Product photography & data capture

High quality product photography service

Introduction

Our product photography service captures high quality images of all products within your category, keeping your image library up to date on a regular and scheduled basis. All product images are saved in a planogram format and optimised for planograms and presentation use.

Brilliant bright high quality images

Products are digitally photographed to your specifications; high resolution images for marketing purposes; medium resolution for use with planograms.

Our digital photography team capture images that are perfect for marketing publications or company websites displaying brands.

Each product side is digitally photographed including the top and base view, neatly cropped with white or coloured background and if required, a transparency option for that quality finish.

Photo sharing

All product images are saved into a standard format e.g. JPEG or PNG. This means images may be shared and used by other departments within your business.

Image use

- Planogram vivid images
- Account managers for sales presentations
- Marketing for brochures
- Point of sale

Product database capture

We also manage and keep up to date your product database, with accurate product dimensions; barcodes; manufacturer; description; size and categorisation.

Whatever your product photography requirements, our photography services will provide a high quality, fast and reliable solution whether on site or in our studio.

To discuss your product photography requirements, please contact our retail consultancy team today….

RETAILSMART
+44 (0) 1785 782 990
info@retailsmart.com

Benefits using our photography service

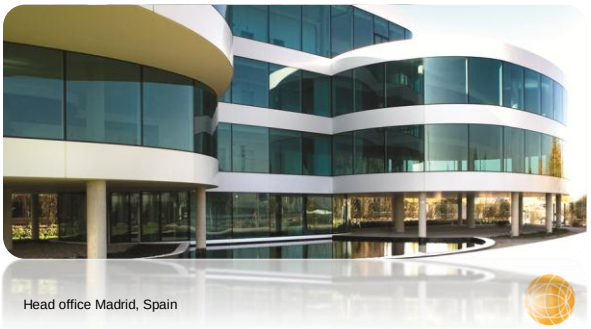
- High quality product photography
- Bringing your planograms to life for client presentations
- Your product image library is always up to date
- Product sizes, categorisation and dimensions always up to date
- Share images with other departments
- Up to date product images for sales presentations
- Communicate plans to merchandisers using imaged planograms for increased compliance

Our consultants recommend the following software

- MSA Planograms
- MSAX Planogram Automation
- ATPRO Range Assortment
- SPD Store Planning

Retail Smart partnership with Nexium

Retail Smart partners with Nexium Customer Solutions as a software distributor. Nexium are a young and dynamic company created with the aim of providing the very best service and most competitive range of software and consultancy solutions for Shopper Marketing and Sales Intelligence, in order to facilitate strategic decision planning, tactical implementation, focused on results.



Head office Madrid, Spain

nexium Customer Solutions

Copyright 2013