

SUPERFRIDGE PHOTO STANDARDS

Required for Every Store Visit



SUPERFRIDGE
IN-STORE MEDIA

To ensure accurate reporting and a consistent presentation across all stores, please follow these photo standards each time you service a SuperFridge cooler. Use the visual examples on this page as a reference.

1. REQUIRED PHOTOS (2 TOTAL)

• Photo A — Corner Approach

Shows the cooler as a shopper would see it when approaching from the aisle.

• Photo B — Inside Cooler Close-Up

Shows the featured product, front poster, and riser clearly and without obstruction.



One GOOD Corner Shot

2. SETUP BEFORE TAKING THE PHOTO

- Posters must be **smooth, flat, and centered** in the frame.
- The **price card** must be placed **next to** (not covering) the riser card.
- Remove anything that distracts from the cooler: carts, boxes, displays, cleaning supplies, personal items.
- Straighten or hide visible power cords when possible.



One GOOD Inside Cooler Shot

3. WHAT MUST NOT APPEAR IN PHOTOS

- Store numbers in any form (no signs on the cooler, no store labels nearby, no writing on photos).
- Edited images, including cropping, drawing, typing, or filters.
- Posters or risers that are covered, bent, wrinkled, or partially blocked.

4. SUBMISSION REQUIREMENTS

- Submit both photos together with the completed store survey.
- Photos must be taken during the same service visit.



NOT ACCEPTABLE

- Clutter
- Wrinkled Poster
- Price Card Covering Poster
- Store Number Visible

QUESTIONS?

Contact your company or the SuperFridge Team at ops@SuperFridge.com or call 1-800-733-2999