



SALSIFY

F M C G | Render

CONTENT CREATION MADE EASY



IMAGE SPECIFICATIONS

At SKUvantage | Salsify ANZ, we tailor all of our imagery to your exact specifications to ensure the quality of the final results can be used in both print and catalogues, as well as through all digital channels.

OUR REQUIREMENTS

- ✓ Workable artworks files
(can be in a format of PDF or .AI)
- ✓ Supporting fonts files and image files for links
- ✓ File type: JPG, PNG or TIFF
- ✓ Reference product images of the packaging
- ✓ Dimensions of the product packaging for Full Render requirement
- ✓ High-resolution images of inner product for package renders with windows

TYPES OF RENDER

From Artwork / Render overlay to existing photography/ X-ray vision

Rendering allows your company to get imagery content done with a smaller CO₂ footprint. No sample needed, no shipping needed, less production waste. All done digitally via eMail and standard brief submission.

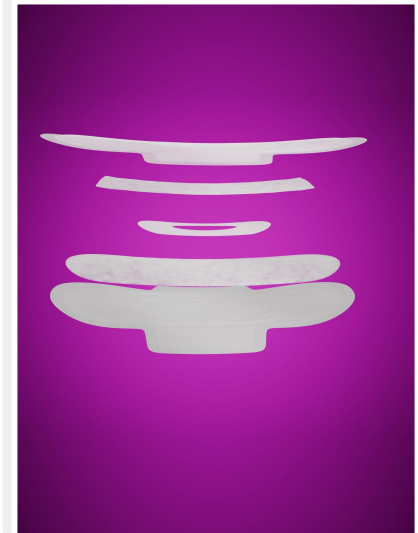
Full Artwork Render



Render Overlay



X-ray Vision



IMPROVEMENT THROUGH RENDER

Photography vs Render

Render images will enhance your product image quality by clarity, colour truth, detailed visibility and appearance.

See to right the difference between photography and render with the same item.

Photography



Render



BOXES

\$100
per product

- ✓ Standard FMCG box render includes up to 7 images of the product
- ✓ A 3D image is created using only 2D front, left and top images
- ✓ Clients can choose all of the below or certain images only such as Front, Back, NIP
- ✓ Fee does not change with removal of images/ less angles requested



3D Boxed
render



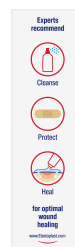
2D Front



Back of
Pack



Left Side
of Pack



Right Side of
Pack



Top of
Pack



Bottom of
Pack

BAGS

\$100
per product

- ✓ Standard FMCG render includes up to 6 images of the product
- ✓ From 3D to 2D and all sides of the pack (and bottom of bag if required)
- ✓ Clients can choose all of the below or front images only
- ✓ 3D and side angles are included only if they add value to the product listing, or upon request
- ✓ Fee does not change with removal of images/ less angles requested



3D Front



2D Front



Back of
Pack



Left Side
of Pack



Right Side
of Pack

BOTTLES + OTHER | RENDER OVERLAY

- ✓ Standard FMCG render includes up to 7 images of the product - from 3D to 2D and all sides of the pack
- ✓ Includes image editing to retailer catalogue standards on front images only
- ✓ Clients can choose all of the below or front images only
- ✓ 3D and side angles are included only if they add value to the product listing, or upon request
- ✓ Fee does not change with removal of images/ less angles requested



2D Front



Back of Pack



3D Front



2D Front



Back of
Pack



Top of
Pack



Bottom
of Pack

RENDER | ARTWORK OVERLAY

\$100
per product

- ✓ FMCG artwork packaging labels rendered **onto an existing photograph**
- ✓ Artwork files must be provided in a workable format - Illustrator (.ai) with fonts & links or high-res layered PDF
- ✓ Includes up to 7 images of the product - from 3D, 2D and all sides of the pack
- ✓ Clients can choose all of the below or front images only
- ✓ 3D and side angles are included only if they add value to the product listing, or upon request
- ✓ Fee does not change with removal of images/ less angles requested
- ✓



Can Photographed
Label Rendered



Bottle Photographed
Labels Rendered



Cheese Photographed
Label Rendered
Clear Packaging Created



Pasta Photographed
Packaging Rendered

RENDER | BOP/SIDE ONLY

\$50
per product

- ✓ Back of pack and/or side images only
- ✓ Includes up to 3 images of the product - from back, left, right or top and bottom
- ✓ Minimal image editing applied, colour matching to existing images not included
- ✓ Available from artwork renders



BOP
Photography



BOP
Render



BOP
Render

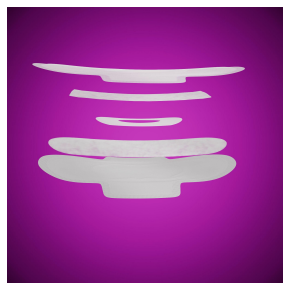


BOP + Side
Renders

xRay PRODUCT VISUALISATION



- ✓ xRay video, **built using 3D Software (CAD files are required)**, will be delivered as an interactive GLB file and a mp4 video file type



*Click to view
animation*

3D Wireframe Model | FULL RENDER

What we need:

References

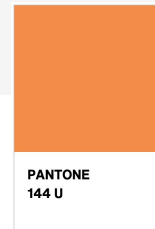
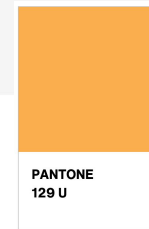
- Photographic references of all sides of the products & dimensions
- Orthographic CAD drawings showing all sides of the product with all dimensions labeled

Artwork Files

Please note: Our standard specifications for artworks for renders are an editable PDF or a layered illustrator AI file with high resolution embedded links & outlined fonts (fonts converted to paths).

Colours & Textures

- Pantone colour references
- Swatches to be sent to the studio

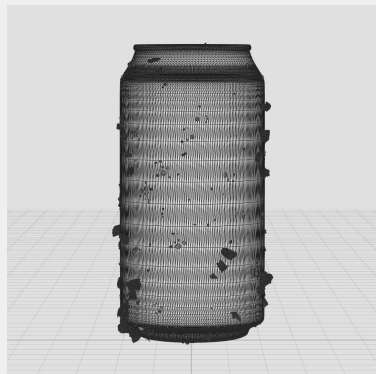


We provide an end-to-end service and do not supply raw, unedited or PSD files as they contain proprietary information.

3D Wireframe Model | FULL RENDER



Built Using 3D Software (3D CAD files)



We provide an end-to-end service and do not supply raw, unedited or PSD files as they contain proprietary information.

ATTRIBUTE PANEL / NIP IMAGES

- ✓ Enhanced images of key packaging elements e.g. ingredients, feeding guide
- ✓ Up to 5 images included
- ✓ Fee does not change with removal of images
- ✓ Client to specify requirements



FEEDING GUIDE			
Age	To prepare 1 serve Safe drinking water	Level scoops of powder	Number of serves per day
From 1 year	100mL	2	4
Total per day (mL)			
			460

*1 scoop = 9.7g of powder. NOTE: 1 scoop of powder added to 50mL of water yields approximately 58mL.

Ingredients: Milk solids, maltodextrin, galacto-oligosaccharides (contains milk), dried omega LCPUFAs (contain fish, milk, soy, antioxidant (sodium ascorbate, mixed tocopherols, ascorbyl palmitate, dl-alpha tocopherol)), long chain polyfructose, glucose syrup solids, emulsifier (soy lecithin), Bifidobacterium breve M-16V.

Mineral: Calcium, phosphorus, magnesium, iron, zinc, iodine.

Vitamin: Vitamins (A, B₁, B₂, B₃, B₆, C, D₃, E), folic acid.

FORMULATED SUPPLEMENTARY FOOD FOR YOUNG CHILDREN.

Specially designed to supplement the normal dietary needs of toddlers, when their intakes of energy and nutrients may not be adequate.

NUTRITIONAL INFORMATION			
Serving Size: Approximately 150mL (5 fl. oz.)			
Serves per can: 40			
	Amount per Serving	% Daily Value*	
Energy	100 kcal	20%	100 kcal
Protein	10g	20%	10g
Carbohydrate	20g	40%	20g
Fat	5g	10%	5g
Sodium	100mg	20%	100mg

Total	100g	20%	100g
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Carbohydrate	20g	40%	20g
Fat	5g	10%	5g
Sodium	100mg	20%	100mg

Total	100g	20%	100g
Protein	10g	20%	10g
Carbohydrate	20g	40%	

CLEAN PACK | IMAGE EDITING

\$50
per product

- ✓ Removal of all claims for therapeutic goods - for catalogue print use
- ✓ Client to provide specifications and references
- ✓ Artwork files may be required, depending on requirements



Stylized OOP
CLEAN



3D Front
CLEAN



2D Front
CLEAN



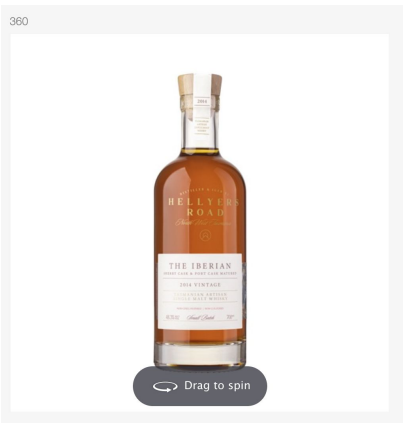
RENDER | 360° SPIN



Drag to spin



Drag to spin



Drag to spin



Click to view
animation

\$150
per product

ENHANCE YOUR ONLINE PRESENCE

- ✓ 360° rotations created from render artwork or rendered from mesh modelling files
 - ✓ Created using 24 images on a static base
- * Additional charges apply to increase the image count, for difficult products and for more complex spins*

OUT OF PACK | ADDITIONAL RENDER



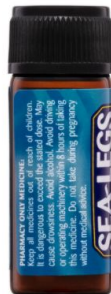
- ✓ Images of the inner product within the packaging can be included
- ✓ Clients can choose all sides or front images only
- ✓ 3D and side angles are included only if they add value to the product listing, or upon request
- ✓ Fee does not change with removal of images
- ✓ Available from artwork renders created by SKUvantage, or provided images



2D Front
OOP



2D Back
OOP



2D Side
OOP



3D Front
OOP



2D Front
OOP

STYLED OUT OF PACK | ADDITIONAL RENDER

\$50-\$150
per product

- ✓ Styled out of pack product + packaging - various angles
- ✓ Client to provide specifications and references
- ✓ Outer and inner packaging images will be comped together to create the final image. Out of pack purchase is required to create a styled out of pack image.
- ✓ Available from artwork renders and mesh modelling that we create, or provided images



Standard 3D
Angle



Alternate 3D
Angle



2D Front on
Angle



Alternate Side
for OOP



OOP on Top
of Pack

STYLED | ADDITIONAL RENDER



- ✓ Styled out of pack group shots, with or without shadows and reflections
- ✓ Client to provide specifications and references
- ✓ Outer and inner packaging images will be comped together to create the final image
- ✓ Available from artwork renders and mesh modelling that we create, or provided images



Shadow



Reflection



No Shadow or
Reflection

RENDER | SWATCHES + TEXTURES

- ✓ Client to provide specifications and references
- ✓ Quote upon request



Powder Swatch
w/ Texture



Nail Polish
Swatch



Powder Swatch
w/ Texture



Lip Gloss
Swatch



Lip Balm
Swatch

SIZE LOZENGE | MOBILE OPTIMISED IMAGES

\$25
per product

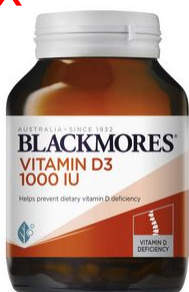
- ✗ Mobile optimised images with a strip call out is no longer accepted by retailers (January 2022 update)
- ✓ Create a hero image with size call out (lozenge) using standard 2D packshot
- ✓ Client to advise of any additional styling requirements (zoomed in or styled)
- ✓ Read more about mobile optimised images [here](#)

✗



Standard Packshot

✗



Simplified Packshot

✓



Zoom in Packshot with size callout

✓



Zoom in Packshot with size callout

✓



Standard Packshot with size callout

SIMPLIFIED | MOBILE OPTIMISED IMAGES

\$60
per product

- ✓ Simplified pack images e.g. enlarging brand, variant and size, removing elements of pack design
- ✓ Artwork files must be provided in a workable format - Illustrator (.ai) with fonts & links or high-res layered PDF
- ✓ Client to provide specifications and references
- ✓ Conditions for MOI out of scope to be quoted separately



Size Enlarged
Design Elements Removed



Logo Altered
Name & Variant Enlarged
Design Elements Removed



Lid Removed
Variant Enlarged
Size Enlarged
Design Elements Removed



Variant Enlarged
Size Enlarged
Design Elements Removed

MULTI PACKS | MOBILE OPTIMISED IMAGES



- ✓ Simplified pack images e.g. enlarging brand, variant and size, removing elements of pack design
- ✓ Artwork files must be provided in a workable format - Illustrator (.ai) with fonts & links or high-res layered PDF. Client to provide specifications and references



Styled out of pack



Quantity on pack



Quantity on pull-out



Quantity obvious

DATA CAPTURE | LABEL DATA

- ✓ Capturing all content from the pack images - includes ingredients, NIP, warnings, instructional use etc
- ✓ Includes copy description based on content from pack



Nutritional Information

ALLERGEN CONTAINS:

Milk

Soy

Cereals Containing Gluten

ALLERGEN MAY BE PRESENT:

Egg

Sesame Seeds

Tree Nuts

DIETARY CLAIM:

No Artificial Colours

No Artificial Flavours

No Preservatives

NIP Panel

SERVING SIZE:

50g (1 slice)

SERVINGS PER PACK:

12

	Qty. Per Serve	% Daily Intake	Qty. Per 100g
Energy (kJ)	940kJ	11%	1600kJ
Energy (Cal)			
Protein	3.0g	6%	5.1g
Fat Total	9.3g	13%	15.7g
Fat Saturated	4.1g	17%	7.0g
Trans			
Polyunsaturated			
Monounsaturated			
Carbohydrate	32.9g	11%	55.7g
Sugars	26.7g	30%	45.2g
Dietary Fibre			
Sodium	200mg	9%	340mg

Extended Nutritional Information

CONTAINS:

Gluten-containing cereals, milk and soy.

INGREDIENTS:

long sugar (sugar, starch (maize or tapioca)), sugar, wheat flour (vitamins (thiamin, riboflavin), cocoa powder (10%), chocolate chips (5%) (sugar, cocoa mass, cocoa butter, emulsifier (soy lecithin)), vegetable oil (emulsifiers (E171, E177, soy lecithin), antioxidant (E320), salt, natural mint flavour (0.2%), raising agents (E450, E500), natural vanilla flavour (milk).

Ingredients

IMAGE UPLOAD | CLIENT PROVIDED

\$24
per product

- ✓ Curating and uploading images that are provided by the client
- ✓ Assuring that images from the client are of high quality
- ✓ Edit the client's product images to fit the standard requirement of the retailers:
 - Add path
 - Square dimensions
 - Edit to white background
 - Add margins
- ✓ Assuring that images are in their correct slots



IMAGE UPLOAD | What we need

- ✓ Correct number of products
- ✓ Barcode/EAN
- ✓ Name of products
- ✓ Spreadsheet containing complete details (for bulk briefs)
- ✓ High resolution images (with specs that fit the retailers' standard)
- ✓ All necessary options selected for the submitted brief

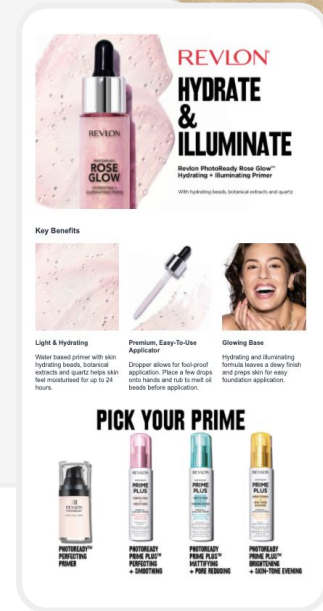
Example:

- “What to do with existing content?”
- “Check Print Size?”

HTML MODAL CONTENT | CWH PAGES

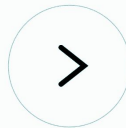


- ✓ Creation of complex rich content from modals: \$60 per primary variation
- ✓ Creation of simple rich content e.g. large images only: \$25 per primary variation
- ✓ Variations of either of the above, where the same content is used, but the title is changed: \$5 per additional product
- ✓ Serving of content to a retailer's site: \$1.50 per 1,000 serves
- ✓ Serving of 360 rotating spins to a retailer's site: \$3.00 per 1,000 serves
- ✓ SKUvantage | Salsify ANZ does not serve video content. Videos should be hosted on a public YouTube channel and SKUvantage will include in a feed if requested



CLIENT REQUIREMENTS

All images / text / layout structure



FOR MORE INFORMATION:

<https://www.skuvantage.com.au/chemist-warehouse-rich-content/>

CONTACT

- ✓ [Click here](#) to submit a brief
- ✓ For all support queries, please contact support@skuvantage.com
- ✓ To request a formal quote, please contact sales@skuvantage.com or fill out [this form](#)
- ✓ For more information about our solutions and services, visit our websites:
www.skuvantage.com.au
www.salsify.com