

Packshot checklist

19 points to check before you upload a photo to your shop or marketplace

Points marked **R** are our recommendations; the rest follow platform guidelines (as of 9 October 2026) or the law.

PRODUCT / SKU

SHOP / MARKETPLACE

DATE

MAIN IMAGE

- ☐ 1 Only the product, in one variant, with no props; in its packaging only if that is how it sits on the shelf or the packaging is a key feature.
- ☐ 2 Background 255, 255, 255 along the whole edge of the frame and around the product.
- ☐ 3 The outline stays readable, including white and transparent products.
- ☐ 4 A shadowless version for marketplaces that ban shadows (Kaufland) and one with a contact shadow for your own shop **R**.
- ☐ 5 Square 1:1 with the product at about 85% of the longer side; on Kaufland, no empty margins **R**.
- ☐ 6 No text, logos, borders, watermarks or badges.
- ☐ 7 Sharp from front to back, with clean cut-out edges.
- ☐ 8 Readable as a thumbnail on a phone: brand, product and variant still visible after a 34 px blur on a 3,000 px image (the GS1 test).

TECHNICAL

- ☐ 9 2,048 px on the longer side, never below 1,000 px **R**; on Google, at least 500 × 500 px from 31 January 2027.
- ☐ 10 JPEG in sRGB with the profile embedded **R**.
- ☐ 11 File size within the platform's limit, e.g. 12 MB per photo on eBay and 16 MB on Google Merchant Center.
- ☐ 12 Colour checked against the product in your hand on a calibrated monitor **R**.
- ☐ 13 White measured in the final file after export **R**.
- ☐ 14 Separate exports where platforms differ: 1:1.44 for Zalando, a landscape or square first photo for Etsy.
- ☐ 15 The same camera height, light and scale across the series **R**.

LAW AND AI

- ☐ 16 The photo shows exactly the product and variant you sell.
- ☐ 17 AI changes beyond standard editing are disclosed in the listing.
- ☐ 18 AI metadata (IPTC, C2PA) stays in the file; AI-generated people on Amazon carry the "contains-synthetic-performer" tag.
- ☐ 19 You hold the rights to the photos: your own, the manufacturer's with permission, or a photographer's under licence.