

Requirements for Digital Content

Image Requirements

If you are opting to send Syndigo digital files instead of physical products, please note that Ahold Delhaize and its Great Local Brands standard digital image requirements include **six** product images (front, back, right, left, top, bottom) and **one** eCommerce view of the final product packaging. All image sets must include:

Straight on Front and Back images – no turns



One image that includes a clear view of all ingredients and fact panels (if applicable)*



One image that includes a clear view of the UPC



One front center elevated image



Packaging flap: If there is data under the flap, we need a picture of the package as a consumer would see it, plus a full image of ingredients



Any/all images showing complete "peel back" label contents



Other Considerations:

- One image that includes product warnings (if applicable), including if the warnings are on the top or bottom of the package*
- Front Center Elevated image must meet PDL image standards since this displays as the main product image online.

* More than one image may be required to meet specifications.

IMAGE FILE SPECIFICATION

- File name include UPC and image name.
Example; 12345678910111_front.jpg
- Images must be 300 DPI
- Longest edge to be 2400 pixels
- Files to be saved as a JPEG and be consistent for each product submitted

DATA REQUIREMENTS

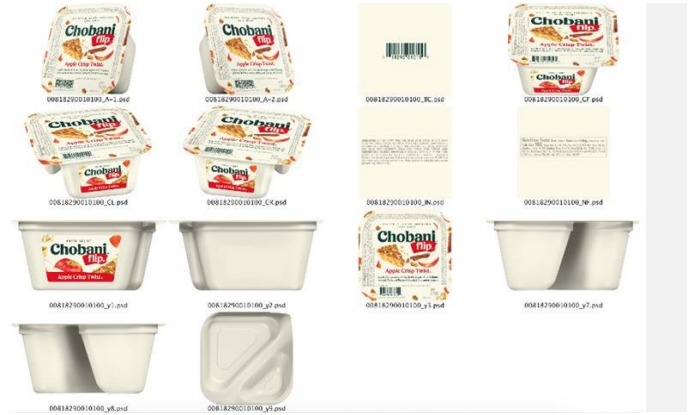
- Customers need to provide the UPC number, height, width, and depth dimensions (in inches, with decimals to .01) for each product
- Provide the product gross weight in pounds or ounces (preferred but not required)

Requirements for Digital Content



Meets specifications

- ✓ All package sides covered
- ✓ Extra image for ingredients and nutrition facts for coding.
- ✓ Multiple eCommerce images provided



Meets specifications

- ✓ Front, Back, UPC are included
- ✓ Clear view for ingredients, use, and warnings
- ✓ Front image could serve as an eCommerce image.



Does not meet specifications

- Missing back image
- No image of UPC
- No clear image of nutrition panel & ingredients.

