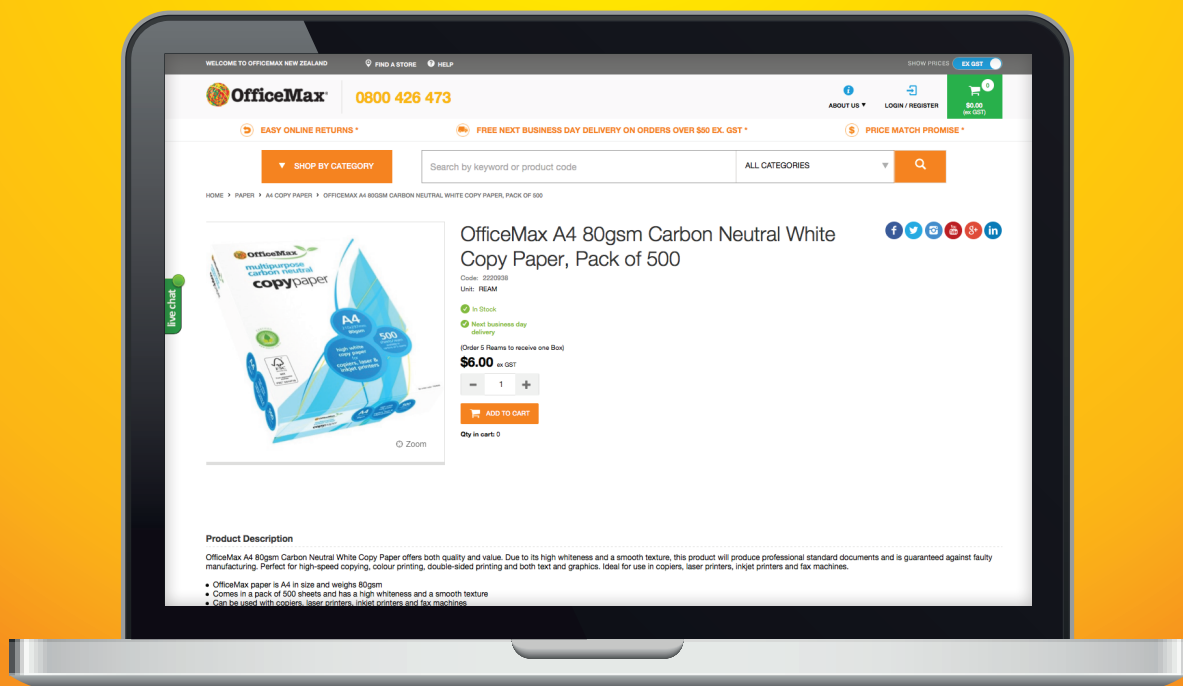# PRODUCT CONTENT STYLE GUIDE

More than half of OfficeMax sales (and growing!) are now placed online. It is therefore imperative all partners provide the best possible data and images to enable us to represent your products in their best light across our OfficeMax and MySchool websites. If your competitors are providing potential customers with better information than you, it could be a sale lost.
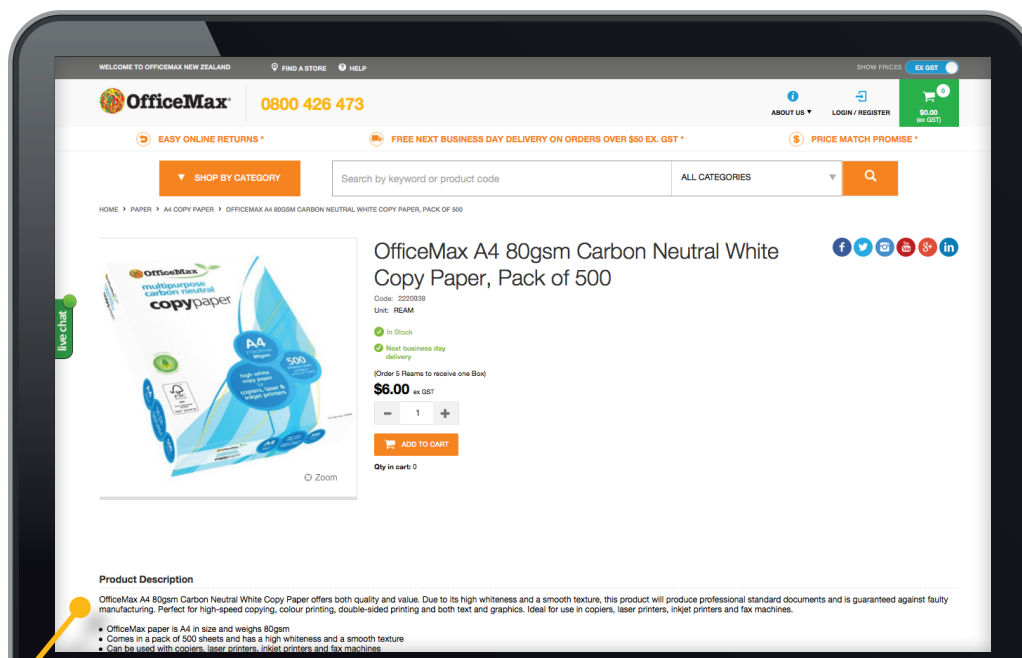
This simple guide will be regularly updated to help you plan and provide OfficeMax with the best possible information to drive sales of your products.

Follow this guide carefully and if you have any queries, contact OfficeMax Digital Product Admin on **digitalproduct.admin@officemax.co.nz**

Product description

A product description is a customer's view of the product that includes its benefits, form, purpose, presentation and price.

- Please provide detailed product specifications, features and benefits

- Supply any brochures or PDFS available so we can write comprehensive product specifications of at least 160-300 words (over 900 characters)

- Please ensure the information provided is product specific and includes the attributes required to help our customer make an informed buying decision

- Examples of attributes to include are:
    - brand
    - model number
    - size/weight/volume/dimensions
    - colour/materials
    - unique features and benefits

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OfficeMax Mesh 10 Litre Waste Bin

Easily dispose of rubbish and keep your workspace clean with the OfficeMax Mesh 10 litre Waste Bin. The bin boasts a stylish and contemporary design which is made from sturdy steel mesh to resist bending even with regular use.

- It has a 10 L capacity.
- The durable steel mesh construction is sure to withstand frequent use.
- The bin doesn't have a lid, making it easy to dispose of your rubbish.
- The black mesh adds a contemporary style to your workspace.

(Total character count 493)

OfficeMax 2 Ply Facial Tissues 200 Sheet Box

OfficeMax 2 Ply Facial Tissues are soft making them gentle for use on your skin. They're strong and super absorbent which makes them ideal for various applications. The last 10 tissues in this pack are blue, not white, so you know when the box is nearly empty and ready for replacement.
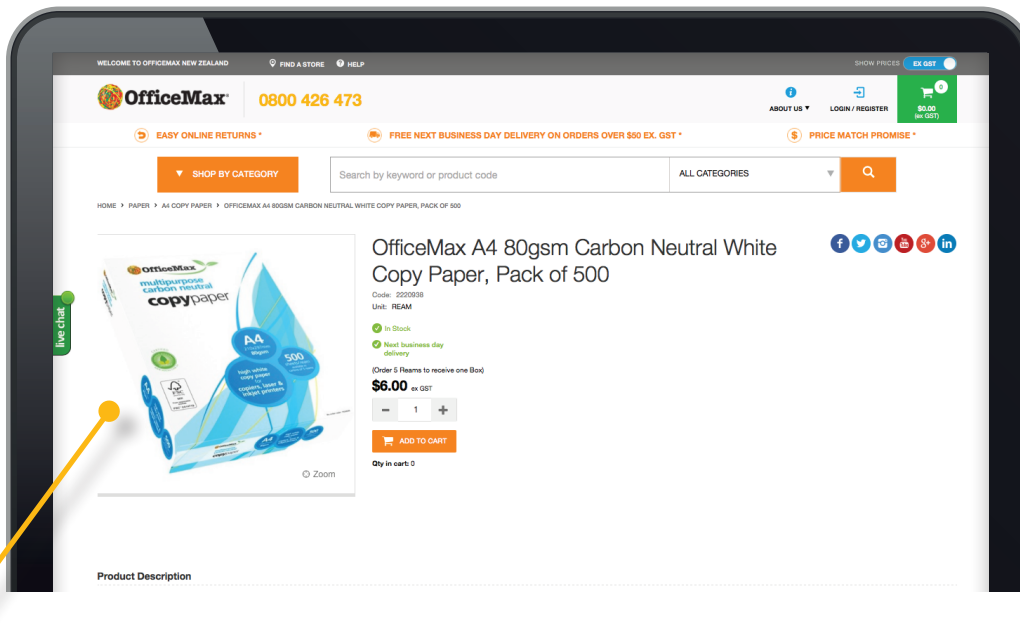
- They are 2 ply and soft to be gentle on your skin.
- They are FSC certified which makes them a great option for those who are environmentally conscious.
- There are 200 sheets in this box.
- The box features a lint guard to protect the tissues inside.
- The last 10 sheets are blue to let you know when it's time to replace the box.

(Total character count 663)

Product image specifications

A product image is a photograph or diagram that depicts an item being offered for sale. Images will be used to help market your goods on our websites and online advertising attracting customer interest and purchases.

- High resolution images are (preferred see pages 6-7 for details)

- Images supplied must depict the actual product

- Each image must be an individual photo of each product (ie. not a group of different colours of the same product)

- A group image can be supplied in addition to individual images

- Web resolution images can only be used for web and not for printed catalogues or any other printed marketing promotional material (see pages 8-9 for details)

- Images must be supplied with a clipping path (see pages 6-9 for details)

Please Note: Web images cannot be blown up to make a high resolution image and they will not be accepted for print or catalogue.

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IMPORTANT NOTICE

CHARGES APPLY TO ADD CLIPPING PATHS TO YOUR IMAGES

Images provided without a clipping path will be charged at *$30 per image excluding GST to the supplier.

This cost covers the time required to apply the clipping path or suitable clear-cutting.

*These charges are in addition to any existing charges in your supplier agreement.

Examples of unsuitable clipping path

Correct Path

Uneven path using magic wand tool- not recommended

Inaccurate edges and curves

Resized image with path that no longer fits

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High Resolution Image Specifications (recommended)

High resolution images are used on the web, in printed and digital catalogues and in other marketing promotional material.

Resolution: 300dpi

Size: Minimum 10cm or 1,180 pixels on the longest side (actual product only, not including any white/other space around the actual product image), refer to images on pages 6 and 7 that demonstrate true product image size

File format: JPEG

Background: White without a drop shadow

Clipped: Clipping path applied and saved as path. Refer to below image.

Cropped: As close to the product as possible

Number of images: Multiple images if available

File Name: Naming convention to match 'New Code Form' and a short description. Either *supplier SKU* or *OfficeMax Product code* can be used.

Examples:
166399_mosaicsquares
2220938_officemaxa4copypaper

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High Resolution Image Example

The 'actual product image area' is the portion of the image that is left after excess empty space around the item has been removed.
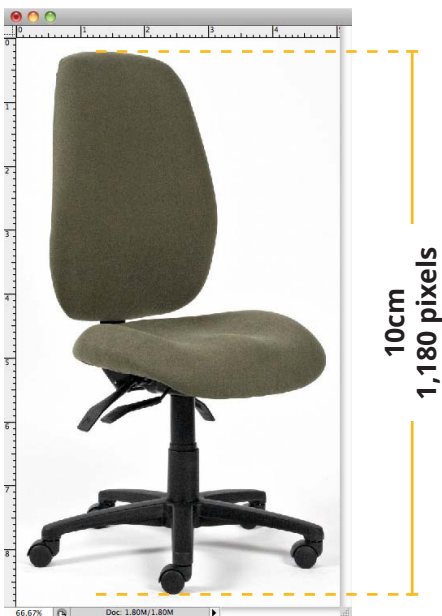

Original image

The Grey area is not part of the 'actual image size'

Image area cropped

True image size 10cm / 1,180 pixels

Web Resolution Image Specifications

Web resolution images can only be used for web and are not suitable for use in printed catalogues or any other marketing promotional material.

Web images cannot be blown up to make a high resolution image and they will not be accepted.

Resolution: 300dpi

Size: 5cm or 600 pixels on the longest side (actual product only, not including any white/other space around the actual product image), refer to images on pages 7 and 8 that demonstrate true product image size

File format: JPEG

Background: White without a drop shadow

Clipped: Clipping path applied and saved as path. Refer to below image.

Cropped: As close to the product as possible

Number of images: Multiple images if available

File Name: Naming convention to match 'New Code Form' and a short description. Either *supplier SKU* or *OfficeMax Product code* can be used.
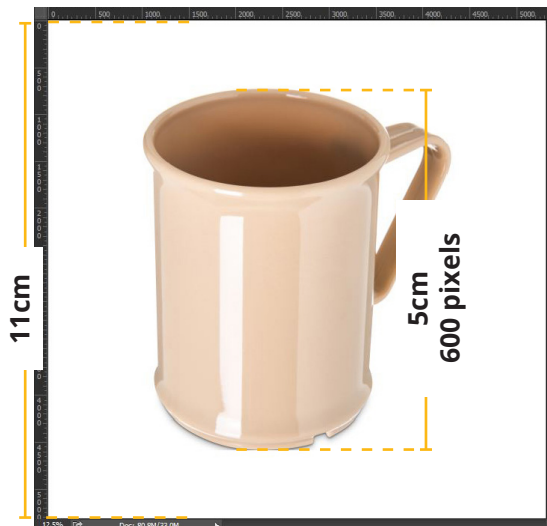
Examples:
166399_mosaicsquares
2220938_officemaxa4copypaper

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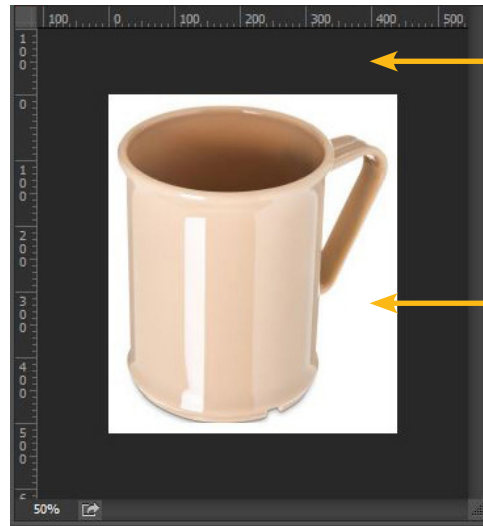
Web Resolution Image Example

The 'actual product image area' is the portion of the image that is left after excess empty space around the item has been removed.

11cm

5cm
600 pixels

Original image

The Grey area is not part of the 'actual image size'

This is the empty space around the image area which needs to be removed

Image area cropped

5cm
600 pixels

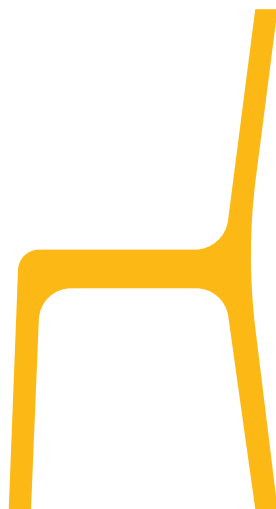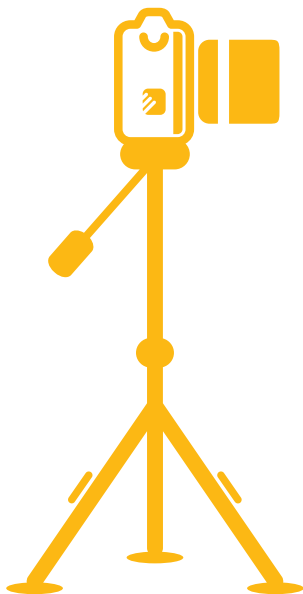True image size 5cm / 600 pixels

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Photography

If you don't have a product image or your image doesn't meet our image specifications, we can help.

OfficeMax can arrange for a photographer to take a high quality photo of your product to our specifications to appear on OfficeMax websites.

Costs for photography and image manipulation will be charged to the supplier and will be dependent on the number of photos that need to be taken.

Please contact your Merchandise contact at OfficeMax for further details and a quote.

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