

## ISOLA 00

### Description

Metallic structure in an open weave and a blended colour effect. Feels at home in any interior. Made from Trevira CS.

### Specifications

Part ID	0105670000
Composition	100% polyester trevira cs
Width (cm)	300 cm
Weight (g/m1)	450 g/m1
Lightfasness (scale 1-8)	5
Flameretardant	Yes
Certifications	OEKOTEX
Color variants	11
Shrinkage (%)	1%

### Washing instructions



### Industrial washing instructions

Does not apply.

# Product images

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Product images are a crucial part of any online retail strategy. They provide potential customers with a visual representation of the product they are considering purchasing. High-quality product images can significantly increase conversion rates and reduce return rates. In this document, we will explore various aspects of product photography and image optimization for e-commerce.

**1. Importance of Product Images**

Product images are the primary visual element on an e-commerce product page. They play a significant role in influencing a customer's purchasing decision. High-quality images can create a sense of trust and desire, while low-quality images can lead to skepticism and abandonment. Studies have shown that product images with a white background and clear focus perform best in terms of conversion.

**2. Types of Product Images**

There are several types of product images used in e-commerce:

- Hero Image:** The largest image on the product page, typically showing the product in a clean, white background.
- Thumbnail Images:** Smaller images that allow customers to view the product from different angles or in different settings.
- Infographic Images:** Images that provide additional information about the product, such as its features, benefits, and usage instructions.
- Lifestyle Images:** Images that show the product being used in a real-world context, helping customers visualize how it fits into their lives.

**3. Product Photography Best Practices**

To ensure your product images are effective, follow these best practices:

- Use a Clean White Background:** A white background is the most common and effective for product photography as it makes the product stand out.
- Use Professional Lighting:** Soft, even lighting is essential to avoid shadows and highlights that can obscure product details.
- Use a High-Resolution Camera:** High-resolution images are necessary to show the texture and detail of the product.
- Use a Tripod:** A tripod is essential for keeping the camera steady and ensuring sharp images.
- Use a Macro Lens:** A macro lens allows you to get very close to the product, highlighting its details.
- Use a Color Calibration Chart:** A color calibration chart ensures that the colors in your images are accurate and consistent across different devices.

**4. Image Optimization for E-commerce**

Optimizing your product images for the web is crucial for ensuring they load quickly and are displayed correctly. Here are some key optimization techniques:

- Use the Right File Format:** JPEG is the most common format for product images, but PNG is better for images with text or sharp edges.
- Compress Images:** Use image compression tools to reduce the file size of your images without losing quality.
- Use Responsive Images:** Responsive images allow you to serve different sizes of images to different devices, ensuring they look good on both desktop and mobile.
- Use Alt Text:** Alt text provides a description of the image for search engines and accessibility purposes.
- Use Lazy Loading:** Lazy loading delays the loading of images until they are needed, improving page load times.

**5. Conclusion**

Product images are a vital part of your e-commerce strategy. By following best practices for product photography and image optimization, you can create high-quality images that attract customers and drive sales. Regularly update your product images to keep your store fresh and appealing.