Product Image Requirements

McLane requires all products published to them through GDSN and Product Introduction to have robust images to support marketing and ecommerce activities on https://mclanexpress.com/order/.

The product images must follow the GS1 standard specifications. All suppliers are strongly encouraged to review information in this document to ensure compliance with our requirements.

Product Image Specifications Include:

- *Acceptable File Types*: JPG*, PNG*, PDF, TIF
    - *Optional*: Video files
- *Acceptable Dimensions*:
    - Maximum (preferred): 2400 x 2400 pixels; 16 mb file size
    - Minimum: 1000 x 1000 pixels; 4 mb file size
- *Image Background*: White
- *Image count*: A **front facing image**, **nutritional fact panel/drug fact label/ingredients label** and **warning image is a must**. Include additional images / angles where available.
- *Product Hierarchy*: Image(s) is required for each level UPC and Case Level UPC
- *File Name*: 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.
- *Image(s) Sharing*: Synchronize your product images via the GDSN and Product Introduction process

Product Image Examples:

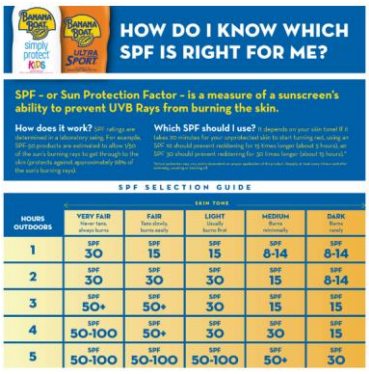
		INGREDIENTS: DRIED POTATOES, VEGETABLE OIL (CORN, COTTONSEED, HIGH OLEIC SOYBEAN, AND/OR SUNFLOWER OIL), DEGERMINATED YELLOW CORN FLOUR, CORNSTARCH, RICE FLOUR, MALTODEXTRIN, SUGAR, MONO- AND DIGLYCERIDES. CONTAINS 2% OR LESS OF SALT, TOMATO POWDER, MONOSODIUM GLUTAMATE, CITRIC ACID, ONION POWDER, SPICE, GARLIC POWDER, YEAST EXTRACT, HYDROLYZED CORN PROTEIN, MALTED BARLEY FLOUR, MALIC ACID, DISODIUM INOSINATE, DISODIUM GUANYLATE, PAPRIKA EXTRACT COLOR, NATURAL FLAVORS, WHEY, WHEAT STARCH. CONTAINS MILK AND WHEAT INGREDIENTS. INGREDIENTES: PAPAS DESHIDRATADAS, ACEITE VEGETAL (MAÍZ, SEMILLA DE ALGODÓN, SOYA ALTO OLEICO Y/O ACEITE DE GIRASOL), HARINA DE MAÍZ AMARILLO SIN GERMEN, MAICENA, HARINA DE ARROZ, MALTODEXTRINA, AZÚCAR, MONOGLICÉRIDOS Y DIGLICÉRIDOS. CONTIENE 2% O MENOS DE SAL, TOMATE EN POLVO, GLUTAMATO MONOSÓDICO, ÁCIDO CÍTRICO, CEBOLLA EN POLVO, ESPECIA, AJO EN POLVO, EXTRACTO DE LEVADURA, PROTEÍNA DE MAÍZ HIDROLIZADA, HARINA DE CEBADA MALTEADA, ÁCIDO MÁLICO, INOSINATO DISÓDICO, GUANILATO DISÓDICO, EXTRACTO DE PIMENTÓN PARA COLOR, SABORES NATURALES, SUERO, ALMIDÓN DE TRIGO. CONTIENE INGREDIENTES DE LECHE Y TRIGO.
Front Facing	***Nutritional Fact Panel***	***Ingredients Label***

Front Facing

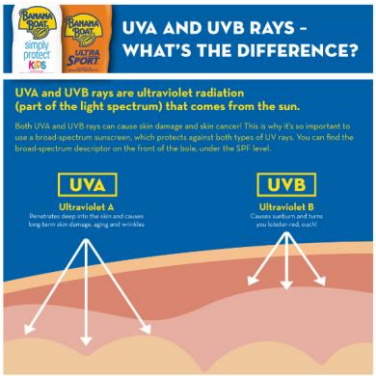
Back Facing

Additional Image

Additional Image

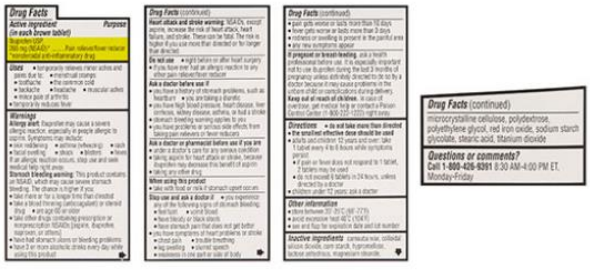


Additional Image



Additional Image

Front Facing



Drug Facts