Guidelines for the Provision of Digital Media Files (Conrad)

Version 2026.8

Conrad Electronic SE
Klaus-Conrad-Strasse 1 - 92240 Hirschau - Germany

This document describes the guidelines for the provision of digital media (images, documents, videos) for product creation in the Conrad Group's assortment.

Contents

Media file transfer 2
- Transfer via URL (Deeplink) 2
- Provision of digital files 2

Quality guidelines 3
- **Image files** 3
  - Technical requirements 3
  - Content requirements 3
    - Main product image 3
    - Additional product images 3
    - Brand logos 4
    - Symbols 4
    - Consumer awards 4
  - Not permitted 4
- **Document files** 5
  - Requirements 5
  - Not permitted 5
- **Videoclips** 5
  - Requirements 6
  - Not permitted 6

Media file transfer

You can transfer media files in variety of ways. However, please make sure you comply with the guidelines below:

Transfer via URL (Deeplink)

All URLs need to point directly to the media file (i.e. images, video clips, PDFs etc). Links to files stored in the cloud (e.g. on Google Drive, Dropbox, Apple iDrive, YouTube, Vimeo etc) won't work for media to be displayed on our webpages.

Some systems limit access to deep links. Make sure you whitelist accordingly, to prevent these access requests from being perceived and blocked as crawler or bot attacks.

File names

The names of the files to be downloaded by Conrad need to match those used in mapping tables and BMEcats.

Provision of digital files

You can also use file transfer services (e.g. WeTransfer), SFTP URLs (e.g. FileZilla) and manufacturer media gateways.

File names

You will need to provide a mapping table to ensure media files are assigned to the right product.

To identify the right product, you need to provide one of the following:

- Manufacturer part number (MPN)
- Product identifier used by the supplier
- EAN

Optional information includes the manufacturer type designation and the Conrad product code.

Quality guidelines

Image files

Examples of how images are arranged and displayed on webshop pages are available here.
Not allowed are deepfakes i.e. ultra-realistic AI-manipulated images, and images that do not comply with the EU ECGT Directive.

Technical requirements

- Width/height: at least 500 pixels, 3000 pixels max
- Format: JPG, PNG, TIF (WEBP and AVIF don't work yet)
- Other formats applying to award badges, logos and line art: AI, EPS, SVG
- Colour mode: RGB

Content requirements

Main product image

- Mandatory image in compliance with the GPSR
- One image of the product (or a similar product), 1st image of the sequence
- Depiction of the product only, centred, on a pure white background
- Recommended: Clipping path
- **Not allowed:** uploading logos, image space holders and images that contain logos or text

Additional product images

- Provision of additional product images is optional
- Depiction of the product e.g.
  - on a pure white background
  - being used
  - using an image and explanatory text content
  - along with dimensions/schematic line art/circuit diagram
- Close-ups are permitted

Brand logos

- To be provided once during product master data creation
- Needs to represent an existing brand

Symbols

- Depiction of the stand-out product features
- Symbols/icons, other brand-related pictograms

Consumer awards

- Provision of licencing/expiry date information is mandatory
- Depiction of the highest-ranking awards

Not permitted

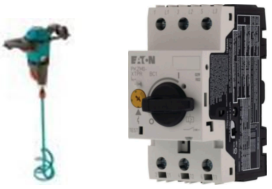
- Using images that are the intellectual property of, or share copyrights with other parties
- Images that not fully represent, or misrepresent, the product
- Image space holders (e.g. “Image to be uploaded later”, “No image available”, …)
- Company logos or brand symbols instead of the product on sale
- Main product images containing text and/or logos, b/w primary images
- Watermarks (not even for copyright disclaimers)
- Use of Conrad logos and Conrad own-brand symbols
- Product images that display marketing text elements (e.g. “Special Offer!”, …)
- Nudity, war scenarios, any type of discriminatory content
- Images of dirty or used products (exception: refurbished items)
- Low-definition, blurred or pixelated images
- Comparing the product to other brands/manufacturers
- Animated GIFs
- Examples:

Image space holder

Logos on images

Watermarks

Low-definition (<500px, blurred)



Document files

All documents are available in several languages and display in the “Documents & Downloads” tab of product detail pages (view an example here).

Requirements

- PDF format
- Manufacturer-issued documents only, professional layout
- Conrad document types include user manuals, tec spec sheets, information, certificates of conformity (CoC), safety data sheets, downloads, warranty terms and energy efficiency data sheets.
- Stating the document language

All new and existing documents need to comply with both the European Web Accessibility Act (EAA) and the EU ECGT Directive.

Not permitted

- Seller-generated PDFs
- Compromised or scanned files
- Seller logos / disclaimers (unless the seller is the brand owner/manufacturer)
- Any price-related information
- HTML, Word, Excel and PowerPoint files or any other MS Office formats

Videoclips

Videoclips display first in PDP preview galleries.

Requirements

- Resolution: at least 1280x720 px (HD), no more than 4096x2160 px (4K)
- Format: MP4, MOV, AVI
- Clip length: at least 5 secs, no more than 180 secs.
- Professionally-looking videography
- Excellent audio quality

Not permitted

- YouTube links, and links to other video content providers
- Naming salespoints and competitors, links pointing to other pages
- Any price-related information
- Files sized 1000 MB and above

Web accessibility information (EAA compliance):
Video content: Conrad has made sure that all videos provided before 28 June 2025 comply with EAA regulations.
In accordance with the law, all new video content needs to be uploaded by DemoUp Ciplister GmbH who we are working with, to ensure compliance.
More information about this available here.