

Product & Pack Shots

Whether you are a foodie startup or household brand, displaying your products with clarity is vital.

Using our experience in creating perfect product mock-ups for advertising shoots and post production skills honed for international clients in food, we can fulfil all your product and pack shot needs.

Here are three examples of pack shot photography, one to fit every stomach and budget.

Level 1

Budget - £

Volume - HIGH

Finishing level - Jam Doughnut (Rolled in sugar)

Standard Studio lighting setup

Post production includes colour adjustment, spot removal and crop

Just turn up and shoot

£100 setup fee

£50 per hour

Post production included

Add clipping paths from £10 per image

Level 2

Budget ££

Volume - MEDIUM

Finishing level - Strawberry Tartlet (Delicate and refined)

Creative studio lighting setup

Light modification

Post production includes colour adjustment, spot removal, clean and repair blemishes on the pack, straighten and remove imperfections and add clipping paths with drop shadow

Full product list required prior to shoot

Half day £300

Day rate £500

Post production from £25 per shot





Level 3

Budget £££

Volume - LOW

Finishing level – Croquembouche (Mind-blowing)

Unique lighting setup for each product

Custom light shaping, modifiers and reflectors

Post production includes colour adjustment, spot removal, clean and repair blemishes on the pack, straighten edges and remove imperfections, separate pack elements, smooth surfaces, clean glass or clear materials, colour matching and clipping paths with drop shadow

Style guide and product list discussed prior to the shoot.

Half day £300

Day rate £500

Post production from £50 per shot

Stylists and assistants available.

Top Tip: Packshots put your product under a magnifying glass - literally! Use your best samples - it's better to get it right IRL, rather than trying to fix it in Photoshop.