



Category Style Guide

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Image Styling

Styling Guidance

Imagery should have a high appetite appeal. Silo images should be photographed consistently according to the packaging or product type. Minimize reflections on plastic, foil, and shiny packaging, especially when it covers important product information. Remove unnecessary stickers which are not part of the product package design (i.e. special promotion sticker, legal declarations). All packaging and labels should be presented straight; not at an angle or crooked.

Silo Angles & Views

Each item’s unique packaging will inform the execution of specific angles and views. Required views and guidance for optional views are indicated in the Product Direction sections for each Product Type. A general starting point is to photograph each unique and meaningful side of the product package. When photographing round or irregular shapes, present the side(s) such that printed information/graphics are centered and legible to the viewer. The “Front View” of a product will be the side that contains the predominant brand and labeling; format, variant, and size/quantity.

Silo Lighting

Products should be evenly lit from side to side and top to bottom. Exposure and color should correctly represent the item being photographed. Care should be taken to ensure good separation between the product and background, maintaining details in the product whites and avoiding any flare or spill.

Silo Post Production

tems should be “clipped” or removed from the photographed background so that they are presented on pure white (R:255 G:255 B:255). Retouch to remove any dirt, dust, fingerprints, damage, or other blemishes from the product. Remove any stickers or printed information that is unique to the sample (but not the product) such as expiration dates, lot numbers, etc. If possible, shoot the item without packaging and digitally apply the artwork/label in post for a clean and highly legible final image.

Focus

The subtle use of selective focus is a helpful tool to ensure that the photography is uncluttered and easy to understand. Sharp focus can be used on the featured product to help depict it as the hero in the frame or draw attention to a key product feature. Slightly softer focus on the background or foreground along with white space around the product help simplify the image.

This does not apply when shooting an item out of packaging with the product’s packaging also in shot. For example, a granola bar in the foreground, and the granola bar box off to the side. Both items MUST BE in focus since they are both the product and so you can identify/read the packaging as well.

Lifestyle

Lifestyle images present the product in a more creative way. Environments, surfaces, props, and styling are used to enhance the customer’s understanding of the product, but should never distract from the item being sold. Lifestyle images should always be professionally lit and styled in a way that is appropriate to the items and brand.

The star of each lifestyle image should be the product being sold as it’s being sold. Other elements may be present to explain or inspire how the product will be used. For example, Whole Coffee Beans should call attention to the whole bean, with a brewed cup of coffee, grounds, or other states of the item being less dominant. To the extent practical the image should incorporate the packaging to connect the lifestyle image to the silo shots.

The following photo direction pages offer specific instructions for each unique product type. Items must display all indicated required images + conditionally required images and meet the minimum image count listed on each page.



Bath

Countertop & Toilet Accessories

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|----------------------|----------------------------|--------------------------|---------------------------------|
| Bathroom Butlers | Other Bathroom Accessories | Pumps | Toilet Paper Storage Containers |
| Bathroom Tumblers | Other Toilet Accessories | Soap & Lotion Dispensers | Toothbrush Holders |
| Facial Tissue Covers | Soap & Lotion Dispenser | Soap Dishes & Holders | |



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



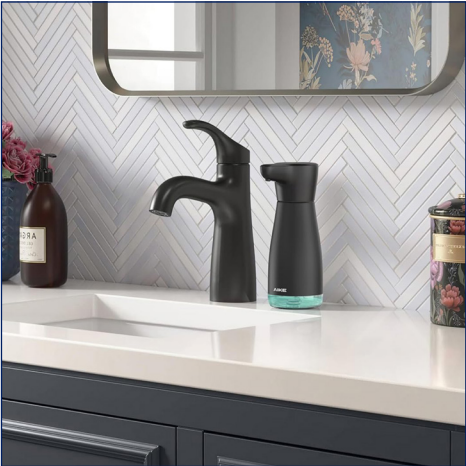
Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Lifestyle, Alternate

Show the product in a different realistic setting to demonstrate an alternate use or context.

Additional Image Recommendations:

- Conditional Required Images:** Show grouped or included pieces when sold as a set or multipack, and display assortment or color swatches when variations exist.
- Optional Recommendations:** Care Graphic



Bath

Installed Furniture & Storage

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Bathroom Vanities

Medicine Cabinets

Main Image



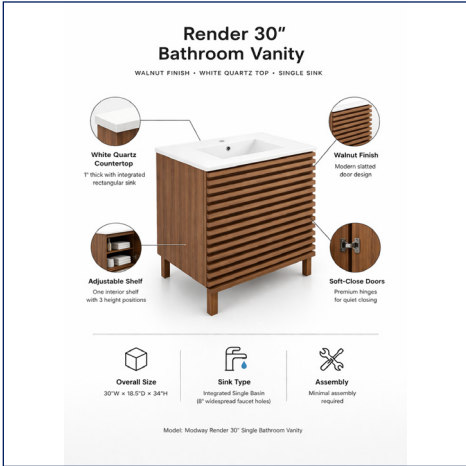
Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product installed in a believable room setting that makes fit and use clear.



Feature Graphic

Highlight storage, organization, or key functional features.



Dimensions

Show overall dimensions plus any install clearance or layout guidance needed to understand fit.



Silo, Interior

Show doors or drawers open so interior storage is clearly visible.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- Conditional Required Images:** Show an open view to highlight doors, drawers, or storage, and show included hardware clearly.
- Optional Recommendations:** Sink/top material detail; plumbing clearance graphic
- Deviation Notes:** Keep open-view imagery after the universal four so the core order stays consistent



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Bath

Mounted Hardware & Rods

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Bathtub Splash Guards
- Shower Curtain Rods
- Shower Curtain Rings
- Toilet Paper Holders



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



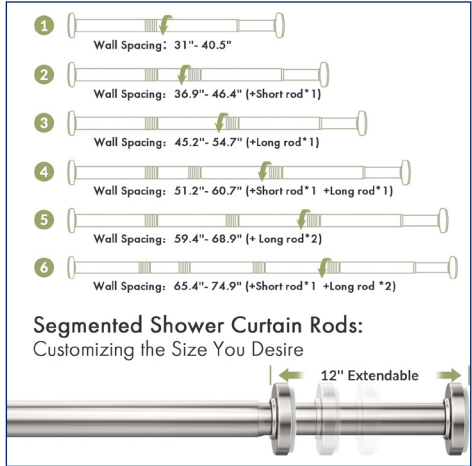
Lifestyle, In-Use

Show the product installed in a believable room setting that makes fit and use clear.



Feature Graphic

Show included hardware and the main feature story at a glance.



Dimensions

Show minimum, maximum, and overall dimensions clearly.



Silo, Front, In Pack

Show the customer-facing packaging clearly.

Additional Image Recommendations:

- Conditional Required Images:**
Display adjustable range using a graphic, show mounting hardware when included, and display weight capacity when relevant.
- Optional Recommendations:**
Finish assortment
- Deviation Notes:**
Installed state matters more than a styled vignette, but it still occupies the lifestyle/context slot



Bath

Sets

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Bath Accessories Sets
- Bathroom Canisters & Sets
- Bathroom Linen & Accessory Sets

Main Image



Silo, Out of Pack, “What’s Included”

Show all included pieces together on a pure white background in a clean, organized arrangement.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Show all included pieces in the set, kit, or system.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- Conditional Required Images:** Display assortment or care guidance using clean graphics when applicable.
- Optional Recommendations:** Care instructions; assortment graphic
- Deviation Notes:** Slot 3 should usually be an included-pieces infographic rather than a generic feature graphic



Bath

Soft Goods & Shower Textiles

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Bath Appliques
- Bath Pillows
- Bathtub Mats
- Other Bedding & Bedroom Accessories
- Shower Curtains & Liners
- Toilet Lid & Tank Covers
- Toilet Seat Covers
- Towels & Washcloths

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



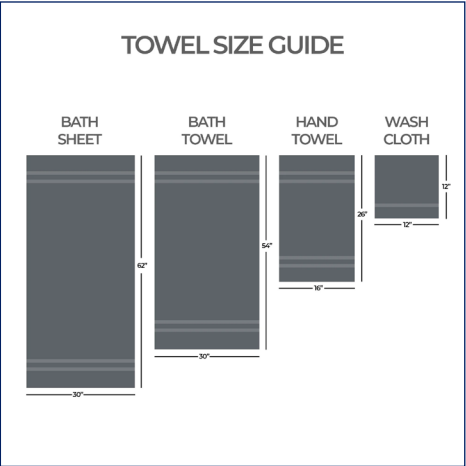
Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- Conditional Required Images:** Show a back view or performance graphic when reverse design or performance features differ.
- Optional Recommendations:** Color assortment; care instructions
- Deviation Notes:** Folded front silo is the hero variant, but the image order should still follow the same backbone



Bedding

Pillows, Pads & Protection

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|-------------------|----------------------|-------------------|---------------|
| Bed Pillows | Contour Pillows | Neck Pillows | Wedge Pillows |
| Bed Rest Pillows | Mattress Encasements | Pillow Protectors | |
| Bedding Fasteners | Mattress Pads | Waterbed Heaters | |
| Body Pillows | Mattress Toppers | Waterbed Liners | |

Main Image



Silo, Front

Show the product on a pure white background at an angle that best shows profile, thickness, or shape.



Lifestyle, In-Use

Show the product on bed so scale, loft, drape, or coverage is clear.



Feature Graphic

Highlight layers, firmness, protection, or other performance claims.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- **Conditional Required Images:** Highlight firmness, layers, or protection using a clean infographic, and show packaging for the primary pack.
- **Optional Recommendations:** Care instructions; protector compatibility
- **Deviation Notes:** Profile hero is acceptable when product shape or height is part of the value story Packaging photo as hero is acceptable when it helps clarify an otherwise anonymous item



Bedding

Sets & Specialty

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Bed Canopies
- Bed-in-a-Bag
- Bedding Sets
- Slumber Bags & Nap Mats
- Twin Bed Bridges

Main Image



Lifestyle, In-Use

Show the product on a bed to communicate scale, loft, drape, or coverage.



Feature Graphic

Use graphic to show every included piece in the set, kit, or system.



Silo, Out of Pack, "What's Included"

Show all included pieces on a pure white background in a clean, organized arrangement.



Silo, Out of Pack, "What's Included"

Show all included pieces on white in a clean, organized arrangement.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Detail

Show a close detail of material, weave, fill, cover, or surface finish.



Silo, Back , In Pack

Show the back of product packaging straight-on on a pure white background with all label details legible.

Additional Image Recommendations:

- Conditional Required Images:** Show included components using a what's-included graphic, and display temperature or warmth using a clean graphic when relevant.
- Optional Recommendations:** Color assortment; care instructions
- Deviation Notes:** Add additional component silos as needed Add additional lifestyle images as needed



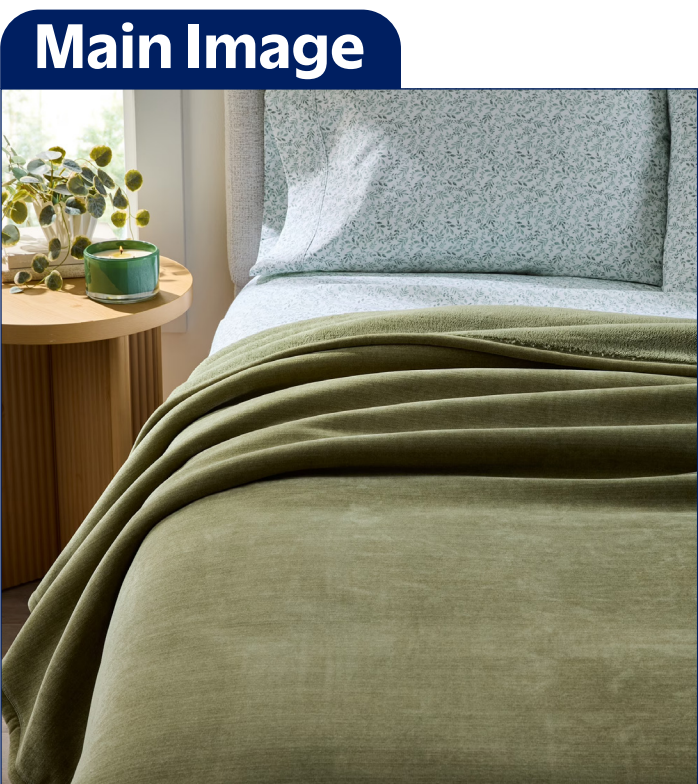
Bedding

Single Soft Goods

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | |
|---------------|------------------------|--------------|
| Baby Blankets | Bed Skirts | Pillow Shams |
| Bed Blankets | Bedspreads & Coverlets | Pillowcases |
| Bed Runners | Comforters & Duvets | Quilts |
| Bed Sheets | Electric Blankets | Throws |



Lifestyle, In-Use

Show the product on a bed to communicate scale, loft, drape, or coverage.



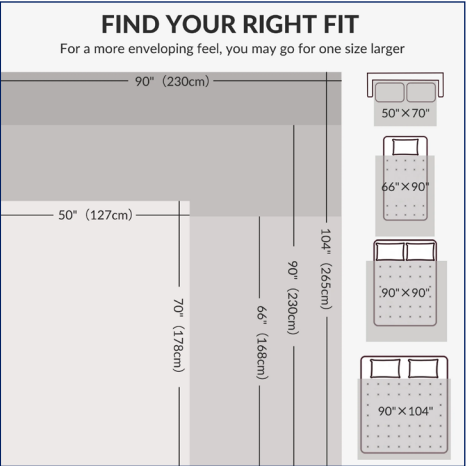
Silo, Front

Show the product on white in the angle that best communicates profile, thickness, or shape.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- Conditional Required Images:** Show a back view when reverse styling differs, and display warmth using a clean graphic when applicable.
- Optional Recommendations:** Color assortment; care instructions
- Deviation Notes:** Add the infographic before texture/ detail so soft goods still follow the same spine as hardlines



Cook/Dine

Sets, Kits, Systems & Packaged Components

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Bakeware Sets

Baking Cups

Barware Sets

Cake Boards & Circles

Cake Boxes

Cake Serving Sets

Cake Toppers

Can Crushers

Canning Jar Lids & Rings

Canning Jars

Canning Kits

Carbonating Bottles

Cheese Board Sets

Cheese Making Kits

Chip & Dip Sets

CO2 Chargers

Cocktail Glass Rimmers & Rimmer Sets

Coffee & Tea Serving Sets

Complete Canning Kits

Cookware Sets

Cotton Candy Cones

Creamers, Sugar Bowls & Sets

Cup & Saucer Sets
- Cupcake Liners

Cupcake Making Kits

Decorating & Pastry Bags

Drinkware Sets

Fermentation Airlocks

Fermentation Carboys

Fermentation Siphons

Fermenters

Flatware Sets

Gravy Boats, Stands & Sets

Grill Tool Sets

Home Brewing Beer Bottle Caps

Home Brewing Beer Bottle Trees

Home Brewing Beer Line Connectors

Home Brewing Beer Mixes

Home Brewing Bottle Cappers

Home Brewing Cleansers

Home Brewing Equipment Kits

Home Brewing Filtration Supplies

Home Brewing Grain & Hop Bags
- Home Brewing Hops

Home Brewing Hydrometers

Home Brewing Kegs & Keg Supplies

Home Brewing Kettle False Bottom Adapters

Home Brewing Kettles

Home Brewing Line Assemblies

Home Brewing Mash Paddles

Home Brewing Refractometers

Home Brewing Sanitization Kits

Home Brewing Thermometers & Temperature Controllers

Home Brewing Valves & Spigots

Home Brewing Wort Chillers

Icing Decorating Tips & Sets

Juicer Accessories
- Kitchen & Cooking Utensil Sets

Kitchen Seed Sprouters

Lollipop & Treat Sticks

Mash Tuns

Other Cheese Making Supplies

Other Home Brewing & Wine Making Supplies

Pasta Makers

Punch Bowl Sets

Salad Serving Sets

Sausage Stuffers & Stuffing Kits

Seafood Serving & Tool Sets

Serving Bowl Sets

Serving Utensils & Sets

Soda Maker Kits

Soda Siphons

Sushi Rolling Mats & Rolling Kits

Tableware Sets

Wine Making Equipment Kits



Silo, Out of Pack, “What’s Included”

Show all kit components in a clean flat-lay on a white background with every item visible.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Silo, Back , In Pack

Show the back of product packaging straight-on on a pure white background with all label details legible.



Feature Graphic

Show all included pieces in the set, kit, or system.



Silo, Detail

Show a close-up of a key design detail to highlight quality.



Silo, Out of Pack, “What’s Included”

Show all included pieces on white in a clean, organized arrangement.



Silo, Back , In Pack

Photograph the side or back of the product to clearly capture all label information. Shoot straight on, no plunge shots.



Feature Graphic

Call out product features.

Additional Image Recommendations:

- **Conditional Required Images:** Show packaging panels that contain critical information, and show included components clearly when multiple items are included.
- **Optional Recommendations:** Count / size chart; recipe/use-case graphic
- **Deviation Notes:** Packaging can be the hero when the package is part of the product story, but the rest of the order should stay disciplined



Cook/Dine

Storage, Organization & Dispensing - Single Product

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Airpots	Dish Racks	Knife Blocks & Storage	Reusable Lunch Bags & Boxes
Banana Hangers	Drain Catches	Knife Sleeves & Guards	Salt Boxes
Basket Liners	Drain Stoppers	Lazy Susans	Small Water Cup Dispensers
Batter Dispensers	Dried Food Dispensers	Liquor Dispensers	Spice Racks & Organizers
Bento Boxes	Egg Cartons	Microwave Food Defrosters	Stemware Holders
Beverage Dispensers	Food Covers	Mug Trees & Storage Racks	Straw Dispensers
Bottle Pourer Dust Tops	Food Storage Canisters	Oil & Vinegar Dispensing Bottles & Cruets	Sugar & Spice Shakers & Dispensers
Bottle Pourers	Food Storage Jars & Containers	Oven Mitts	Tea Bag Coasters
Bread Boxes	Food Strainers & Colanders	Oven Racks	Tea Storage Boxes
Cheesecloth	Grill Gloves	Paper Towel Holders	Thermal Carafes
Condiment Dispensers	Honey Jars	Pasta Drying Racks	Toothpick Holders & Dispensers
Cooking Aprons	Ice Bucket & Tong Sets	Popcorn Buckets	Trivets
Counter & Drying Mats	Ice Buckets	Pot Holders	Water Coolers
Countertop Plastic Bag Dryers	Kitchen Linen Sets	Pot Racks & Cooking Utensil Bars	
Cutting Boards & Butcher Blocks	Kitchen Towels	Recipe Boxes & Holders	
Decanter Drying Stands	Kitchen Utensil Organizers		

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.

One-handed design for easy ripping



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Interior

Show the product open so interior storage, cavity, or the usable surface is clear.

Additional Image Recommendations:

- Conditional Required Images:** Display capacity, mechanism, or included components using a clean graphic when relevant.



Detail

Show a close detail of material, weave, fill, cover, or surface finish.



Cook/Dine

Tabletop, Drinkware & Serveware - Single Product

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Accent Plates	Condiment Servers	Moscow Mule Mugs	Table Skirts
Appetizer Plates	Corkscrews & Wine Bottle Openers	Muddlers	Tablecloth Clamps
Bar Spoons	Corn Holders	Napkin Holders & Dispensers	Tablecloths
Beer Glasses	Cup Lids	Napkin Rings	Tabletop Wine Chillers
Beer Tap Faucet Caps & Brushes	Cups & Mugs	Napkins	Tableware Bowls
Beer Tap Handles	Decanters	Other Bar Tools	Tableware Forks
Bottle Stoppers	Dessert Plates	Other Dining Table Accessories	Tableware Knives
Bread & Butter Plates	Dining Table Pads	Party Bowls	Tableware Plates
Buffet Plates	Dinner Plates	Party Plates	Tableware Spoons
Butter Dishes	Drain Drip Trays	Picnic Baskets & Bags	Tableware Storage Chests
Cake Servers	Drink Sleeves	Pitchers	Teacups
Cake Stands	Drink Stirrers	Salad Plates	Thermoses
Carafes	Drinking Flasks	Salad Serving Utensils	Toothpicks
Cellar Wine Bottle Tags	Drinkware Accessories	Salt & Pepper Mills	Travel Mugs
Champagne Glasses	Espresso Cups	Salt & Pepper Shakers	Tumblers
Charger Plates	Fruit & Wine Crushers & Destemmers	Saucers	Wine Aerators & Pourers
Cheese Boards	Fruit & Wine Presses	Serving Bowls	Wine Bottle Foil Cutters
Cheese Spreaders	Glass Markers & Stemware Charms	Serving Forks	Wine Glasses
Chopstick Holders	Glassware & Drinkware	Serving Platters	Wine Making Barrels
Chopsticks	Grapefruit Utensils	Serving Spoons	Wine Racks
Cloth Napkins	Growlers	Serving Trays	Wine Saver Vacuums
Coasters	Jiggers	Shot Glasses	Wine Sealers & Vacuums
Cocktail Chilling Stones	Margarita Glasses	Straws	Wine Stoppers & Corks
Cocktail Picks	Martini Glasses	Sugar Packet Holders	Wine Thermometers
Cocktail Shakers	Mason Drinking Jars	Table Place Mats	Wine Totes, Bags & Backpacks
Cocktail Strainers		Table Runners	Wineskins
Cocktail Swizzle Sticks			

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- **Conditional Required Images:** Show packaging on a pure white background when applicable, and display capacity using a clean infographic when relevant.



Cook/Dine

Tools, Gadgets & Utility - Single Product

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Bag Clips	Fat Separators	Kitchen Nutcrackers	Oven Thermometers
Bagel Slicers	Fillet Knives	Kitchen Scales	Pasta & Dumpling Molds & Stamps
Baking Mats	Fish Scalers	Kitchen Scoops	Pasta Forks
Baking Sifters	Fondue Forks	Kitchen Shears	Pastry Brushes
Baking Stencils	Food & Candy Dipping Tools	Kitchen Spatulas	Pastry Cutters
Basting Brushes	Knife Sharpeners	Knife Sharpeners	Pie Crust Shields
Bench Scales	Food Choppers	Knife Sharpening Guides	Pie Irons
Beverage Pod Holders	Food Peelers	Mandolines & Slicers	Pizza Cutters
Bottle Openers	Food Thermometers	Manual Can Openers	Pizza Peels
Brining Bags	Food Tongs	Manual Egg Beaters	Potato Mashers & Ricers
Butane Torches	Fruit & Vegetable Corers	Manual Juicers	Ravioli Cutters
Butcher Block Oil & Conditioner	Fruit & Vegetable Pitters	Manual Spice & Herb Grinders	Rolling Pins
Cake Turntables	Funnels & Funnel Sets	Marinade Injectors	S'mores Makers
Cheese Slicers	Garlic Presses	Matcha Tea Bowls & Whisks	Salad Shakers
Citrus Reamers	Garlic Twists	Measuring Cups	Salad Spinners
Coconut Knives	Gnocchi Boards	Measuring Spoons	Salt Blocks
Cookie Cutters & Stamps	Graters & Zesters	Meat Basters	Sausage Casings
Cookie Presses	Grill Baskets	Meat Handler & Carving Forks	Sausage Stuffer Tubes
Cooking Skimmers	Grill Tongs	Meat Hooks & Flippers	Shellfish Shuckers
Cooking Spoons	Grilling Skewers	Meat Tenderizers	Shrimp Deveiners
Cooling Racks	Herb Mincers	Melon Ballers	Spiralizers
Cream Whippers	Honey Dippers	Mortars & Pestles	Splatter Screens
Crepe Spreaders	Ice Cream Scoops	N2O Chargers	Spoon Rests
Cupcake Corers	Ice Crushers	Oil Sprayers & Misters	Sushi Making Rice Paddles
Deep Fryer Accessories	Ice Cube Molds & Trays	Onion Goggles	Tea Cozies
Dough & Empanada Presses	Ice Packs	Other Baked Goods Decorating Tools	Tea Strainers
Dough Dockers	Ice Pop Makers	Other Baking Tools & Accessories	Timers
Egg Separators	Ice Tongs	Other Cooking Utensils & Gadgets	Toaster Oven Toast Bags
Electric Knives	Icing Smoothers & Spatulas		Whisks
Espresso Tampers	Kitchen Knives & Cutlery Sets		Wok Brushes
	Kitchen Ladles		



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- Conditional Required Images:** Display how-to steps using a clean graphic when use is not obvious, and display compatibility using a clean graphic when needed.
- Optional Recommendations:** scale reference



Cook/Dine

Vessels, Bakeware & Cookware - Single Product

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Air Press Coffee Makers	Coffee Percolators	Baking Molds	Stovetop Espresso Pots
Baking & Cookie Sheets	Double Boilers	Multipots	Stovetop Kettles
Baking Dishes & Casseroles	Dutch Ovens	Other Canning Supplies	Stovetop Popcorn Poppers
Boiling Pots	Egg & Pancake Rings	Other Cookware	Stovetop Waffle Irons
Braisers	Egg Poachers	Pie & Tart Pans	Tagines
Bread & Loaf Pans	Fajita Platters & Platter Sets	Pizza Stones & Pans	Tea Ball Infusers
Butter Warmers	Fish Poachers & Bakers	Pot & Pan Handles	Tea Makers
Cake Pans	Fondue Pots & Sets	Pot & Pan Lids	Teapots
Candy & Food-Grade Molds	Food Processor Accessories	Ramekins	Toaster Oven Broilers & Broiler Sets
Canning Pressure Regulators	Griddles & Grill Pans	Roasting Pans & Racks	Turkish Coffee Pots
Canning Tools	Grill Presses	Saucepans	Wok Rings
Chafing Dishes	Hamburger Patty Makers	Skillets & Frying Pans	Woks
Coffee Drippers	Mixing Bowls	Soup & Stockpots	
Coffee French Presses	Muffin Pans & Individual	Steamer Baskets	
		Stovetop Coffee Siphons	

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Call out compatibility, fit, or usage details relevant to purchase.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- **Conditional Required Images:** Show included lids, baskets, or accessories when applicable, and display heat-source compatibility using a clean graphic.
- **Optional Recommendations:** Care / seasoning graphic



Home Décor

Decorative Accents, Botanicals & Candles

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Alarm Clocks	Candle Wicks	Decorative Trays	Other Candle Accessories
Artificial Flowers	Centerpieces	Dollies	Outdoor Candle Holders
Artificial Fruits & Vegetables	Clock Parts	Door Chimes & Bells	Piggy Banks & Money Jars
Artificial Plants	Cork Holders	Figurines & Knick-Knacks	Quilt Racks & Blanket Holders
Artificial Topiaries	Decoration	Finials	Umbrella Racks & Stands
Artificial Trees	Decorative Balls	Flame Snuffers	Vases
Baskets	Decorative Bottles	Geographic Globes	Wick Trimmers
Bookends	Decorative Bowls	Globe Stands	Yard Signs
Candle Holders	Decorative Boxes	Lamp Oil	
Candle Shades & Covers	Decorative Plates	Magazine Racks & Holders	
	Decorative Stones	Music Boxes	

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.



Silo, Alternate

Capture alternate angle of product.

Additional Image Recommendations:

- Conditional Required Images:** Display scent, finish, or assortment variations using clean graphics when relevant.



Home Décor

Hearth & Fireplace Accessories

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Fire Starters	Fireplace Tools	Gel Fuel	Other Fireplaces
Firelogs	Firewood	Log Carriers	Accessories
Fireplace Bellows	Gas Logs	Matches	

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Back , In Pack

Show the back of product packaging straight-on on a pure white background with all label details legible.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- **Conditional Required Images:**
Show packaging on a pure white background when not shown in the primary image.
- :
- **Deviation Notes:**
Context should show hearth use, not just generic room styling



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.



Home Décor

Hearth & Fireplace Fixtures

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|-----------------------|--------------------------|-------------------------------|---------------------|
| Electric Logs | Fireplace Draft Stoppers | Fireplace Inserts | Indoor Fireplaces |
| Fireplace Andirons | Fireplace Fans | Fireplace Mantels & Surrounds | Log Racks & Holders |
| Fireplace Back Plates | Fireplace Grates | Fireplace Screens | Outdoor Fireplaces |
| Fireplace Doors | Fireplace Hearth Fenders | Heating Stoves | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product installed in a believable room setting that makes fit and use clear.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show overall dimensions plus any install clearance or layout guidance needed to understand fit.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- Conditional Required Images:** Display fit, count, or compatibility using a clean graphic, and display safety guidance when applicable.
- Optional Recommendations:** Finish assortment
- Deviation Notes:** Installed context is a required lifestyle variant for this guide



Home Décor

Installed Lighting & Décor Hardware

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|-------------------------|--------------------------------|---------------------------------------|----------------------------------|
| Ceiling Lights | High Bay Light Fixtures | Outdoor Lamp Posts | Stair Rods |
| Chandeliers | Landscape & Walkway Lights | Outdoor Lamps | Strip Light Fixtures |
| Curtain Holdbacks | Light Bulb Changers | Outdoor Light Holders & Ground Stakes | Switch & Outlet Plates |
| Curtain Rings | Light Bulb Sockets & Extenders | Patio Umbrella Lights | Track Lighting Heads |
| Curtain Rod Holders | Light Bulbs | Pendant Lights | Track Lighting Rails |
| Curtain Rods & Rod Sets | Light Ropes & Strings | Picture Lights | Track Lighting Sets |
| Curtain Tracks | Light Timers | Pool & Underwater Lighting | Vanity Lights |
| Deck Lights | Lighting Cables | Recessed Lights | Vertical Blind Replacement Slats |
| Emergency Lighting | Other Lighting Accessories | Sconces | Wall Lights |
| Floating Shelves | Other Lights & Light Fixtures | Shop Light Fixtures | Wraparound Light Fixtures |
| Flood & Security Lights | | Stage Lights | |
| Flush Mount Lights | | | |

Main Image



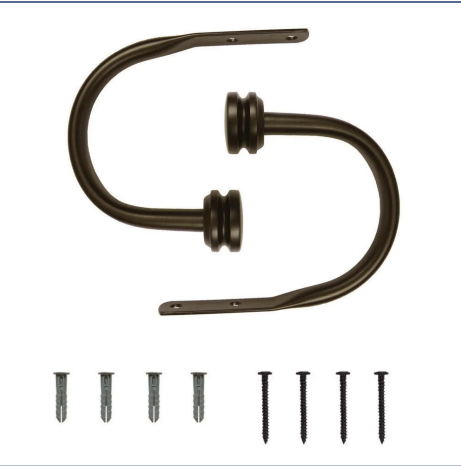
Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product installed in a believable room setting that makes fit and use clear.



Feature Graphic

Show included hardware and the main feature story at a glance.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show included hardware or a close detail that supports installation and finish clarity.

Additional Image Recommendations:

- **Conditional Required Images:** Display clearance or fuel type using a clean graphic, and show an open view when vents or doors open.
- **Optional Recommendations:** Install Guidance
- **Deviation Notes:** Keep installed hardware/detail images after the universal four



Home Décor

Portable / Decorative Lighting

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|----------------------|--------------------|----------------------|----------------------|
| Book Lights | Grow Lights | Marquee Signs | Ring Lights |
| Desk Lamps | Lamp Bases | Neon Signs | Salt Lamps |
| Detector Flashlights | Lamp Sets | Night Lights | Table Lamps |
| Disco Lights | Lamp Shade Fitters | Novelty Lighting | Under-Cabinet Lights |
| Extension Lights | Lamp Shades | Plasma Balls | |
| Flameless Candles | Lava Lamps | Pool Table Lights | |
| Floor Lamps | LED Ice Cubes | Portable Work Lights | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product lit in context so brightness, ambiance, and light effect are clear.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- Conditional Required Images:** Show packaging on a pure white background when relevant to in-store presentation.
- Optional Recommendations:** Bulb-included graphic; on/off comparison
- Deviation Notes:** Hero can stay unlit if that best shows shape and finish; the lifestyle should show the lit state



Home Décor

Soft Décor, Rugs & Window Treatments

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|--------------------------|---------------------------|---------------|---------------|
| Anti-Fatigue Mats | Decorative Pillow Inserts | Kitchen Mats | Window Film |
| Area Rugs | Decorative Pillows | Poufs | Window Shades |
| Bath Rugs | Draft Blocks | Rug Pads | |
| Carpet Protectors | Floor Mats & Doormats | Runner Rugs | |
| Curtains & Valances | Hearth Rugs | Slipcovers | |
| Decorative Pillow Covers | Hide Rugs | Window Blinds | |

Main Image



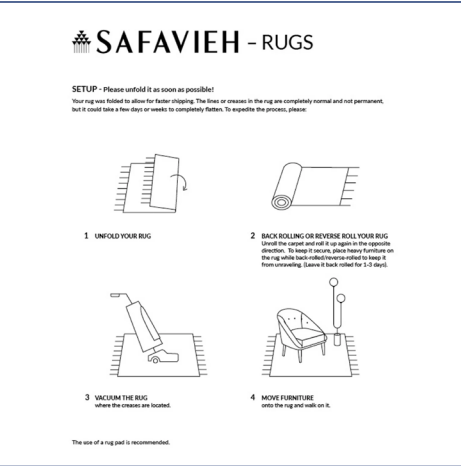
Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



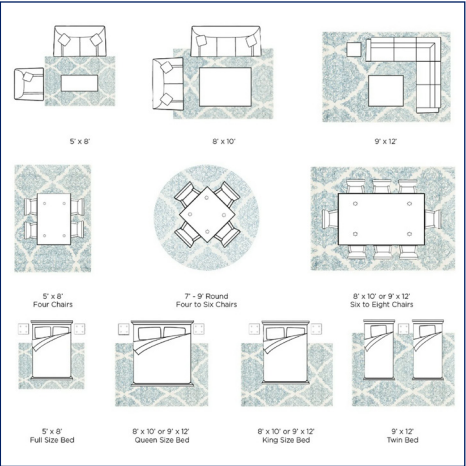
Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Detail

Show a close detail of material, weave, fill, cover, or surface finish.

Additional Image Recommendations:

- Conditional Required Images:** Show wiring or included hardware when applicable, and display finish variations using a clean assortment view.
- Optional Recommendations:** Care instructions; color assortment
- Deviation Notes:** Soft goods can use a folded/front hero, but should still follow the same slot order



Home Décor

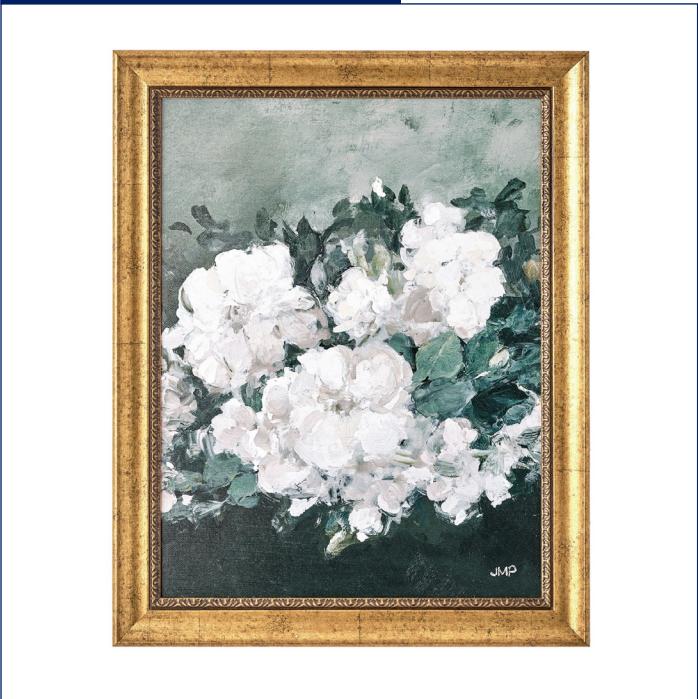
Wall Art, Mirrors & Hanging Décor

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|-------------------|------------------|----------------------|------------------------|
| Art Prints | Mirrors | Refrigerator Magnets | Wall Decals & Stickers |
| Canvas Art Prints | Mixed Media Art | Sculptures | Wall Growth Charts |
| Decorative Clocks | Paintings | Shadow Boxes | Wall Pediments |
| Drawings | Photographic Art | Stained Glass Panels | Wall Sculptures |
| Floor Clocks | Picture Frames | Sun Catchers | Window Alert Decals |
| Folk Art | Plaques & Signs | Tapestries | Window Shutters |
| Home Decor Masks | Posters | Textile Art | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



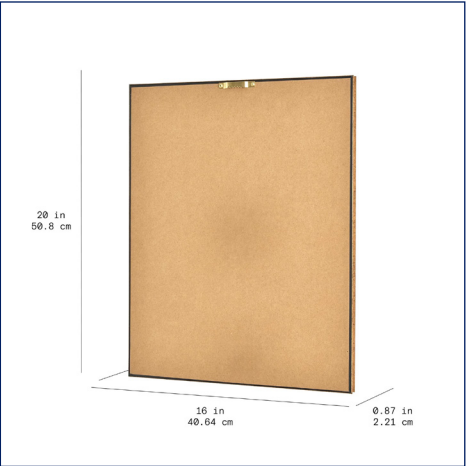
Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight hanging, framing, or other core feature details.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- **Conditional Required Images:**
Display bulb, shade, or on/off states using a clean visual when relevant.
- **Optional Recommendations:**
Gallery wall example; finish assortment
- **Deviation Notes:**
Front hero may be straight-on rather than angled, but the sequence should stay consistent



Home Management

Air, Fans, Water & Utility

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Air Conditioner Covers

Ceiling Fan & Light Remote Controls

Ceiling Fan Downrods

Ceiling Fan Lighting Kits

Ceiling Fan Scrolls

Ceiling Fans

Dehumidifier Accessories

Electric Household Fans

Evaporative Air Cooler Belts
- Evaporative Air Cooler Covers

Evaporative Air Cooler Motors

Evaporative Air Cooler Pads

Evaporative Air Cooler Parts

Evaporative Air Cooler Pulleys

Evaporative Air Cooler Pumps
- Evaporative Air Cooler Valves

Fan Blade Arms

Fan Blades

Faucet Water Filters

Humidifier Absorption Sleeves

Other Ceiling Fan Parts & Accessories

Replacement Faucet Water Filters
- Replacement Water Filters

Skins for Drinkware

Under-Sink & Countertop Filtration Systems

Water Distillers

Water Filter Cleaners

Water Filtration Pitchers

Whole House Water Filters

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



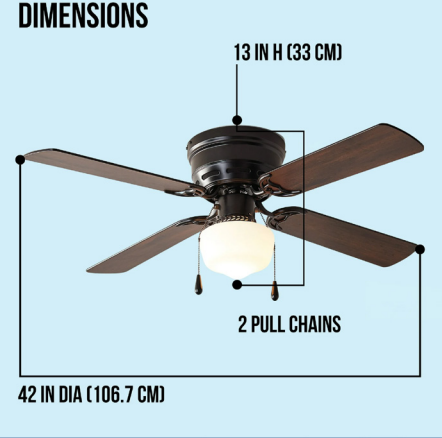
Lifestyle, In-Use

Show the product in the most relevant installed or in-room context for the guide.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Feature Graphic

Show the control panel, filter area, or maintenance point that customers need to understand.

Additional Image Recommendations:

- **Conditional Required Images:** Show a back or detail view to highlight backing or reverse design, and display pattern repeat using a clean graphic when needed.
- **Optional Recommendations:**
- **Deviation Notes:**



Home Management

Cleaning & Floor Care Accessories

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Floor Polishing Machine	Accessories	Attachments	Vacuum Cleaner Filters
Replacement Pads	Steam Mop Pads & Brushes	Vacuum Cleaner Bags	
Other Vacuum Cleaner	Vacuum Cleaner	Vacuum Cleaner Belts	



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the part installed or aligned to the compatible area only when it materially clarifies fit.



Feature Graphic

Call out compatibility, fit, or usage details relevant to purchase.



Silo, Front, In Pack

Show the packaging or label panel clearly so part number, count, or compatibility details are readable.



Silo, Back, Out of Pack

Show the product out of packaging from the back, straight-on or top down (when applicable) on a white background) with full product visibility and no shadows.



Lifestyle, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- **Conditional Required Images:** Show hanging hardware when included or required, and show side or back views to highlight depth or profile.
- **Optional Recommendations:** Care instructions
- **Deviation Notes:** No default lifestyle: compatibility and fit matter more than aspirational context



Home Management

Cleaning & Floor Care Units

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

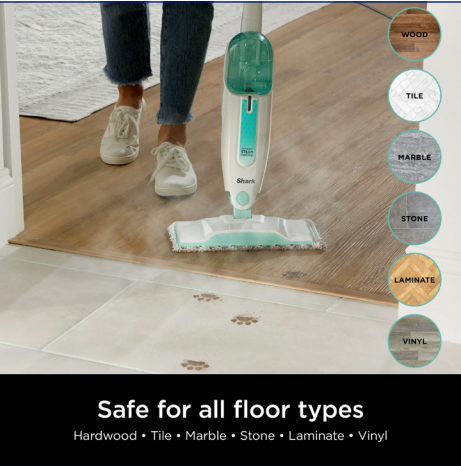
- Carpet Sweepers
- Floor Polishing Machines
- Steam Mops
- Commercial Vacuums
- Robotic Floor Cleaners
- Vacuum Cleaners
- Floor Cleaning Machines
- Steam Cleaners



Silo, Front
Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use
Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic
Highlight the primary feature, capacity, care, or performance story.



Silo, Alternate
Add a consistent alternate angle or close detail that clarifies shape, finish, or form.



Silo, Front, In Pack
Show the customer-facing packaging clearly.



Lifestyle, Detail
Show the product in use in a realistic setting that reflects everyday use.

- Additional Image Recommendations:
- Conditional Required Images:**
Show packaging on a pure white background when sold in packaging.
 - Optional Recommendations:**
Runtime/power callout
 - Deviation Notes:**



Home Management

Garment Care Units & Accessories

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|-----------------------|-------------------------------|------------------------|------------------------|
| Clothes Iron Cleaners | Hat Washers | Ironing Board Holders | Pressing Pads & Cloths |
| Clothes Iron Rests | Iron Cordminders | Ironing Boards | Steamer Steamboards |
| Clothes Irons | Ironing Board Cover Fasteners | Ironing Mats | Towel Warmers |
| Garment Steamers | Ironing Board Covers | Ironing Sets & Centers | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight the primary feature, fabric care, or compatibility story.



Dimensions

Show key size, height, or scale callouts clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Lifestyle Detail

Show the product in a different realistic setting to demonstrate an alternate use or context.

Additional Image Recommendations:

- Conditional Required Images:** Display filter, airflow, or capacity using a clean infographic, and display maintenance guidance when relevant.
- Optional Recommendations:**
- Deviation Notes:** Pure replacement subtypes may skip lifestyle, but units should retain it



Large Appliances

Installed Kitchen Units

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | |
|-------------------|------------------|-----------------|
| Cooking Ranges | Ice Makers | Wall Ovens |
| Cooktops | Range Hoods | Warming Drawers |
| Garbage Disposals | Trash Compactors | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product installed in a believable room setting that makes fit and use clear.



Feature Graphic

Highlight key controls, features, or use-case benefits.



Dimensions

Show overall dimensions plus any install clearance or layout guidance needed to understand fit.



Silo, Interior

Show the product open so interior storage, cavity, or the usable surface is clear.

Additional Image Recommendations:

- Conditional Required Images:** Display compatibility using a fit chart when needed, show pack or refill count clearly, and show installed context when helpful.
- Optional Recommendations:** Panel/control close-up
- Deviation Notes:** Dimensions should include clearance guidance, not just overall size



Large Appliances

Laundry & Dish Units

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Clothes Dryers
- Combination Washing Machines & Dryers
- Commercial Dishwashers
- Commercial Washers & Dryers
- Dishwashers
- Washing Machine & Dryer Sets
- Washing Machines



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



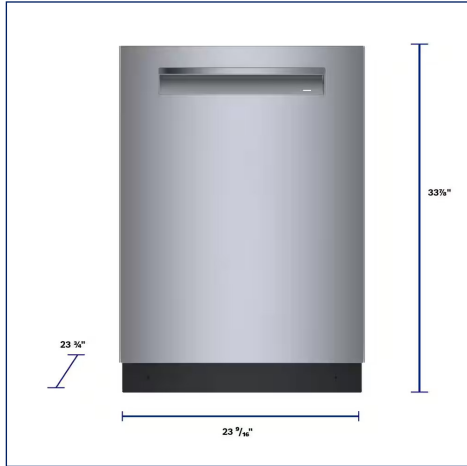
Lifestyle, In-Use

Show the product installed in a believable room setting that makes fit and use clear.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



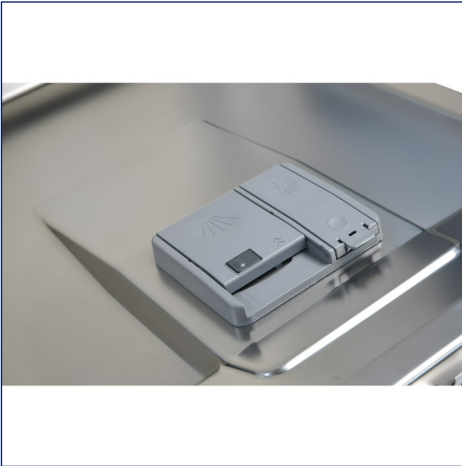
Dimensions

Show overall dimensions plus any install clearance or layout guidance needed to understand fit.



Silo, Interior

Show the product open so interior storage, cavity, or the usable surface is clear.



Silo, Detail

Show a close-up of a key design detail to highlight quality.

Additional Image Recommendations:

- Conditional Required Images:** Show included attachments clearly, and display performance such as runtime or power using a clean graphic.
- Optional Recommendations:** Cycle / capacity callout
- Deviation Notes:**



Large Appliances

Parts, Filters & Installation

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

Appliance Air Filters	Dishwasher Detergent Dispensers	Other Range, Stovetop & Oven Accessories	Refrigerator Accessories
Appliance Belts	Dishwasher Door Springs	Other Range, Stovetop & Oven Replacement Parts	Refrigerator Bins, Shelves & Baskets
Appliance Blower Wheels	Dishwasher Installation Kits	Range & Cooktop Burner Grates	Refrigerator Door Gasket Seals
Appliance Control Boards	Dishwasher Rack Adjusters	Range & Cooktop Replacement Burners	Refrigerator Thermometers
Appliance Control Panels	Dishwasher Rack Rollers	Range Backguards	Refrigerator Water Filters
Appliance Covers	Dishwasher Replacement Wash Arms	Range Burner Covers & Heat Diffusers	Refrigerator Water Valves
Appliance Door Gasket Seals	Dishwasher Tailpieces	Range Drip Pans & Trim Rings	Replacement Appliance Knobs
Appliance Door Latches & Kits	Dryer Lint Screens	Range Hood Filters	Replacement Oven Igniters
Appliance Grills	Dryer Replacement Vents	Range Replacement Built-in Thermometers	Through-the-Wall Air Conditioner Sleeve Kits
Appliance Handles	Furnace Filters	Range Replacement Built-in Timers	Washer & Dryer Accessories
Appliance Hoses	Other Air Conditioner Accessories	Range Replacement Heating Elements	Window Air Conditioner Supports
Appliance Rollers	Other Household Appliance Accessories		
Appliance Sensors	Other Household Appliance Replacement Parts		
Appliance Water Valves			
Dishwasher Accessories			
Dishwasher Baskets & Racks			

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Feature Graphic

Use graphic to explain compatibility, fit, or usage details that matter for purchase.



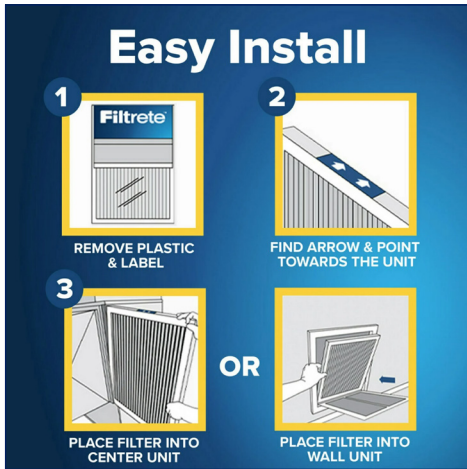
Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Use clear dimensions and a fit chart so compatibility is easy to verify.



Graphic, Installation

Use a simple visual to clarify the key installation steps or part orientation.

Additional Image Recommendations:

- **Conditional Required Images:**
Display fit using a clean chart when sizing matters, and display fabric care benefits using a supporting graphic.
- **Optional Recommendations:**
- **Deviation Notes:**
No default lifestyle: fit and install clarity outrank aspirational context



Large Appliances

Refrigeration & Home Environment Units

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|--------------------------|-------------------------|-------------|---------------|
| Air Conditioners | Dehumidifiers | Furnaces | Refrigerators |
| Air Purifiers | Evaporative Air Coolers | Humidifiers | Wine Cellars |
| Commercial Refrigerators | Freezers | Ionizers | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in the most relevant installed or in-room context for the guide.



Feature Graphic

Highlight the primary feature, capacity, care, or performance story.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Silo, Interior

Show the product open or highlight the filter area so interior access is clear.

Additional Image Recommendations:

- Conditional Required Images:** Show open interior, controls, or clearance details when relevant.
- Optional Recommendations:** Energy / Climate Callout
- Deviation Notes:** Use installed context for refrigeration; use in-room context for home-environment units, but keep the same order



Silo, Detail

Show a close-up of a key design detail to highlight quality.



Silo, Back

Show the back of product on a pure white background.



Small Appliances

Beverage Prep Units

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|---------------------|--|--------------------------|----------------------|
| Beverage Warmers | Drip Coffee Makers | Espresso Machines | Single-Serve Brewers |
| Blenders | Electric Juicers | Frozen Drink Makers | Teapot Warmers |
| Chocolate Fountains | Electric Kettles | Iced Tea Machines | |
| Coffee & Tea Urns | Espresso Machine & Coffee-Maker Combos | Milk Frothers & Steamers | |
| Coffee Grinders | | Milkshake Makers | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight beverage outcome, key features, or compatibility.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Feature Graphic

Show the included accessories, attachments, or components together in a clean supporting image.

Additional Image Recommendations:

- **Conditional Required Images:** Show an open view to highlight drum or interior, and show control details when interfaces drive purchase.
- **Optional Recommendations:** Compatibility Callout
- **Deviation Notes:** Pack view should come after the universal four unless packaging is the primary product story



Silo, Back

Show the back of product on a pure white background.



Silo, Detail

Show a close-up of a key design detail to highlight quality.



Small Appliances

Countertop Cooking & Prep Units

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- | | | | |
|-------------------------|---------------------------------|--------------------------------|----------------------------|
| Air Fryers | Electric Egg Cookers | Openers | Pizza Ovens |
| Bread Makers | Electric Food Choppers | Electric Woks | Pressure Cookers & Canners |
| Cake Pop Makers | Electric Food Slicers | Food Dehydrators | Quesadilla Makers |
| Conveyor Ovens | Electric Food Steamers | Food Processors | Sandwich Grills |
| Cotton Candy Machines | Electric Griddles | Food Warmers | Shaved Ice Makers |
| Countertop Burners | Electric Hot Pots | Hand Mixers | Slow Cookers |
| Cupcake Makers | Electric Knife Sharpeners | Hot Dog Machines | Stand Mixers |
| Deck Ovens | Electric Popcorn Poppers | Hot Plates | Toaster Ovens |
| Doughnut Makers | Electric Rice Cookers | Ice Cream Makers | Toasters |
| Electric Buffet Servers | Electric Rotisseries & Roasters | Meat Grinders | Turkey Fryers |
| Electric Can Openers | Electric Skillets | Microwave Ovens | Vacuum Sealers |
| Electric Contact Grills | Electric Waffle Makers | Other Small Kitchen Appliances | Yogurt Makers |
| Electric Crepe Makers | | | |
| Electric Deep Fryers | Electric Wine Bottle | Pizza Makers | |

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the product in relevant in-use or in-room context that matches how the item is actually used.



Feature Graphic

Highlight key controls, features, or use-case benefits.



Dimensions

Show the product dimensions clearly and consistently.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Feature Graphic

Show the included accessories, attachments, or components together in a clean supporting image.

Additional Image Recommendations:

- Conditional Required Images:** Display fit, hardware, or installation steps using clear visuals, and show packaging when not shown in the primary image.
- Optional Recommendations:** Recipe / Use-Case Graphic
- Deviation Notes:**



Small Appliances

Parts, Filters & Accessories

Product photography should follow a consistent visual approach to ensure cohesion across the assortment. Consistency in angle is critical to maintain a unified PDP and shelf presentation.

Product types included:

- Air Fryer Liners

Blender Parts

Blender Pitchers

Coffee & Espresso Maker Parts

Coffee Decanters

Coffee Filters

Coffee Maker Carafe Lids
- Coffee Maker Cleaning Products

Espresso Machine Backflush Inserts

Espresso Machine Filter Baskets

French Press Replacement Filter Mesh

Meat Grinder Accessories
- Meat Grinder Blades

Meat Grinder Cleaners & Cleaning Kits

Meat Grinder Plates

Microwave Turntables

Other Microwave Accessories

Other Small Kitchen
- Appliance Accessories

Stand Mixer Attachments

Stovetop Espresso Pot Replacement Gaskets & Filters

Toaster Oven Replacement Trays

Main Image



Silo, Front

Show the product straight-on or top down (when applicable) on a pure white background.



Lifestyle, In-Use

Show the part installed or aligned to the compatible area only when it materially clarifies fit.



Feature Graphic

Call out compatibility, replacement, fit, or refill details.



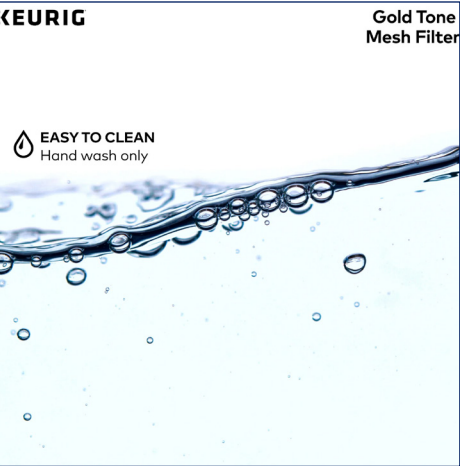
Dimensions

Use clear dimensions and a fit chart so compatibility is easy to verify.



Silo, Front, In Pack

Show the customer-facing packaging clearly.



Feature Graphic

Show the control panel, filter area, or maintenance point that customers need to understand.

Additional Image Recommendations:

- Conditional Required Images:** Show open or detail views to highlight filter, airflow, or interior capacity when relevant.
- Optional Recommendations:** Maintenance Graphic
- Deviation Notes:** No default lifestyle: replacement clarity matters more than ambiance



Silo, Detail

Show a close-up of a key design detail to highlight quality.