

HOW TO DOWNLOAD STUDIO-QUALITY PRODUCT IMAGES

Overview

Frequently Asked Questions

What is the Image Downloader?

The Image Downloader is KEEN's official tool for downloading studio-quality product images. The Image Downloader is created by Arclight, formerly known as Apparent.

How do I access the Image Downloader?

Visit https://a.keen.procatalog.io/tools/downloader/

What will I need to download a product image?

You'll need a KEEN style number - for example, the KEEN Men's Newport Retro in Original Tie Dye is identified by 1018804.

You can also search by product name - for example, *Newport Retro* - however, we recommend using style number. Some models have many colors and variations over the seasons, which results in a large number of search results.

Where can I find a shoe's style number?

You should be able to find this number in your sales order. You can also find it on the side of our shoebox, on the label inside a shoe or sample, or on the product page on KEENfootwear.com (see right). Can't find the number? Ask your Sales Rep for help!

Anything else I need to know?

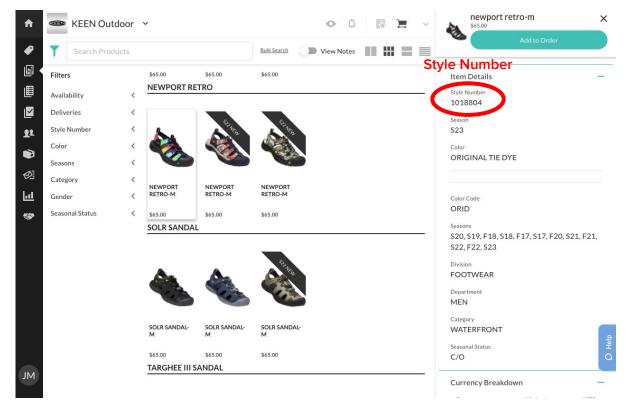
- 1. Style numbers are specific to a particular color
- 2. You can download images for multiple styles at once, simply by typing multiple style numbers into the system with commas between each style number.

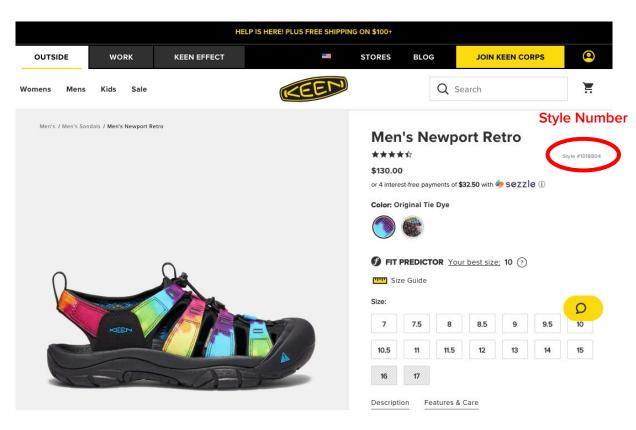




Where to find a Style Number

Samples from NuOrder and KEENfootwear.com





Example of where to find a style number on NuOrder

Note: when you click on a style, the panel on the right hand side will display. If you scroll down, Style Number will be one of the options that displays within the panel.

Example of where to find a style number on KEENfootwear.com

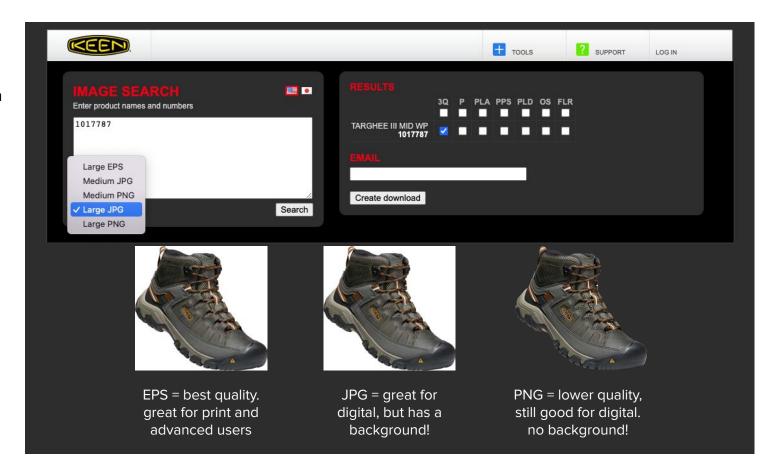


How to use the tool

Image Download 101

- 1. Visit https://a.keen.procatalog.io/tools/downloader/
- 2. In the IMAGE SEARCH box, type a style number or paste a list of style numbers with Ctrl+V (PC) or Command-V (Mac)
- **3.** Select a type of file and level of resolution Need something for a printed catalog? EPS is best. Your website? JPG should do it. Slideshow? PNG!
- **4.** Select checkboxes for the angles you want See next slide for details on what these letters mean!
- 5. Enter your email address
- 6. Click CREATE DOWNLOAD
- **7.** Check your email inbox

 Make sure to add support@procatalog.io to your safe senders list. Didn't get an email? Check your spam.





Angle Types

Abbreviations Explained



3Q = Three Quarter

P = Profile



OS = Outsole



PPS = Pair Plus Sole



PLA = Pair Low Angle



PLD = Product Laydown

DO NOT USE



FLR = Final Line Review

What is an FLR image?

FLR images are photographs of earlier-round samples.

These images are intended to provide a preview of future season styles and are **not intended for fan-facing use** (e.g. on your website)

Note the darker leather and mesh, and the flipped logo

