

28 points before you upload images

Points marked **R** are our recommendations; the rest follow from Kaufland's guidelines (8 October 2026), the GPSR and the AI Act.

PRODUCT / EAN

DATE

MAIN IMAGE

- ☐ 1 Whole product, no packaging, on white.
- ☐ 2 Silhouette clearly visible, also for white or clear products.
- ☐ 3 No shadows, frames or white space; product fills about 85% of the longer side. **R**
- ☐ 4 No text, logos, symbols, flags, prices, seals or eco claims.
- ☐ 5 No collage, no placeholder: a real photo of this product.
- ☐ 6 No snapshot or lifestyle scene.
- ☐ 7 Each colour variant has its own main image.
- ☐ 8 Still recognisable as a 2 × 2 cm tile on a phone screen. **R**
- ☐ 9 Same angle, light and scale as your other products. **R**

IMAGE SET

- ☐ 10 Back, side or three-quarter view.
- ☐ 11 Material or mechanism detail.
- ☐ 12 Scale shot.
- ☐ 13 In use, only as an extra image.
- ☐ 14 Contents: only what the buyer receives.
- ☐ 15 Packaging, never first.
- ☐ 16 No added text, icons or logos on any image.

TECHNICAL

- ☐ 17 At least 2,048 px on the longer side, never under 1,024 px.
- ☐ 18 Under 10 MB, JPG or PNG.
- ☐ 19 sRGB profile embedded. R
- ☐ 20 Colour checked against the product. R
- ☐ 21 Sharp, with clean cut-out edges and no halo. R
- ☐ 22 Alt text on every image, in the market's language.

LEGAL, DATA AND VIDEO

- ☐ 23 Image shows exactly the variant sold (GPSR Art. 19).
- ☐ 24 Manufacturer and, outside the EU, EU responsible person in the attributes.
- ☐ 25 Safety warnings in every market's language.
- ☐ 26 Realistic AI-generated or AI-altered images disclosed (AI Act Art. 50), metadata left intact so Kaufland can label them.
- ☐ 27 Proof of rights for every image, including on shared pages.
- ☐ 28 Video (optional): MP4, 15-60 seconds, up to 100 MB, no text or logos.

R marszalstudio recommendation; all other points follow from Kaufland's product data guidelines, the GPSR and the AI Act.

NOTES