

ANNEX 5

PICTURES REQUIREMENT PIC&D ONLINE STORE

Here you can find the product images requirements for the new Proudly Indigenous Crafts & Design (PIC&D) marketplace.

- Image size 1000 x 1000 pixels (Square)
- The best resolution you can
- Format .jpeg or .png
- We recommend having different views of your product. (Ex: For a shoe: Front, sides, back, under and top view. This way, the customer will understand what they are buying.
- If you can, adding lifestyle pictures will help to sell the product. (Product in use context)
- To keep a design standard for the marketplace, the picture should have a white background, except the lifestyle version. (Example below)



- Here is a tool that will remove the background of your photos at a low price. www.remove.bg You can also use the www.photoroom.com app if you have an iPhone Each photo should be labelled with the product name and the product code (Ex: completeproductname.skunumber_brandname_number.jpg / sealfurpurse.12346_thebestofnunavut_1.jpg). It will help to find your products on the web and match your product with the description template.

If you have some question you can contact Alex Coulstring by email at: alexc@envisionmediasolutions.com



TURNKEY PACKAGE

If you don't have the time or the capacity to do your own product photos, we can make it for you. It will be faster for you.

You only have to ship your product to us and we will return you the product after we complete the photos.

\$75 per product + product return shipping fee

Include:

- Multi-view pictures (4 to 5 photos per product) with white background
- Color correction and customer approbation follow-up
- Adding the right title and Meta description for the SEO
- Importation on the marketplace product page
- You will receive the picture files to use them in other marketplace (Amazon, Ebay...) or in your own website.
- Lifestyle pictures not included on this package.

If you are interested in this option send an email at: info@proudlyindigenouscrafts.com.