

FAQ - UNFI IMAGE AND GLOBAL DATA SYNC INITIATIVE (UPDATED 2023-07-28)

Q1: WHY IS UNFI ASKING FOR MY IMAGES?

As UNFI looks to grow digital sales on [myUNFI.com](https://myunfi.com) for your brand, product images & attributes are essential components for visual presentation, transparency, and sales.

Q2: WHY IS UNFI LEVERAGING GLOBAL DATA SYNC?

UNFI has leveraged the Global Data Synchronization Network (GDSN®) to drive efficiencies across the entire supply chain since its inception. Global Data Sync is our preferred standard for receiving product attributes, including full package information & updates, images, product dimensions, etc. Leveraging GDS allows a single process to create new items as we enhance our enterprise new item process.

We have synchronized over a half million GTINs with our suppliers. GDSN makes it possible for any company to share trusted product information seamlessly. Companies of all sizes need timely, reliable product information to drive sales, attain efficiencies and meet the needs of the consumer.

UNFI expects all our suppliers to join us in this important industry initiative to drive efficiencies across the entire supply chain. By implementing data sync with the GS1 Standards, you will be able to leverage your investment with hundreds of retailers, wholesalers, and food service operators across the United States and globally who are already leveraging GDSN. By working together with UNFI, we drive the sales of your products to our over 30,000 retail customers.

Q3: DOES THIS REPLACE OTHER EXISTING ITEM SUBMISSION PROCESSES?

This does not immediately replace item input into our core business systems. UNFI is on a journey to bring all our item set up and maintenance to a single process. Providing this information via this process will allow you to send images that are leveraged for both natural and conventional business on our digital platform. This is a starting point to leverage a single process as we begin our transition to a common product information management platform. This journey will take time to incorporate all our systems.

In addition to our digital platform this Global Data Sync feed ties into our conventional item set up process. As our transformation moves forward, we will leverage this feed to eliminate other item and image requirement processes. However, many of these separate processes will continue for a period.

Q4: HOW DO I GET THE IMAGES TO UNFI?

If you are a GDSN-capable supplier, you'll need to publish your items to UNFI via the GDSN (Global Data Synchronization Network).

- BEFORE PUBLISHING - please fill out [our online Trading Partner form](#) so we can ensure you're set up in our system
- Send your NEW publications to GLN **0041130079153** (which is labeled "UNFI Corporate")

If you are not GDSN-capable, work with one of the following third parties to assist you in capturing product images and getting them published to UNFI on your behalf:

- [1WorldSync](#)
- [IX-One](#)
- [Syndigo](#)

Q5: WHAT KIND OF IMAGES IS UNFI ASKING FOR?

Marketing-quality Consumer Unit Images (showing brand, description, net content)

- identified as **PRODUCT_IMAGE**
- images of product front, back, sides, top & bottom
- follow [GDSN image naming standards](#) to identify the image type

Facts Panel Images (Nutrition / Supplement / Drug) where applicable

- identified as **NUTRITION_FACT_LABEL** or **NUTRITION_FACT_LABEL_WITH_INGREDIENTS**

Ingredients Images where applicable (edible and chemical items)

- identified as **INGREDIENTS_LABEL** or **NUTRITION_FACT_LABEL_WITH_INGREDIENTS**

Q6: WHAT IMAGE FORMATS CAN UNFI ACCEPT?

We're currently accepting JPEG images.

- Color Mode: RGB
- Image Resolution: at least 72 dpi
- Image Size: at least 1000 x 1000 pixels

Q7: HOW DO I KNOW WHICH ITEMS UNFI NEEDS IMAGES FOR?

Your UNFI SRM will provide a priority list of the initial items we're targeting.

Ultimately, *all* active items sold to UNFI should be published via GDSN with images.

Q8: WHAT OTHER CRITICAL ITEM ATTRIBUTES SHOULD I PUBLISH TO UNFI?

- Long Product Description without abbreviations
- Marketing Text – the selling message that will be presented to the end consumer
- Ingredients Text
- Allergen Declarations
- Certifications and on-package product claims
 - Organic, Kosher, Non-GMO, Fair Trade, etc.

Q9: WHERE DO I GO FOR MORE INFORMATION ON GLOBAL DATA SYNC?

- The UNFI GDSN Landing Page - <https://1worldsync.com/unfi>
- The UNFI GDSN team email address - DataSync@unfi.com