



✓ Great product photos

Using a great photo of your flowers and plants ensures that buyers can judge your product properly and helps them know what they are buying. Great photos make your product more attractive and are essential for an ever-growing group of online buyers.

[Check the Helpcenter for tips on good product photos](#)

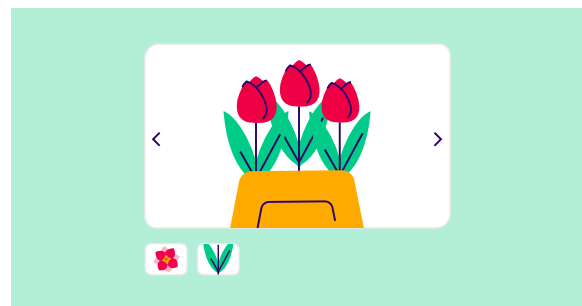


One or more product photos for each product

Make sure to include at least one product picture per product. Buyers who do not see an photo – or only your logo – can literally not picture your product. In addition, adding information or extra photo will help your buyers evaluate your product better.



❌ No photo or only a logo instead of a photo



✅ One or more (detail) photos



TIPP: In the catalogue you can add and set up photos quickly by using the **photo management** option for your entire range.



Current and representative photos

A photo is current and representative if the buyer gets exactly what is in the photo. Think of the correct colour reproduction, visible stage of maturity and packaging (container). For direct trading in Floriday, we advise you to stick to the following rules. For products auctioned through [Royal FloraHolland](#) or [Veiling Rhein-Maas](#), for example, there are separate photo requirements.



- ✘ Use of dark background
- ✘ Logo is too predominant and the product depicted too small
- ✘ Other plants/flowers/objects in the photo



- ✔ Sharp photo with white/light grey background
- ✔ Product and packaging cover approx. 70%
- ✔ Photo is representative (colour, ripeness etc)



TIP: Check that the correct photo is set as the **default photo** because it will be shown first in Floriday (or in customers' webshops).