



Digital Product Content Standards

Please note: digital product content is **ONLY** displayed by the primary UPC. Update all UPCs associated with the Meijer PID/product (unless the information specifically varies by UPC, i.e. an old UPC corresponds with old information). Updating all UPCs will eliminate the dissemination of inaccurate information, in the case of a primary UPC change.

Meijer continues to evolve its digital content so that all products provide the best customer experience. Below outlines our current marketing data expectations *and* new compliance image requirements.









IMPORTANT: This information must be supplied upon initial product setup.

Customer Facing Data Requirements:

- Product Name
- Product Details
- Features

Unless approved by the Meijer buying team, the below images must be used when submitting product to be approved through PIM.

- Save image name as the 12-digit UPC (13 digits for EAN) followed by the “GS1” product view identifier (see below)
- Do not include additional information such as product name, size, etc.

<p>Front</p>  <p>713733778954_A1C1</p>	<p>Left</p>  <p>713733778954_A2C1</p>	<p>Top</p>  <p>713733778954_A3C1</p>	<p>Tilt Left</p>  <p>713733778954_A1L1</p>
<p>Back</p>  <p>713733778954_A7C1</p>	<p>Right</p>  <p>713733778954_A8C1</p>	<p>Bottom</p>  <p>713733778954_A9C1</p>	<p>Tilt Right</p>  <p>713733778954_A1R1</p>

Additional Compliance Image Requirements:

- Ingredient/Supplement detail
- Nutrition, Supplement and / or Drug Fact Panel
- Warning Information
- Distributed by
 - All the above information may be included in one image, if legible.

Image Requirements:

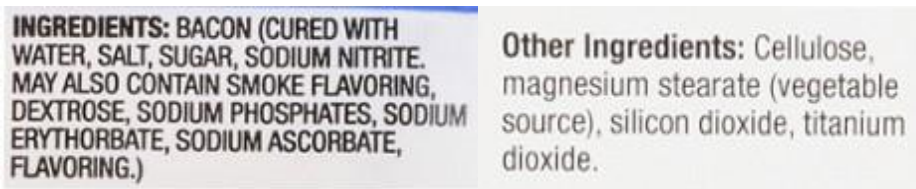
- 2400 X 2400 pixels @ 300 ppi (Minimum: 1200 X 1200 pixels)
 - 16 MB file size
 - File Formats: EPS, Tiff, Targa, PSD, PNG, JPG, PDF
- ADA/Accessibility Content Requirements – Product Images reference link:
<https://vendornet.meijer.com/Home/Section/Compliance-334>

Below are example images that meet the compliance requirements

Nutrition / Supplement Facts Panel:



Ingredient/Other Ingredients Statement Line:



Warning Information:

THIS PRODUCT DOES NOT CONTAIN ANY DAIRY, SOY OR GLUTEN.

Suggested use: Adults, as a dietary supplement, take one (1) capsule daily.

Do not crush or chew.

Store in controlled room temperature area between 68° - 77° F (20° - 25° C). We recommend you store this product in the original blister card package.

WARNINGS: KEEP OUT OF REACH OF CHILDREN.

CAUTION: We recommend you discuss the supplements and medications you take with your healthcare provider. Consult your physician before taking this product if you have a medical condition, are pregnant or are nursing.

Distributed by Statement:

**DIST. BY MEIJER DISTRIBUTION, INC.
GRAND RAPIDS, MI 49544
www.meijer.com**

For questions please submit an email to: MeijerVendor.MeijerVendor@meijer.com

Product Name (required)

Brand-Brand Product Line-Variable-Core Product-Size

- Product name should reflect the name on the product package
- Capitalize the first letter of each word
- Subsequent letters are lower case
- Add a comma before size
- 80-character limit
- **DO NOT** use all caps

Examples

- *Meijer Ibuprofen Tablets, 200 mg, 100 Count*
- *Meijer Main Choice Bully Sticks Dog Chews, 4 Pack*
- *Meijer Barbeque Classic Potato Chips, 10 oz*
- *Strawberries, 16 oz*
- *Studio M Eyelash Curler*

Product Details (required)

“Romance copy”/ information about the product

- Opportunity to entice customers and provide general information
- If available, company or brand information may be added as secondary information
- 350-character limit
- Capitalize the first letter of each sentence
- Punctuate the end of each sentence
- **DO NOT** use bullet points
- **DO NOT** include any nutritional or legal claims
- Assortment product digital copy examples
 - *Available in blue, green, and pink*
 - *Colors, styles, and patterns may vary*

Examples

- *“Reduce your fever and kiss your headaches goodbye with Meijer Ibuprofen. This nonsteroidal anti-inflammatory drug (NSAID) is used to relieve pain and reduce fevers from a common cold to a constant back pain, Meijer Ibuprofen can make the pain a thing of the past, allowing you to enjoy the rest of your day with relief.”*
- *“Good dogs deserve even better treats. Reward your furry friend with Meijer Main Choice Bully Sticks to give them a savory snack they won’t forget. These chewy treats are made from 100% beef and make for tasty treats any time of the year!”*
- *“These regular cut potato chips are seasoned with the perfect amount of smoky barbeque flavor for a sweet & savory taste. Each bite of this familiar chip provides a satisfying sensation that reminds you of life’s simpler pleasures.”*
- *“Fresh strawberries with rich, sweet flavor. Excellent for short cake, cereals, and more!”*
- *“Whether you’re getting ready for a special occasion or want to look awake before you’ve had your coffee, Studio M Eyelash Curlers can give you a pinch-free curl that reaches even the smallest of lashes. Quick, easy, and smooth, your lashes will look longer than ever before in no time!”*

Product Features (required)

Additional product information

- Concise selling points and key callouts in a list format
- 300-character limit
- Capitalize the first letter of each line
- **DO NOT** include punctuation
- **DO NOT** include bullet points
- **DO NOT** include any nutritional or legal claims

Examples:

Pain reliever
Fever reducer
Easy-open package
Easy Close Container
Absorbent
Durable
Easy-to-use

IMPORTANT: Your Product will not flow to Meijer.com for a given store unless:

- Marketing Data (*Product Name, Description, Features*) is complete
- Product Images are uploaded
- UPC is flagged as primary
- Status in ACT, ANR or VEN
- SKU Type is 099, RCP or ROL
- UPC Type is UPCA or EAN
- The item is live on planogram
- Store has inventory (BOH greater than 1)
- The item has had a sale in that store within the last 30 days