

Suppliers are required to provide a full set of images for all consumer products. The following is the minimum set of images:

1. **Functional:** High resolution images of all sides of the package (e.g. front, back, top, bottom, left side, right side)
2. **PlanOGRAM:** Low resolution images of each Marketing Face for Display & Shelf Management (Functional Images can be used to satisfy the PlanOGRAM image requirement)
3. **Primary:** High resolution image of each Marketing Face (on angle)
4. **Informational:** High resolution cropped images of the informational panels displayed on the consumer package (Barcode, Nutrient Fact Panel (as applicable), Ingredient Statement (as applicable))

Suppliers can also provide Lifestyle images (optional) that may be used to market their products:

5. **Lifestyle:** High-resolution product images that display the item with other elements (props, actors, etc.)

It is acceptable to provide more images than are listed above, as they will provide additional information about the item. By providing high-resolution images, all images (except planogram) may be used for multiple purposes, such as print advertising, marketing and e-commerce applications. Additionally, a high-resolution image can be downsized for other purpose that require smaller images.

How to name the image files?

GS1 standards have two options for naming image files, GDTI and GTIN based file naming. Wakefern has automated the ingestion process for images provided through the Global Data Synchronization Network using the GTIN based file naming method. This method requires using the 14 digit GTIN followed by additional characters that identify the type of image. See the GS1 guidelines provided below for additional information.

#### GS1 Guidelines

Wakefern has adopted GS1 standards to support our image requirements. For additional information about the image standards, please use the following references.

[GS1 US Product Images Application Guidelines for the Retail Grocery & Food Service Industries](#)

[GS1 Product Image Specification Standard](#)

#### Image Size & Format Requirements

High Resolution Images	
File/Formatting Requirements	
File Formats	TIFF, JPEG, EPS, PNG
Color Mode	RGB
Image Size	3 inch
Image Size Pixel (min)	900 pixels
Image Size Pixel (max)	2400 pixels
Resolution	300 dpi

Low-Resolution Images (Planogram)	
File/Formatting Requirements	
File Formats	TIFF, JPEG, EPS, PNG
Color Mode	RGB
Image Size	3 inch
Image Size Pixel (min)	600 pixels
Image Size Pixel (max)	2400 pixels
Resolution	75 – 150 dpi

**Note - All product images must have a white background with clipping paths.**

For additional information, please contact [datasync@wakefern.com](mailto:datasync@wakefern.com) or [dsm.support@wakefern.com](mailto:dsm.support@wakefern.com)