

# Photo guideline flowers

Your customers (current and potential) are located all over the world these days. They buy remotely from the auction clocks on the basis of your product photos. They do not see the physical flowers. To prevent disappointment, therefore, your photos must be reliable. Most of your customers place the product photos directly in their webshops. They want their webshop to look professional, and that is why your product photos must be uniform.

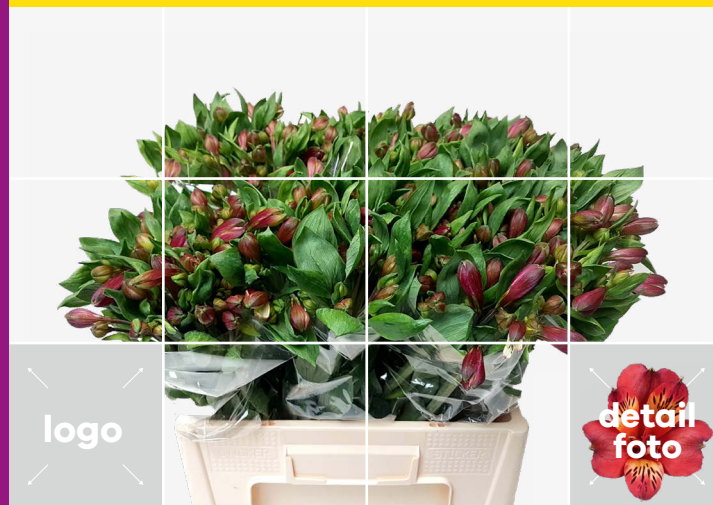
## What is a reliable product photo?

A photo is reliable if customers can receive exactly what is on the product photo.  
For example:

1. Colour(s) and composition
2. Sales unit / packaging (container)
3. Number of items per bucket; the number on the photo must match what is actually in the bucket
4. Length of the product: the length on the photo must match the length in the bucket
5. Specific packaging; any individual packaging is visible on the photo
6. Stage of maturity at the time of auctioning

Along with these general rules, there are some additional ones depending on the sales unit:

- [Flowers in bucket](#)
- [Flowers in box](#)
- [Mixed bouquets](#)



## General rules

Your photos must comply with the following general rules:

### The right setting

- The background and surface the product is standing on must be the same colour (white or light grey). Always choose light grey for white or light-coloured flowers.
- The photo is not too dark. Ensure there is sufficient light/daylight.

### The right transmission

- The photo is a JPEG format.
- A photo may not be bigger than 5MB.

### Het juiste beeld

- The flowers, including container, take up approx. 70% of the image.
- Place your logo always on the bottom left, taking up a maximum of 15% of the total photo.
- The close-up photo is placed on the bottom right of the picture.
- It is limited to a maximum of 15% of the total photo.
- A close-up photo is mandatory if you supply product with buds or at an immature stage. A close-up photo shows the flower in bloom, with as little of the leaf or stem in the picture as possible.

### NB

Do not use any text in the photo.



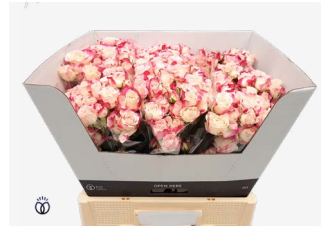
# 1. Flowers in a bucket

## The photo shows:

- One bucket, unless there is a variable mix. In that case, put two buckets in the photo, placed in the middle.
- Place the side of the bucket with your card label facing front.
- Only part of the bucket; only the top 7 cm of the bucket are visible (the bottom of the card label is just visible).
- If a collar is used, show the bucket down to the bottom of the card label on the photo.
- Tilt the bucket a bit forwards so the flowers at the back are visible.

## Portrait or landscape orientation?

- Flowers equal to or shorter than 80 cm and in water should appear in a landscape photo.
- Flowers longer than 80 cm and in water should appear in a portrait photo.



# 2. Flowers in a box

## To choose the right setting, it is important to determine what kind of product you are photographing:

### Is your product packaged in bunches?

Then photograph the bunch without the box. Photograph just one bunch. Consult the specific rules for lilies and chrysanthemums.

### Is your product packaged loose in a box, like loose stems and branches?

Photograph your product in that case in one entire or one half box. Do not include the lid in the image.

Consult the specific rules for:

- [Amaryllis](#)
- [Gerbera](#)
- [Cut Anthurium, Strelitzia, Cut Phalaenopsis, Gloriosa, Cymbidium, Ornamental Foliage and other](#)

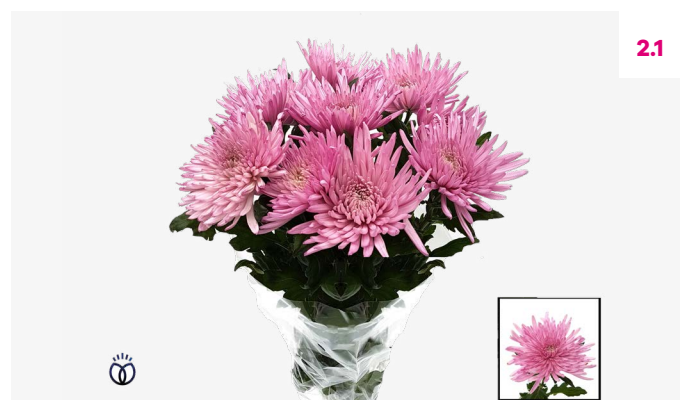
## 2.1 Lilies and Chrysanthemums

### The photo shows:

- One bunch. Do not photograph the box or lid of the box.
- Place the bunch in the middle of the photo.
- A clearly visible bunch of the right colour and not hidden behind a sleeve. If a sleeve (printed) is supplied, pull it down by about 10 cm.
- The close-up photo of the fully open flower of a product sold with buds or at an immature stage.

### Are your flowers supplied with a protective net, as for example with disbudded chrysanthemums?

Remove the net from 1 or 2 branches, so the flower is clearly visible.



## TIP

- Use a glass vase for the best result. Do not include the vase in the picture.

## 2.2 Amaryllis

### The photo shows:

- One-half of a box, placed diagonally.
- The half-box in the middle of the photo.
- One-half of a box with the buds on the top right of the image, the stems on the bottom left.
- One-half of a box photographed diagonally from above.
- The close-up photo of the fully open flower.



## 2.4 Cut Anthurium, Strelitzia, Gloriosa, Cut Phalaenopsis, Cymbidium, Ornamental Foliage and other

### The photo shows:

- One whole box, horizontally positioned, with stems on the left (if all stems face the same way).
- The box in the middle of the photo.
- One box photographed from directly above.



## 2.3 Gerbera

### The photo shows:

- One-half of a box, vertically positioned with the stems at the bottom.
- The half-box in the middle of the photo.
- Several half-boxes in view for a mix with different quantities or colours of flowers in each half of the box.
- The number of boxes that best matches the variation in mixes.
- A box photographed from directly above.



# 3. Mixed bouquets

Mixed bouquets follow the same photo guideline as **Flowers in a bucket**. If there are several bouquets in one container, then we recommend making a close-up photo of one bouquet. This is not mandatory.



Watch the instruction video on [royalfloraholland.com/reliableproductphotos](https://royalfloraholland.com/reliableproductphotos)



**We'll make it work! For you.**  
100% reliable product photos