



# **Kroger VIP Image Shadowing**

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## **Capability Overview**

Version 1.0

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## Revision History

Date	Version	Author/s	Description
4/8/2019	1.0	Tamara Kenney	Document created

## 1. Background

Kroger suppliers use a variety of hosting locations for their images. Kroger will only accept images hosted at one of four Kroger authorized providers; Kwikiee, Gladson, SMSB and 1WorldSync. There are Kroger suppliers not hosting their images with any of these hosting providers. These suppliers have invested in their own Digital Asset Management (DAM) solutions, and even though 1WorldSync provides hosting with their 1WorldSync subscription, moving these images to 1WorldSync is time consuming and expensive.

## 2. Purpose

The purpose of this document is to provide the details of 1WorldSync's solution for Kroger GDSN suppliers not hosting their images with any of the four Kroger authorized providers. This capability is named "Image Shadowing".

## 3. Scope

The scope of the 1WorldSync Image Shadowing includes GDSN sourced items not hosted on one of the four Kroger authorized providers. Specifically, four image types, will be shadowed for participants: Planogram, Product Image, Nutrition Fact Label, or Other External Information.

## 4. Kroger Image Requirements

Kroger's published image requirements are as follows:

- 1000px minimum in one direction
- 300dpi (resolution)
- RGB color mode
- White or transparent background
- .jpg or .png

One (and only one) front facing image is required when submitting a sellable, new item or an item with an Item Submission Reason Code. Kroger requests their suppliers also include multiple images angles as well, especially nutrition facts side and ingredients. These additional images are not mandatory.

For hosting images on 1WorldSync, the item submitted from VIP to Kroger must have at least one External File Link (EFL) row containing:

Image Type = Product Image  
URL = [1WorldSync DAM URL]  
Image Facing = Front  
Image Background = White or Transparent

## 5. Approach

The imaging shadowing capability will provide Kroger suppliers an automated method to become compliant with Kroger's hosting requirement. It allows suppliers to continue to manage their digital assets in their DAM, yet meet Kroger's requirement of hosting on 1WorldSync's domain.

### 5.1 Enablement

Shadowing capability is enabled by organization GLN. 1WorldSync data pool subscribers can have this enabled for no fee. Non-1WorldSync data pool users will be charged an annual fee.

To enable an organization for Image Shadowing, visit [www.1WorldSync.com/Kroger](http://www.1WorldSync.com/Kroger) and complete the Image Shadowing request form.

Once the GLN is enabled with Image Shadowing, the items with images to be shadowed need to be pushed to VIP as either a new item, initial item load or modify. Shadowing is performed as items travel inbound to VIP.

The Image Shadowing capability will be available in Pre-production on April 19th, 2019 and in Production on April 25, 2019.

### 5.2 Shadow Image Creation

The GDSN supplier will create an External File Link (EFL) row in their respective data pool for a Kroger targeted item. The item is then published to Kroger's GLN. Publications to Kroger are directed to 1WorldSync's Product Introduction Portal (Kroger's Vendor Item Portal (VIP)). When an EFL without a declared hosting location (Image Source = blank) for an enabled GLN arrives for the first time in VIP, a shadow image is created.

When an image is shadowed, the image from the supplier provided URL is downloaded and loaded into 1WorldSync's VIP DAM. The VIP DAM asset URL and metadata will be stored separately, but linked to the supplier provided EFL row.

Shadow Images are created for EFLs with the following Type of Information: Planogram, Product Image, Nutrition Fact Label, or Other External Information:

List Name	Code	Description
ReferencedFileTypeCode	NUTRITION_FACT_LABEL	Nutrition Fact Label
ReferencedFileTypeCode	OTHER_EXTERNAL_INFORMATION	Other External Information
ReferencedFileTypeCode	PLANOGRAM	Planogram
ReferencedFileTypeCode	PRODUCT_IMAGE	Product Image

## 5.3 Image updates

If the supplier provides a new URL for an image that has been previously shadowed, it will trigger the shadow image creation functionality as described above. However, if the supplier changes the image without changing the URL, shadowing will be triggered by:

1. A change in the File Version number
2. A change to the File Effective Start Date

If the URL remains the same and the supplier does not change the version number or start date, VIP will interpret this as there are no image changes, and not update the image in 1Worldsync DAM.

## 5.4 Image Removals

If an EFL is no longer present for an item when it arrives in VIP, the EFL will be removed (as usual) and the shadowed image and metadata will be removed as well.

Note, if the supplier is not removing EFLs, but using effective dates, the supplier needs to ensure they are not declaring more than one of the same Facings. Kroger is not using the image effective dates to determine which image is active.


## 5.5 Shadow Image Display

Shadowed image metadata is displayed with its associated EFL row in the 'Edit External File Link' popup in VIP DAM.

Attributes auto generated in the Shadow Image section are:

- URI
- Image Source
- File Name
- File Format Name
- File Size
- File Pixel Height
- File Pixel Width

EdR External File Link



File Name : ChocolateAlmondButter\_10oz\_Front.jpg  
 Primary Image

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**Type of Information**      Product Image

Uniform Resource Identifier      [http://imageHosting.com/ChocolateAlmondButter\\_10oz\\_Front.jpg](http://imageHosting.com/ChocolateAlmondButter_10oz_Front.jpg)

Image Source     

Image Facing     

Image Background     

File Name      ChocolateAlmondButter\_10oz\_Front.jpg

File Format Name      JPG

File Version      1

File Effective Start Date (MM/DD/YYYY)      04/05/2019

File Effective End Date (MM/DD/YYYY)      04/09/2020

File Size

File Pixel Height

File Pixel Width

Content Description

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**1WorldSync Hosted Image**

Your organization has opted into the 1WorldSync Image Shadowing capability to meet Kroger's image sourcing requirements. This image has been uploaded to Kroger approved hosting service, 1WorldSync Digital Asset Management (DAM). The above data will be sent in a second External File Link with the following attribute values replaced (if populated):

Uniform Resource Identifier      <https://dam.dev.catalog.1worldsync.com/im/dwn/DA-593519770>

Image Source      1WorldSync

File Name      ChocolateAlmondButter\_10oz\_Front.jpg

File Format Name      JPG

File Size      569775 [Byte]

File Pixel Height      2465

File Pixel Width      2466

**Figure 1 - EFL asset with a shadow image (sample attributes)**

## 6. Outbound Shadow Behavior

When the supplier successfully passes VIP validations and submits to Kroger, both the original supplier provided EFLs and new shadow EFLs will be sent to Kroger. The new shadow EFLs will contain all the metadata from the original EFL, with the exception of the following, which are generated when the shadow version is created.

- URI
- Image Source
- File Name
- File Format Name
- File Size
- File Pixel Height
- File Pixel Width

Kroger ignores EFLs where the Source is blank, so the image will only be processed once by Kroger.