



opv®

We take care of your products

Windmills are strongly associated with Öland – the island of sun and wind. In the middle of the 19th century, Öland boasted approximately 2,000 windmills. Today around 355 of them are left.



# We take care of your products

## **WELCOME TO ÖLAND – HOME OF THE CALMIUS FAMILY**

OPV is a family-owned IT company based in Färjestaden on the Swedish island of Öland. We have been developing products and services for the European consumer goods industry since 1992 and now have a network of 370 suppliers. We specialise in producing product images and product information, offering everything from photography and image editing to media systems and web applications. If you entrust us with your images and product information, you can be sure it will be in safe hands. *We take care of your products.*



## **A MESSAGE FROM JOHAN ...**

Our customers are our greatest asset. The trust you place in us enables us to further develop our products – and this means that we can continue to maintain our position at the forefront of the industry.

The feedback we receive from you is invaluable, because our aim is to keep offering you the services and products you want in the future.

We have also noticed that companies in the food and consumer goods industry are calling for a general standard to make it easier to manage images and product information. We are with you all the way!

Let's hope that the various trade organisations involved will sit up and take notice too. And as soon as the prospect of an industry standard becomes a reality, we will naturally be among those championing it. With your help.

Johan Danielsson, MD



# In safe hands ...

## **QUALITY WITH PERSONAL SERVICE**

We offer you, as a customer, a complete working procedure for handling your images and product information. With our help, you will be able to reach everyone who needs product, environmental and space management images, product sheets and advertising films, etc., along with the associated product information. You have the option of using our services exclusively or as a supplement to your own customised system, giving you as a customer the opportunity to reproduce information in an image bank of your own, with your unique graphic profile.

If you need shelf labels, sales sheets or product catalogues, you can easily create them yourself using our new user-friendly web application, Easy Label Creator.

Thanks to our long and successful cooperation with producers of consumer goods, wholesalers, retailers and other users, we can act as a link to the external management services you need for your images and related textual information. We make sure that you have the right image and the right text in the right place.

When you choose to use our services, we guarantee that we will always keep you up-to-date with the latest demands and requirements of the market, where rapid changes sometimes call for rapid responses.

## **YOU TAKE CONTROL**

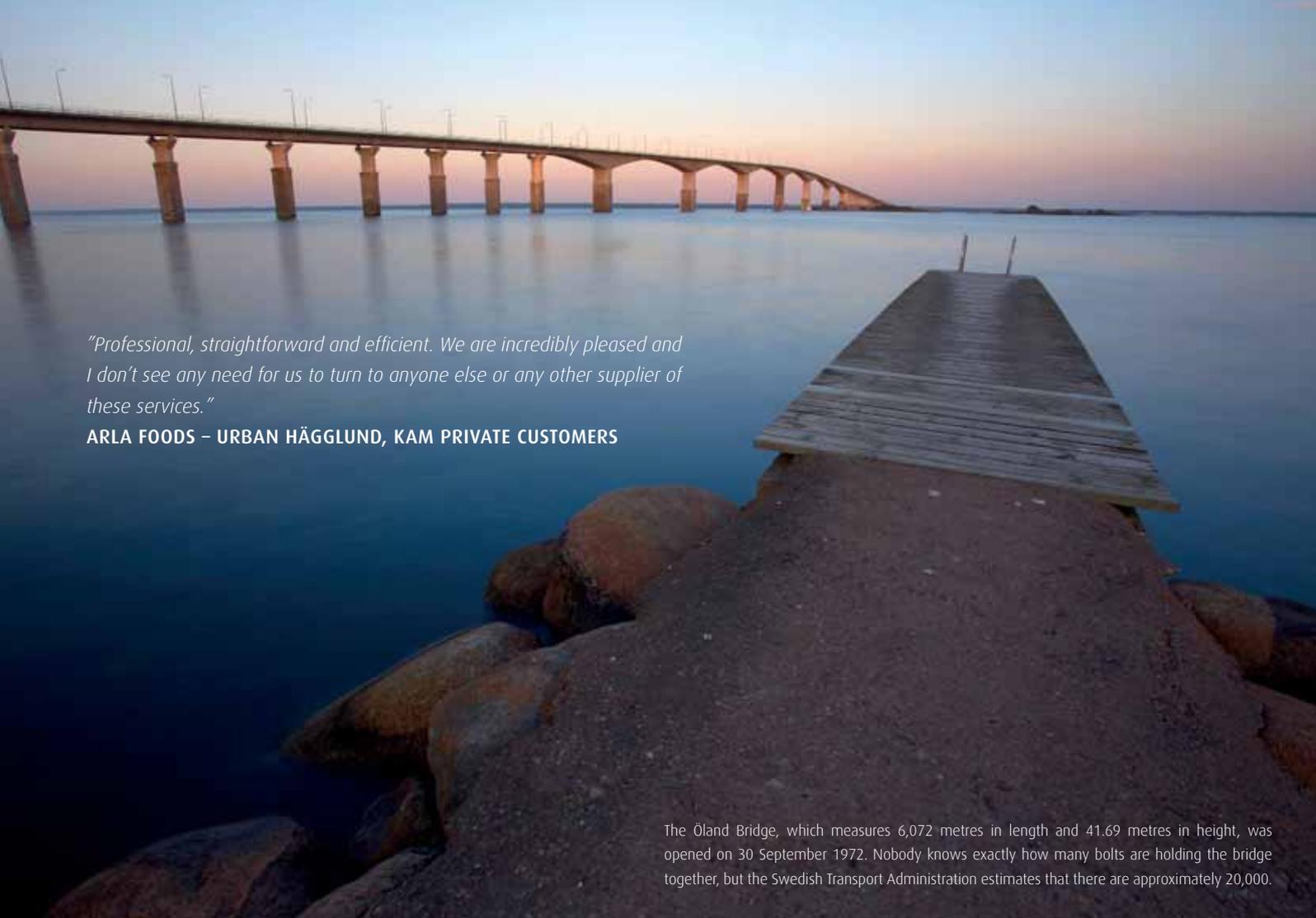
Here at OPV, we have our own quality control system to ensure that, among other things, images and product information conform to approved quality standards throughout the supply chain. This applies to both images for print and product information for e-commerce.

Yet it is always entirely up to you, our customers, to approve and publish your own images and associated product information.

This approach means that you can constantly make sure that the images and information supplied by our systems are checked and approved. As our customer, you will always have full control over what is being published, when it is being published, and who it is aimed at.

## **SECURITY**

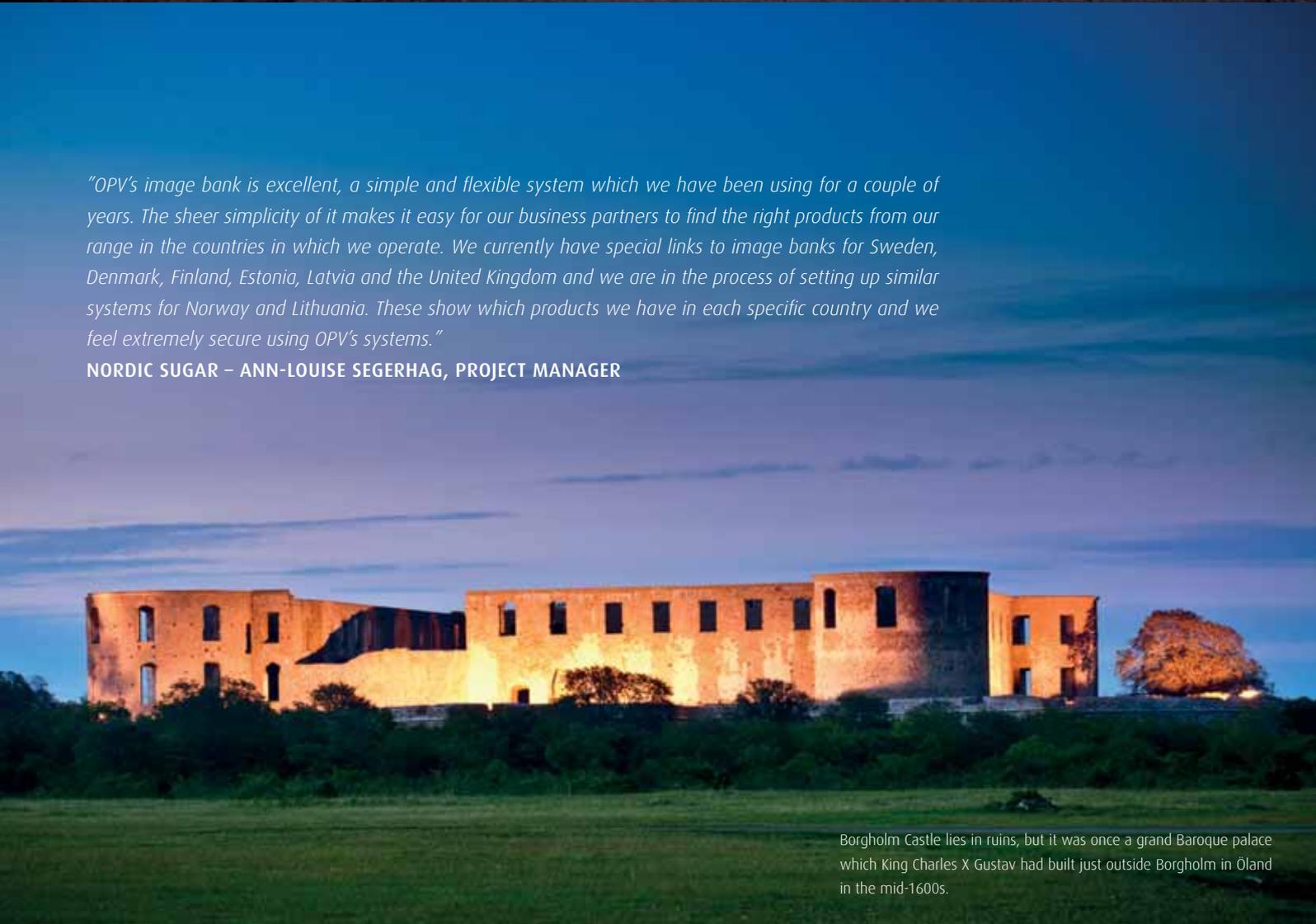
Our products are developed and managed exclusively by us. Our systems have a very high level of security, which is regulated by contracts, so that you as a customer will feel safe and secure in working with us.



*"Professional, straightforward and efficient. We are incredibly pleased and I don't see any need for us to turn to anyone else or any other supplier of these services."*

**ARLA FOODS – URBAN HÄGGLUND, KAM PRIVATE CUSTOMERS**

The Öland Bridge, which measures 6,072 metres in length and 41.69 metres in height, was opened on 30 September 1972. Nobody knows exactly how many bolts are holding the bridge together, but the Swedish Transport Administration estimates that there are approximately 20,000.



*"OPV's image bank is excellent, a simple and flexible system which we have been using for a couple of years. The sheer simplicity of it makes it easy for our business partners to find the right products from our range in the countries in which we operate. We currently have special links to image banks for Sweden, Denmark, Finland, Estonia, Latvia and the United Kingdom and we are in the process of setting up similar systems for Norway and Lithuania. These show which products we have in each specific country and we feel extremely secure using OPV's systems."*

**NORDIC SUGAR – ANN-LOUISE SEGERHAG, PROJECT MANAGER**

Borgholm Castle lies in ruins, but it was once a grand Baroque palace which King Charles X Gustav had built just outside Borgholm in Öland in the mid-1600s.

# OPV Online

## A CENTRAL COLLECTION POINT

OPV Online is a web-based product database containing images and product information. It is the leading system for gathering product information within the Swedish retail industry today.

Almost every consumer goods supplier in Sweden is currently participating in OPV Online, with around 2,800 affiliated brands.

## ACCESSIBLE TO EVERYBODY – AT ANY TIME

OPV Online offers retail chains, advertising agencies and departments, printing houses and magazines a common location where they can download up-to-date information at any time.

The system also offers the option to export the necessary information to online stores and other web systems.

## A STORE OF INFORMATION

OPV Online stores high resolution product images, environmental images, logos, product information (such as nutritional information, ingredients or allergy warnings), product labels, certificates, EAN and other product codes.

Images and product information stored in OPV Online are always approved by the respective suppliers via a digital proofing system. All images in OPV Online are available in TIFF, EPS and JPEG formats and they always have a clipping path. The images can be downloaded to the users' hard drives or sent by e-mail.

## NETWORKED SYSTEMS

OPV Online is the only system which automatically supplies images and product information to the internal image banks of ICA, Coop, Bergendahl, Axfood, Apoteket AB and Apotek Hjärtat.

We only provide images and product information in line with the specifications required by external image systems.



## Customer references

### PHARMACY SYSTEMS

The pharmacies Apoteket AB, Vårdapoteket, Apotek Hjärtat, DocMorris Apotek, Kronans Droghandel, Boots AS, Apoteksgruppen and Medstop have signed an agreement with OPV concerning the supply of product images and information from the OPV Online and OPV Space systems.

### ICA SVERIGE AB

OPV Online provides ICA's own image bank, ICA Reklamen in Kungälv, with product information and images on a daily basis. We always supply images and information according to ICA's specific requirements. OPV Online also provides ICA's news service with images to use in its news presentations for shops.

OPV Online also supplies product information and images for ICA's online stores. We can connect OPV Online to all e-commerce stores no matter which platform the ICA store has chosen.

### COOP SVERIGE AB

OPV Online provides Coop's image bank, Coop Mediebank, with product information and images on a daily basis. We always supply images and information according to Coop's specific requirements.

OPV Online also provides product information and images for Coop's centrally managed online stores.

The two systems are Coop's e-commerce system for county councils and municipalities, [www.butiken.coop.se](http://www.butiken.coop.se), and the online store [Mataffären.se](http://Mataffären.se).

### AXFOOD SVERIGE AB

Axfood's advertising department is connected to OPV Online via its intranet. OPV Online provides Axfood's online store ([www.netextra.se](http://www.netextra.se)) and media planning team with product information and images.

### NETTO

OPV Online provides Netto's media department with product images.

# OPV Online<sup>+</sup>

## OPV ONLINE<sup>+</sup> CUSTOMISED MEDIA SYSTEM

Customers can make full use of OPV Online's relational database on their own websites, enabling them to set up a special version of OPV Online according to their own specifications. The customised systems use the OPV Online database, but they can also be provided with their own unique graphic profile and a new user structure, etc. Customers simply need to ensure that the images and information kept on OPV Online are always accurate and correct, since these are carried over to the customers' own media banks in real time.

## OPV ONLINE<sup>+</sup> PRODUCT LISTING

Customers can make full use of OPV Online's relational database on their own websites to create pages containing their own product ranges.

In terms of graphics and structure, the product listings can be arranged entirely according to the customers' requirements. Customers simply need to ensure that the images and information kept on OPV Online are always accurate and correct, since these are carried over to the customers' own product listings in real time.

We have now made it easier than ever for suppliers connected to OPV Online to set up automatically generated product listings on their own websites. All they have to do is include a "Jwidget", a widget for JavaScript, on their website in the HTML code for the page on which their product listing will be displayed. The product information will then be downloaded from our servers automatically.

## Customer references

### PÅGEN AB – NILS RHODIN, SALES PROMOTION MANAGER

*"Pågen AB has been connected to OPV Online since 2001 and is included in OPV Online's automatic distribution of images and product information to all chains and external channels.*

*"With the help of an OPV Online "customised media system", we have been able to create our own image bank via our own website.*

*"All Pågen needs to do is continue to maintain a system via OPV Online, which is then carried over to our own image bank with its own design, menus and structure.*

*"We also use "OPV Space" for our product images as part of our own space management program."*



# OPV Integration

## BUSINESS SYSTEMS FOR OPV ONLINE AND SPACE

Every business system is unique, which means that there is usually no single integration solution which works for everyone. Instead, individual integration solutions are developed for each customer, based on the specific conditions in each case. Some customers might have a business system which is complete and compatible enough to be able to create, edit and delete products automatically in our systems, upload the images required, or set publishing levels at different times, etc.

Others might opt for a simpler solution, whereby they can export certain production information for available products but a certain amount of manual adjustment is still required – for example to create/delete products, add images, set publishing levels, or check that the products are listed under the right categories, etc.

After establishing what level of compatibility is possible and what our customer's aims are, we work together to agree on what exactly the service should be able to provide.

## TECHNOLOGY

We develop a SOAP XML web service which you can communicate with, while you develop a module or a standalone program for the business system, designed to communicate with the web service and send over the data required.

Exactly which functions the web service will provide, how they will work and what the data structures will look like are issues we will naturally agree on before we start work.

The web service is a passive service which simply picks up calls. It is therefore up to you to initiate any data transfers. This gives you full control over which information is transferred and at what times.



## Customer references

### SPENDRUPS BRYGGERI AB – MAX ENGSTRÖM, IT ARCHITECT AND PROJECT MANAGER

Spendrups has been connected to the OPV Space system since 2004.

Discussions have started between OPV and Spendrups with regard to potential participation in the OPV Online system. Spendrups has an internal PIM system which performs functions such as storing high resolution images and product information. The PIM system is an extension of Spendrups' item list in the ERP system and serves as an information-based SVOT (Single Version of the Truth) for descriptive information about items and products.

During the spring of 2011, a project was launched to integrate Spendrups' PIM system with OPV. This involved OPV, in consultation with Spendrups, creating a web service to enable Spendrups to automatically export approved images and product information directly from its business system to OPV Online or OPV Space.

*"The project represents an important milestone in Spendrups' master data strategy regarding unstructured item and product information. The integration with OPV's systems means that Spendrups is now connected to the network of consumer goods retailers' image banks. This has improved Spendrups' method of working with OPV, as it allows Spendrups' staff to work exclusively in the company's internal PIM system, which then automatically exports information to OPV."*

*Max Engström feels that the integration project was very successful and the fruitful cooperation between Spendrups and OPV, from both a business and a technical perspective, is the main factor in this success.*

*"With the help of state-of-the-art technology, the project has established a solid partnership between Spendrups and OPV, providing us with a solution which we believe we can work with for a long time yet."*



# OPV Fotostudio

OPV has its own modern photo studio designed specifically for product photography. OPV can offer pack shot photography, 360 degree photography and 360 x 360 products in 3D (PaperVision3D). OPV's staff have many years of experience in photo-finishing, retouching and image manipulation.



## PRODUCT PHOTOGRAPHY

Product photography of individual products is a service we have been providing for Swedish consumer goods producers since the mid-1990s. The end result is always a digital image with a clipping path and colour and temperature correction. The images are supplied in a size suitable for high-quality printing as well as for publication on the Internet.



## PRODUCT PHOTOGRAPHY FOR SPACE MANAGEMENT

OPV photographs products to be used to create planograms. The finished artwork is adapted for all space management systems and supplied with customised alpha masks.



## POST-PROCESSING & COMPOSITE IMAGING

OPV's photographers have a wealth of knowledge when it comes to digital image processing for high resolution images. The photos we supply always meet the customer's requirements and we can provide images suitable for a range of different media. We also offer advanced composite images for customers who require, for example, environmental images or montages of individual pack shots.



## 3D PRODUCT MODELLING

OPV has many years of experience in generating product models in 3D, with the help of state-of-the-art software. 3D product models are designed to resemble the real products as closely as possible and can be used for photographs before suppliers have provided the actual product.



## 360 DEGREE PHOTOGRAPHY

OPV's photo studio includes a department which specialises in photographing products in 360 degrees. The images are colour-corrected before being compiled via Adobe Bridge and Adobe Photoshop, using a script we have developed in-house. A finished Adobe flash video or HTML 5 with CSS 3 is then generated automatically from the images.



## 360 X 360 DEGREE PRODUCTS IN 3D

OPV can offer 360 x 360 degree displays of products in 3D with original materials applied. OPV can build any 3D object using 3D applications, but we can, of course, also import finished models. The pack shot originals for the product are subsequently applied on all sides and programmed using PaperVision3D to create a dynamic end product. The 3D product is then packaged via a Flash interface so that it can be published on the Internet.

# OPV Space

## KEEPING YOUR SHELVES IN ORDER WITH SPACE MANAGEMENT

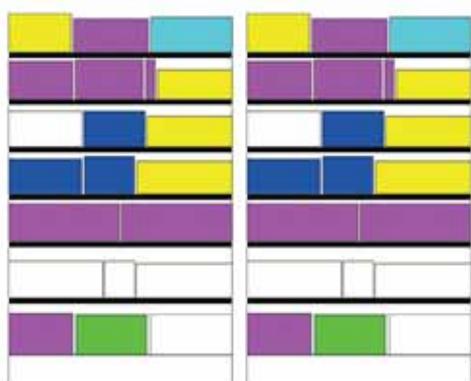
OPV Space is a web service which provides wholesalers and suppliers with access to images and product information for space management, in other words, determining how products should be arranged in shops and on shelves to maximise turnover. Moving a product a few metres or changing displays can boost sales dramatically.

The OPV Space system, [www.spacemedia.se](http://www.spacemedia.se), was designed in response to the increasing need for space management in the day-to-day work of wholesalers, suppliers and retailers and due to the lack of a system which is updated on a daily basis.

All consumer goods wholesalers in Sweden now use OPV Space and at the start of 2011 there were approximately 2,600 brands affiliated with the system. With the OPV Space system, suppliers and wholesalers have access to their own space management images and information as well as those of other suppliers. This enables them to create planograms in as much detail as possible. The system is very user-friendly and is available on the Internet.

OPV Space can handle both images and information. The images are available in TIFF, TGA and JPEG formats. The TIFF and TGA formats have alpha channels to make the area not covered by the product transparent. Users can also choose the resolution and size of their images and decide what to name the image files when downloading them.

Without OPV Space



With OPV Space



**OPV Space** is a web service for space management, in other words, determining how products should be arranged in shops and on shelves to maximise turnover. Moving a product a few metres or changing displays can boost sales dramatically.

## Customer references

### COOP BUTIKER & STORMARKNADER AB – MARIE OLSSON

*"OPV Space offers an easy and efficient way to update our image database. It is flexible and provides us with daily updates. The quality of our planograms has improved because the images are accessible when revisions need to be made. It is easy to search for images, both to check that we have the correct image in our system and to see what a product looks like prior to receiving a product sample from the supplier."*

### MARS SVERIGE AB – DANIEL LARSSON

*"OPV Space is a simple and effective system which is easy to navigate. I use it more as an image database than as a database for product information. It offers more flexibility in processing images and, most importantly, better image quality."*



# OPV Easy Label Creator

## WEB-BASED PRINTING APPLICATION

OPV Easy Label Creator is an additional service to the media system OPV Online. All suppliers connected to OPV Online can use this web application to quickly create product-related material such as labels, sales sheets, product catalogues, promotional material, etc. All necessary information and images are extracted automatically from OPV Online and the finished material is produced as a high resolution PDF with images and OCR text, which is text that can be searched, modified and copied.

OPV Easy Label Creator is a web-based printing application which always works in connection with the OPV Online image and product information database. All suppliers connected to OPV Online can use OPV Easy Label Creator.

## OPV EASY LABEL CREATOR BASIC

Based on the standard structure in OPV Online and contains six standard templates.

## OPV EASY LABEL CREATOR PREMIUM

Based on the standard structure in OPV Online and contains the same templates as the Basic version, but also offers the possibility to add your own unique designs.

## OPV EASY LABEL CREATOR CREATIVE

Can handle customised OPV Online structures. In addition to all the templates available in the Basic version, this version allows customers to create completely customised designs with, for example, cover pages, indexing, perforation lines and logos, etc.

## Customer references

### HARIBO – RICHARD JÖNSSON

*"HARIBO offers a wide range of pick-and-mix sweets. The range is constantly changing, with new products added and old ones dropped. We have produced labels containing ingredients information for all the types of sweets we make. In the past, we purchased finished labels from external suppliers about three times a year. However, due to the constant changes to the range, sometimes requiring quick turnarounds, we started to look for an alternative solution. We already have our own image bank with OPV, so we turned to them for a solution.*

*Easy Label Creator suits our requirements perfectly and offers numerous advantages:*

- User-friendly
- Time-saving
- Low-cost

*We have already recovered the cost of Easy Label Creator in the first year and can recommend this solution."*



# OPV Storage



OPV Storage is a web-based image and product database for storing images, illustrations, presentations, documents, PDFs, videos, etc. which cannot or should not be stored on OPV Online. OPV Storage is a system which is administered by you, the customer, and can handle all permission levels.

The system is dynamic and allows the users themselves to manage the daily task of uploading digital material and to create their own cataloguing systems with unique menu trees. The administrator manages the permission policy and provides users with access to the system. OPV Storage can be used as a common platform in the production flow of marketing material or in creating packaging designs.

A major advantage of OPV Storage is that it is integrated with OPV Online and can exchange information with it.

This makes it possible, for example, to transfer packaging images which have been approved for production from OPV Storage over to OPV Online, or to transfer an archived product image from OPV Online to OPV Storage.

OPV Storage is provided as a basic module called OPV Storage Basic. This basic module contains the functions needed to quickly implement the system in your organisation. It is also possible to expand the system with additional modules to provide extra functionality, for example for a fully developed MRM system.

# OPV System Development

OPV has a wide range of technical expertise at its disposal and can run complete projects from start to finish, no matter what technology and platforms are involved. System integration is part of our day-to-day work and we provide product information and images to a range of different e-commerce systems and mobile applications via web services and other resources.

## WEBSITES WITH CMS

We also develop entire websites with CMS systems which allow customers to update news and contents themselves. The implementation of these projects involves, among other things, specifying the requirements, performing analyses and, of course, the development itself. We work according to an iterative process which enables us to adapt quickly to external demands and requirements.



## Customer references

### GULDFÅGELN AB – JOHAN EKEROT

*"OPV has developed a website for us in which visitors can find good chicken recipes and share them with other people on Facebook. Our website is based on a CMS platform, so we can manage updates ourselves without any need for external consultation.*

*We also occasionally ask OPV to help us set up specially designed competitions on Facebook.*

*And for our customers who want to access recipes directly from their smart phones, OPV has also developed a mobile website for Android phones and iPhones.*

*OPV is very responsive in its communications with us and is willing to be flexible when something needs to be done quickly. They also have a great deal of technical expertise and creativity, so we can truly recommend them as a business partner."*



I skate to where the puck is going to be, not where it has been

Quote from Wayne Gretzky, often cited by Steve Jobs



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