

Photography Brief

SEP 2026

Project Overview

We require a series of professional product photographs for our range of scientific and laboratory freezers. The imagery will primarily be used across our website, sales materials, product pages, digital marketing and presentations.

- ▣ The focus is on creating high-quality product assets that clearly showcase the products' design and functionality.

Objectives

- Produce clean, high-resolution product photography suitable for background removal and PNG cut-outs.
- Demonstrate scale and usability through user interaction.
- Showcase key product features and build quality.
- Create a small selection of more creative images for marketing use.

Location

Froilabo Instruments, Str Principala Nr 1A Sat, 115204 Podu Broșteni, Romania

Project Timeline

The photoshoot is planned to take place during September 2026, exact dates are to be confirmed. Final scheduling will be agreed with the selected photographer based on availability and project requirements.

Product List

The photoshoot will cover our range of scientific and laboratory equipment.

Scope

Total products: Approx. 20 units (exact number tbc)

Product categories: Laboratory Freezers and Refrigerators

- ▣ Various sizes and models may be included.
- ▣ A detailed product list will be provided prior to the shoot.

Deliverables

Product Cut-Out Images

Clean studio style photography of each freezer suitable for background removal.

Required angles:

- Front
- Front at 45° (left and right)
- Side
- Door open
- Door closed
- Interior view
- Product family/group shots where applicable

Requirements:

- ▢ Even lighting
- ▢ Minimal reflections
- ▢ Entire product in focus
- ▢ Sufficient separation from background for easy cut-out

Interaction/User Images

Images showing people interacting with the equipment.

Examples:

- Opening and closing the freezer
- Retrieving samples
- Viewing temperature display
- Adjusting controls
- General operation

Requirements:

- ▢ Lab coat and appropriate PPE where relevant
- ▢ Natural interactions rather than posed “stock photo” style imagery
- ▢ Focus on showcasing usability and scale of the product

Detail Photography

Close-up images highlighting:

- Screens & Temperature displays
- Door handles
- Locking systems
- Shelving and storage systems
- Branding

Lighting

- Bright, clean studio lighting for cut-outs
- Controlled highlights
- Consistent across product range

Colour

- Accurate product colour reproduction
- Neutral white balance

Other Notes

Please allow sufficient framing variation for multiple crops and formats.

File Delivery Requirements

Final Deliverables

For all images captured during the shoot, please provide original RAW files from camera.

Post-Production

All post-production, image cut-outs, retouching, colour grading, and final asset creation will be completed in-house.

The photographer should focus on:

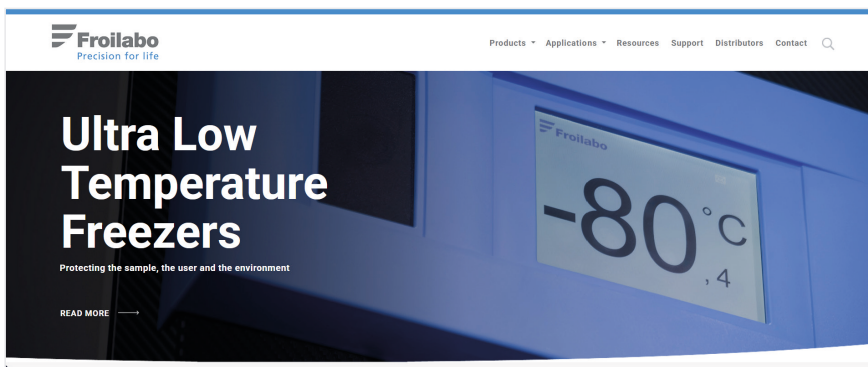
- Accurate exposure
- Correct white balance
- Sharp focus
- Consistent lighting
- Clean product presentation

References & Existing Brand Photography

This document includes examples from previous photoshoots and existing marketing material for the brand.

The aim is for the new photography to integrate seamlessly with our existing image library while maintaining a consistent brand look and feel.

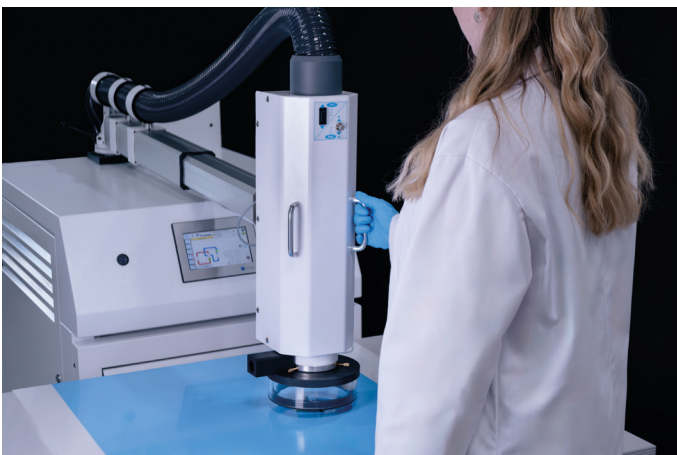
Examples of Photography Usage



Examples of Product Cut-Out Images



Examples of Interaction/User Images



Examples of Detail Photography

