



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

The screenshot shows the NuOrder interface for KEEN Outdoor. A search bar at the top contains 'newport retro-m'. Below the search bar, there are filters for Availability, Deliveries, Style Number, Color, Seasons, Category, Gender, and Seasonal Status. The main product listing shows three items: NEWPORT RETRO-M, SOLR SANDAL, and TARGHEE III SANDAL. The item details panel on the right shows the following information:

- Item Details
- Style Number: 1018804 (circled in red)
- Season: S23
- Color: ORIGINAL TIE DYE
- Color Code: ORID
- Seasons: S20, S19, F18, S18, F17, S17, F20, S21, F21, S22, F22, S23
- Division: FOOTWEAR
- Department: MEN
- Category: WATERFRONT
- Seasonal Status: C/O
- Currency Breakdown

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.

The screenshot shows the KEENfootwear.com website. The navigation bar includes links for OUTSIDE, WORK, KEEN EFFECT, STORES, BLOG, and JOIN KEEN CORPS. The main product page for 'Men's Newport Retro' is displayed. The style number 'Style #1018804' is circled in red. The product details include:

- Men's / Men's Sandals / Men's Newport Retro
- Men's Newport Retro
- ★★★★☆
- \$130.00
- or 4 interest-free payments of \$32.50 with sezzle
- Color: Original Tie Dye
- FIT PREDICTOR: Your best size: 10
- Size Guide
- Size: 7, 7.5, 8, 8.5, 9, 9.5, 10, 10.5, 11, 11.5, 12, 13, 14, 15, 16, 17
- Description
- Features & Care

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.

KEEN TOOLS SUPPORT LOG IN

IMAGE SEARCH Enter product names and numbers

1017787

Large EPS
Medium JPG
Medium PNG
✓ Large JPG
Large PNG

Search

RESULTS

3Q	P	PLA	PPS	PLD	OS	FLR
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TARGHEE III MID WP
1017787

EMAIL

Create download

EPS = best quality. great for print and advanced users

JPG = great for digital, but has a background!

PNG = lower quality, still good for digital. no background!

Angle Types

Abbreviations Explained



3Q = Three Quarter



OS = Outsole



PLA = Pair Low Angle



P = Profile



PPS = Pair Plus Sole



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