other using separate paths. For optimal results, different clipping methods are combined with each other.

The individual elements can then be displayed, edited or replaced individually. Masking thus offers maximum flexibility in design and editing. They are particularly interesting for the representation of different product variants. As so-called colour masks, maskings are often used as preparation for colour corrections/recolouring.





### 3. IMAGE EDITING

Professional image editing includes the optimisation of images, the repair and the removal of irregularities, distortions and unwanted objects in the image. This often very complex process requires the right techniques, the highest precision and an eye for the smallest details. So that in the end result the retouching is not recognisable.



### 3.1 BEAUTY RETOUCH

The aim of beauty retouching is to retouch human faces and bodies according to a certain ideal of beauty and to emphasize attractive details. The beauty retouching is used, among other things, for images in the fields of advertisement, fashion, cosmetics, wellness, portraits and editorial.

Beauty retouching includes, for example:

- Adjustment and optimisation of light, colour, contrast
- Add colours to improve the overall appearance
- Skin optimisation
- Eye editing
- Teeth whitening
- Change of proportions and balance of asymmetrics
- Remove flying hairs and add hair, e.g. to fill any gaps
- Adding digital make-up



### 3.2 PRODUCT RETOUCH

Product retouching is about the optimal presentation of various products for print and online. For example, textiles, clothing, footwear, furniture, jewellery, cosmetics, toys, electronics and high-quality products such as cars, machinery and tools. For e-commerce, magazines, catalogues, advertising materials such as flyers, handouts, advertisements and more.

Product retouching includes, for example:

- Adjustment and optimisation of light, colour, contrast
- Remove irregularities, e.g. dust, scratches, stains, fingerprints etc.
- Optimise, remove or add reflections, shine and shadows
- Optimise or replace surface textures, e.g. plastic, metal, textile, glass

Additionally:

- Replace colours, recolouring of product details
- Remove background (clipping)
- Ghost model (invisible model)





## 4. GHOST MODEL

A ghost model in image editing refers to a retouching technique in which two or more product images are combined to remove a model, mannequin, or bust. The technique is common in product photography of fashion for online stores, catalogues, etc. Also common are the terms invisible model, Hollow Man, neck retouch, inlay retouch.

As a result, the garment looks like it is being worn by an invisible model. Previously hidden views and details, e.g. the inner part of a collar or waistband, and, for example, the front view can be shown together in one picture with this technique. At the same time, the optimal fit of a product is shown.

The retouching effort depends on the desired result, the starting material (the photos) and the product itself. Different views such as front, back, side are possible. In addition, 360-degree views can be created.



## 5. COLOUR CORRECTION

During colour correction, the effect of the colours and the tonality of images is subsequently adjusted and changed. During the process, for example, colours, contrasts and brightness are optimised and corrected, and distracting colour casts are removed. In beauty retouch, for example, the colour of skin tones is enhanced like this.

### 5.1 RECOLOUR

With colour masks, selected image areas can be adjusted and, for example, recoloured separately. Like this, different colours, designs, structures and textures can be displayed with just one initial picture. Especially with product images, this is a very efficient way to create many images that show different product variants.



© Bluegrey Distribution GmbH



© Bluegrey Distribution GmbH



© Bluegrey Distribution GmbH



## 5.2 ADJUST SKIN TONES

Often, the skin has different shades. By selective colour correction and changes in saturation and brightness, individual colours are adjusted in previously selected areas. To correct colour differences and adjust skin tones. This is especially common in beauty retouching.



## 5.3 RGB MODE

A colour space defines the representable colours, like a colour palette. The RGB colour space is formed by the colours red, green and blue. Colour and tone adjustments should generally be done in RGB mode. RGB represents a wider range of colours than, for example, CMYK. This means, i.e., that after colour corrections usually more colours are preserved.

We work with the Adobe RGB colour space, one of the largest colour spaces for image editing in RGB mode. It has been designed to encompass most of the colours that can be achieved with CMYK colour printers, but uses the RGB colours in digital output. The display on a screen is thus very similar to the output on a printer.

Images can be converted from the RGB colour space to other colour spaces. For example, for the output of print products in the CMYK colour space or for the display on the Web or a monitor in the sRGB colour space.

## 6. COMPOSING

Composing (photomontage) combines individual image components (e.g. from photos or CGI creations) into a new image by removing, adding, moving and exchanging them. Clippings and alpha maskings are essential in this process. For seamless composings, fine-tuning of exposure, contrasts and colours, etc. is necessary. Professional image retouching, image editing and colour correction as well as knowledge about anatomy, optical rules and design theory are therefore the basis for perfect composings.



## 7. PRICE LIST

### Standard prices

	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

### Prices for regular orders (for e-commerce)

	per day		
	1 - 50 files	51 - 200 files	201 - x files
Clipping path (white background)	\$0.95	\$0.85	\$0.75
Remove background	\$0.85	\$0.75	\$0.65

Remove dirt and scratches at 100% resolution	\$0.95	\$0.85	\$0.75
Reduce wrinkles and creases at 100% resolution	\$0.95	\$0.85	\$0.75
Retouch skin at 100% resolution	\$0.95	\$0.85	\$0.75
Neck retouch	\$0.95	\$0.85	\$0.75
Optimise colour global	\$0.95	\$0.85	\$0.75
Optimise colour with reference	\$1.80	\$1.65	\$1.50
Dropshadow	\$0.30	\$0.20	\$0.15

Crop to size	\$0.15	\$0.10	\$0.05
Save different sizes	\$0.02	\$0.02	\$0.02
Rename	\$0.02	\$0.02	\$0.02



## 7.1 IMPORTANT INFORMATION

### Br24 online tool

Our specially developed, web-based Br24 online tool enables a quick, easy and secure data exchange. Always keep an eye on all orders and upload and download images quickly and easily.

Request a personal account now at <https://br24.com/en/login/>.

### Data upload

Every day we work with a large amount of digital data at Br24. And high-quality image data has a large volume of data. The fast exchange of any data with our customers is particularly important for us. That is why we rely on the combination of our Br24 Online Tool and FTP for data transfer. For a simple, efficient workflow.

### Presentation and correction stages

For optimal results, we recommend to work out a pre-order together with us, which serves as a reference for following jobs.

During the presentation and correction stage, we provide the Dalim Soft Proofing Systems for quick and easy communication.

### 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 own project and production teams is possible by prior arrangement.

### Contact

- Email: [info@br24.com](mailto:info@br24.com)
- Phone: + 49 (0) 2561 97903 0
- Service will be provided Monday to Friday from 7:30am - 7:30pm (GMT +7).



[www.br24.com](http://www.br24.com) | [info@br24.com](mailto:info@br24.com) | +49 (0) 2561 97903 0