



K100 LIGHTING SYSTEM

100% WHITE SOLID BACKGROUND

BOTTLED PRODUCTS

Keeping it 100%

K100 White Background Lighting means **maximum brightness** and clarity for ecommerce websites. 100% background exposure guarantees consistency and seamless placement on white background web pages.

WHITE BACKGROUND LIGHTING



SHOT ON ACTUAL WHITE BACKGROUND - 100% REAL

We pity the fool who shoots on a gray background and then tries to photoshop it white. **That's not keeping it real**, and it doesn't look legit like a real-life 100% white background, with real light coming from behind the product. **Bottled liquids need real background light** to expose the contents of the bottle and match the brightness of a white page. Anything else looks out of place.

TEXTURE LIGHT



Real Detail

Real photography—not computer generated imagery—means true-to-life detail that shows the **unique textures** of your label.

DIFFUSION PANELS

Keep it Smooth

Diffusion panels soften the light for the smoothest possible reflections off the surface of the glass.

LIQUID LIGHT

Show your True Colors

Back-lit panel illuminates the liquid itself—not the glass—for a **glowing effect**, and creates a true white background, not a cut-and-pasted one.

REFLECTIVE BASE

Natural Reflection

Reflective base sheet extends the white background to the bottom of the frame, and creates a **realistic reflection** of your product (not photoshopped) that **blends naturally** with a white page.

