FOR HOME AND FURNITURE BRANDS

One SKU, ready for every retailer

The shots to produce, the files to export and the checks to run before upload. The full guide has the rules of 38 retailers and their sources.

1 · SHOT LIST: 10 IMAGES FOR A COMPLETE LISTING

01 Main silo
3/4 view on pure white RGB 255

02 Room, wide
style and scale

03 Front
frontal mains: Walmart, Bol

04 Side
depth and arm shape

05 Back
for pieces placed mid-room

06 Detail
fabric, weave, stitching

07 Detail
legs, hardware, mechanism

08 Dimensions
W × D × H on a silo, in the market's units

09 Room, close
texture in context

10 Room, mood
banners and ads

Video
10–30 s, 1920 × 1080 MP4 H.264, product in the first 2 s

Swatches
a close-up of every colour or finish (Amazon SWCH)

360° spin
24 frames at 15° on white, 2500 px (Lowe's)

3D / AR
GLB ≤ 200K triangles, real scale (Amazon); USDZ for Apple

2 · EXPORTS FROM ONE MASTER FILE

Export	Size	Used by
Square	2000 × 2000 JPEG	Amazon, Wayfair, Home Depot, Lowe's, Walmart, Target, Bol, MediaMarkt
Portrait 3:4	2250 × 3000 JPEG	Next, About You (≤ 2 MB), John Lewis
Portrait 1:1.44	1801 × 2600 JPEG	Zalando
Tall cut-out	≥ 500 × 1000	Otto
Master	4000 px+, sRGB	keep layered files for new sizes and finishes

3 · FILE NAMES

SKU_colour_slot_ratio.jpg
SOFA123_beige_01-main_1x1.jpg · SOFA123_beige_SWCH_1x1.jpg. Latin letters, digits, hyphen and underscore only: Otto rejects umlauts.

4 · BEFORE YOU UPLOAD

- [ ] Main image on pure white, nothing else in frame
- [ ] Product fills 85–90% of the main image
- [ ] No text, logos, badges or watermarks on the main
- [ ] Exact colour and finish of the SKU
- [ ] At least 1000 × 1000 px; 2000 px for square exports
- [ ] Portrait 3:4 set for Next, About You, John Lewis
- [ ] 8–10 images: silos, details, dimensions, rooms
- [ ] Key selling points in the first four images
- [ ] A swatch image for every colour or finish
- [ ] Video 10–30 s, 1080p MP4
- [ ] JPEG sRGB; size limits checked (About You 2 MB)
- [ ] File names: Latin characters, SKU and slot number

Get a free image plan for one SKU

Tell us your product category and the retailers you sell through. We will reply with the images, video and 3D files that SKU needs, and a quote.

sales@cgifurniture.com
+1 607 383 2001 · New York
+44 203 617 1683 · London
cgifurniture.com

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