

IMAGE REQUIREMENTS

Our primary focus is to ensure that ALL new items created in our system via Data Sync will have product images associated with them, to aid our new item setup processes.

- **Consumer Image** - The product images should be specified for every consumer unit GTIN. (Most of the time, this is on the each GTIN.)
 - Product Images -- required!
 - Marketing-quality front facing Consumer Unit Image (showing brand, description, net content)
 - Facts Panel Images (Nutrition / Supplement / Drug) where applicable
 - See Appendix A for Fact Panel examples
 - Allergen Information
 - U.P.C. Barcode Image
 - Images identify bottle deposit/CRV (if applicable)
- **Case Image**
 - GTIN barcode Image
 - Code Dating/Shelf Life (if applicable)
 - Hazardous case markings

GDSN image links – “Product Name” must follow GS1 naming conventions

http://www.gs1.org/sites/default/files/docs/gdsn/Product_Image_Specification.pdf

If product is not yet in production or images are not yet finalized, preliminary images must be provided.

Your images are used on:

- Consumer facing websites
- Marketing/event catalog
- Order guides

IMAGE SPECIFICATION RECOMMENDATIONS

- Length limit for image link is 3,900 Characters
- File format: JPEG or TIFF
- Minimum Width: 1500 Pixels, Minimum Height: 1500 Pixels
- Resolution: 300 ppi - The resolution of the product images should be high enough to comfortably read all text on the product.
- Color Mode: RGB Color
- Pixel Depth: 8 bits/channel
- Color Profile: Adobe RGB (1998)
- File Size: 400KB minimum
- Only provide images of the packaged product as it would be sold on shelf (do not include open packages)
- Image should be evenly illuminated
- Images must be clear and writing legible
- Product must be shot front-on or at a ¼ turn to camera left

APPENDIX A

NUTRITION FACTS example image

Nutrition Facts	
16 servings per container	
Serving size	1 Tbsp. (21g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Total Sugars 17g	34% [†]
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
[†] One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars.

SUPPLEMENT FACTS example image

Supplement Facts				
Serving Size 1 Packet				
Servings Per Container 10				
Amount Per Serving	AM Packet		PM Packet	
	% Daily Value		% Daily Value	
Vitamin A	2500 IU	50%	2500 IU	50%
Vitamin C	60 mg	100%	60 mg	100%
Vitamin D	400 IU	100%		
Vitamin E	30 IU	100%		
Thiamin	1.5 mg	100%	1.5 mg	100%
Riboflavin	1.7 mg	100%	1.7 mg	100%
Niacin	20 mg	100%	20 mg	100%
Vitamin B ₆	2.0 mg	100%	2.0 mg	100%
Folic Acid	200 mcg	50%	200 mcg	50%
Vitamin B ₁₂	3 mcg	50%	3 mcg	50%
Biotin			30 mcg	10%
Pantothenic Acid	5 mg	50%	5 mg	50%

Ingredients: Sodium ascorbate, ascorbic acid, calcium pantothenate, niacinamide, dl-alpha tocopheryl acetate, microcrystalline cellulose, artificial flavors, dextrin, starch, mono- and diglycerides, vitamin A acetate, magnesium stearate, gelatin, FD&C Blue #1, FD&C Red #3, artificial colors, thiamin mononitrate, pyridoxine hydrochloride, citric acid, lactose, sorbic acid, tricalcium phosphate, sodium benzoate, sodium caseinate, methylparaben, potassium sorbate, BHA, BHT, ergocalciferol and cyanocobalamin.

DRUG FACTS example image

Drug Facts	
Active ingredient (in each tablet)	Purpose
Chlorpheniramine maleate 2 mg.....	Antihistamine
Uses temporarily relieves these symptoms due to hay fever or other upper respiratory allergies: ■ sneezing ■ runny nose ■ itchy, watery eyes ■ itchy throat	
Warnings Ask a doctor before use if you have ■ glaucoma ■ a breathing problem such as emphysema or chronic bronchitis ■ trouble urinating due to an enlarged prostate gland Ask a doctor or pharmacist before use if you are taking tranquilizers or sedatives	
When using this product ■ drowsiness may occur ■ avoid alcoholic drinks ■ alcohol, sedatives, and tranquilizers may increase drowsiness ■ be careful when driving a motor vehicle or operating machinery ■ excitability may occur, especially in children	
If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.	
Directions	
adults and children 12 years and over	take 2 tablets every 4 to 6 hours; not more than 12 tablets in 24 hours
children 6 years to under 12 years	take 1 tablet every 4 to 6 hours; not more than 6 tablets in 24 hours
children under 6 years	ask a doctor

Drug Facts (continued)	
Other information ■ store at 20-25°C (68-77°F) ■ protect from excessive moisture	
Inactive ingredients D&C yellow no. 10, lactose, magnesium stearate, microcrystalline cellulose, pregelatinized starch	