



Meijer eCommerce Product Content Standards

Please note digital product content is **ONLY** displayed by the primary UPC on meijer.com.

If you need a PIM account, reach out to MeijerVendor.MeijerVendor@meijer.com and provide your Vendor ID.

To navigate to the PIM site, follow this link:

<https://vendornet.meijer.com/Product/Section/ProductInformationManagementPIM-420>

Updates in PIM will not immediately translate to meijer.com. After your record has been approved by a Meijer team member, it will appear online the **following morning**.

Vendors are responsible for providing accurate and compliant product content.

Table of Contents

PDP IMAGES	2
Image File Names	2
Image Requirements:	3
GS1 View Code for Images	3
Additional Compliance Image Requirements:	4
PDP Copy.....	5
Digital Product Name (required)	5
Digital Product Details (required).....	6
Digital Features (required).....	6
APPENDIX	7
Size & Abbreviation Guide.....	7
Broken Special Characters & Formatting Issues.....	7
Assortment Guide.....	8

PDP IMAGES

Image File Names

- To update your images in bulk through **Asset Importer**, products must be in the workflow.
 - For the Asset Importer to create a reference from image to record, the file must be named according to these requirements.
 - Naming structure: **SUPPLIERID** **GTIN** **ANGLE**
 - (NOTE: **EXTRA UNDERSCORE NEEDED** after supplier ID as of September 2025)
 - **SUPPLIERID**: You can find this in the upper right-hand corner of the interface when you log in. Depending on the system/report you are using, the field SupplierID could also be referred to as Primary Vendor Number, Vendor ID, Buy from Vendor Number.
 - **GTIN**: **12-digit** Global Trade Identification Number (If your item is an EAN, use your 13-digit GTIN)
 - **ANGLE**: Refer to the tables on pages two and three for the **Meijer GS1 view codes**.
 - **NOTE**: Only upload a maximum of **250** images at one time
 - Wait until both processes of the first upload are complete before beginning a new one. This is indicated in the Recent Background Process button in the top right corner of PIM to the left of the notification bell.







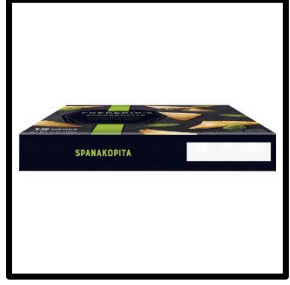

<p>Front</p>  <p>50505_708820331709_A1C1</p>	<p>Left</p>  <p>50505_708820331709_A2C1</p>	<p>Top</p>  <p>50505_708820331709_A3C1</p>	<p>Tilt Left</p>  <p>50505_708820331709_A1L1</p>
<p>Back</p>  <p>50505_708820331709_A7C1</p>	<p>Right</p>  <p>50505_708820331709_A8C1</p>	<p>Bottom</p>  <p>50505_708820331709_A9C1</p>	<p>Tilt Right</p>  <p>50505_708820331709_A1R1</p>



Image Requirements:

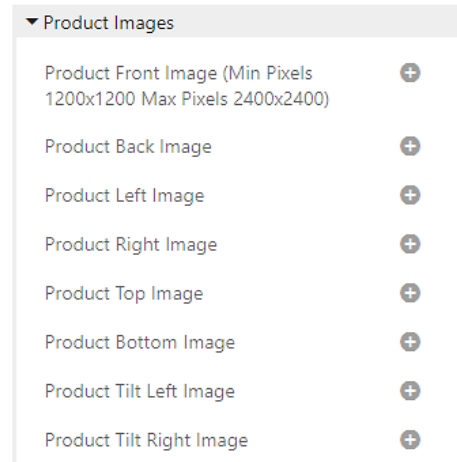
- Dimension requirements:
 - **Minimum 1200 x 1200 px & maximum 2400 x 2400 px**
 - NOTE: square images are no longer needed in PIM, however the width and height still must remain within the above dimensions
- 300 DPI/PPI
- File formats: PNG, JPEG, JPG
- Transparent or white background (Hex code #ffffff)
- For **assortments** (within the same UPC), ensure ALL color/style options are shown...
 - Together in the A1C1 image
 - AND individually in each angle (A1C1, A1L1, A1R1...)
 - See Assortment Guide in Appendix for more details

GS1 View Code for Images

- **Minimum one front-facing image. Maximum of eight images.**
 - You **must** include any angle of a package/product with relevant consumer information
 - After all necessary product images have been loaded, you may fill the remaining imagery slots with lifestyle/marketing imagery
- NOTE: Images do not flow to meijer.com in the same order as they appear in PIM. Use the chart below to determine what order images in PIM translate to meijer.com

View in PIM:

Meijer Website Image Order		
Web Order	GS1 View Code	PIM Name (Marketing Data Tab)
1st	A1C1	Product Front Image
2nd	A1L1	Product Tilt Left Image
3rd	A1R1	Product Tilt Right Image
4th	A2C1	Product Left Image
5th	A3C1	Product Top Image
6th	A7C1	Product Back Image
7th	A8C1	Product Right Image
8th	A9C1	Product Bottom Image





Additional Compliance Image Requirements:

- Ingredient list
- Nutrition Fact Panel (NFP)
- Warning information

Ingredient list/Other ingredients:

<p>Other Ingredients: Cellulose, magnesium stearate (vegetable source), silicon dioxide, titanium dioxide.</p>	<p>INGREDIENTS: BACON (CURED WITH WATER, SALT, SUGAR, SODIUM NITRITE. MAY ALSO CONTAIN SMOKE FLAVORING, DEXTROSE, SODIUM PHOSPHATES, SODIUM ERYTHORBATE, SODIUM ASCORBATE, FLAVORING.)</p>
---	---

Nutrition Fact Panel (NFP):

	<p>Supplement Facts</p> <p>Serving Size 1 Tablet Servings Per Container 60</p> <table border="1"> <thead> <tr> <th>Amount Per Serving</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td>Vitamin A</td> <td>900 mcg 100%</td> </tr> <tr> <td>Vitamin C</td> <td>90 mg 100%</td> </tr> <tr> <td>Vitamin D</td> <td>20 mcg (800 IU) 100%</td> </tr> <tr> <td>Vitamin E</td> <td>15 mg 100%</td> </tr> <tr> <td>Thiamin</td> <td>1.2 mg 100%</td> </tr> <tr> <td>Riboflavin</td> <td>1.3 mg 100%</td> </tr> <tr> <td>Niacin</td> <td>19 mg 100%</td> </tr> <tr> <td>Vitamin B6</td> <td>1.7 mg 100%</td> </tr> <tr> <td>Folate</td> <td>680 mcg DFE (400 mcg folic acid) 170%</td> </tr> <tr> <td>Vitamin B12</td> <td>2.4 mcg 100%</td> </tr> <tr> <td>Biotin</td> <td>30 mcg 100%</td> </tr> <tr> <td>Pantothenic Acid</td> <td>5 mg 100%</td> </tr> <tr> <td>Choline</td> <td>550 mg 100%</td> </tr> <tr> <td>Fluoride</td> <td>20 mg †</td> </tr> </tbody> </table> <p>† Daily Value not established</p>	Amount Per Serving	% Daily Value	Vitamin A	900 mcg 100%	Vitamin C	90 mg 100%	Vitamin D	20 mcg (800 IU) 100%	Vitamin E	15 mg 100%	Thiamin	1.2 mg 100%	Riboflavin	1.3 mg 100%	Niacin	19 mg 100%	Vitamin B6	1.7 mg 100%	Folate	680 mcg DFE (400 mcg folic acid) 170%	Vitamin B12	2.4 mcg 100%	Biotin	30 mcg 100%	Pantothenic Acid	5 mg 100%	Choline	550 mg 100%	Fluoride	20 mg †		
Amount Per Serving	% Daily Value																																
Vitamin A	900 mcg 100%																																
Vitamin C	90 mg 100%																																
Vitamin D	20 mcg (800 IU) 100%																																
Vitamin E	15 mg 100%																																
Thiamin	1.2 mg 100%																																
Riboflavin	1.3 mg 100%																																
Niacin	19 mg 100%																																
Vitamin B6	1.7 mg 100%																																
Folate	680 mcg DFE (400 mcg folic acid) 170%																																
Vitamin B12	2.4 mcg 100%																																
Biotin	30 mcg 100%																																
Pantothenic Acid	5 mg 100%																																
Choline	550 mg 100%																																
Fluoride	20 mg †																																

Warning Information:

THIS PRODUCT DOES NOT CONTAIN ANY DAIRY, SOY OR GLUTEN.

Suggested use: Adults, as a dietary supplement, take one (1) capsule daily.

Do not crush or chew.

Store in controlled room temperature area between 68° - 77° F (20° - 25° C). We recommend you store this product in the original blister card package.

WARNINGS: KEEP OUT OF REACH OF CHILDREN.

CAUTION: We recommend you discuss the supplements and medications you take with your healthcare provider. Consult your physician before taking this product if you have a medical condition, are pregnant or are nursing.



PDP Copy

NOTE: PDP Copy fields can be found in the “Marketing Data” tab of your primary external record in PIM and can also be edited via Smartsheet. Please ask your Digital Content Specialist if you have questions about the usage of Smartsheets.

These fields include Digital Product Name, Digital Product Details, and Digital Features, and must be filled out appropriately to help our customers better understand your product. **Digital Product Name and Product Name are not the same.**

IMPORTANT: The following characters are presently incompatible with the PIM system: @ , ` ~ ^ _ { } [] < > ; = * \ | ® © µ ¼ ½ ¾ Ñ ñ ¡ ¢ £ ¤ ¥ § ¨ « ¬ ° ± ´ ¶ ¸ ° » ¿ ç ø € % ∞ ‹ Œ ™

See more detail on **broken characters** in the appendix below

Digital Product Name (required)

*Found in the “Marketing Data” Tab

Naming structure: Brand Product Name Product Type, Size, Count (if applicable)

- **80-character limit**
 - **Exceeding this limit could disrupt product flow**
- Product name should reflect the name on the product package
- Utilize title case - capitalizing the first letter of each word
- Add a comma before size and/or color
- Capitalize units of measurement unless an abbreviated weight (see Appendix)
- When indicating length by width size, use clean, legible measurement symbols/text (ie: 16 in x 30 in)
- For **assortments**, please indicate “Sold Separately” at the end of the Digital Product Name (example below). See Assortment Guide in Appendix for more details.
- For holiday-specific items, include the holiday in the Digital Product Name
- **DO NOT** use all caps, periods, or other punctuation (except for commas)

Examples

- Meijer Ibuprofen Tablets, 200 mg, 100 ct
- Meijer Easter Paper Plates, Bunny Pattern, 20 ct
- Meijer Keychain, Sold Separately



Digital Product Details (required)

“Romance copy”/ information about the product

- 300-character limit
- Opportunity to entice customers and provide general information
- If available, company or brand information may be added as secondary information
- Capitalize the first letter of each sentence and punctuate the end
- For **assortments**, please add to the end of the Digital Product Details section the following information:
 - “Colors and styles are subject to availability. Please indicate your choice of color/style using the product notes for the item in your cart.”
 - See Appendix for more details
 - **DO NOT** use bullet points or line breaks
 - **DO NOT** include any nutritional or legal claims that do not appear on the packaging

Examples

- (1) These regular cut potato chips are seasoned with the perfect amount of smoky barbeque flavor for a sweet & savory taste. Each bite of this familiar chip provides a satisfying sensation that reminds you of life’s simpler pleasures.
- (2) Fresh strawberries with rich, sweet flavor. Excellent for short cake, cereals, and more!

NOTE: Any item that includes the sustainability label OEKO-TEX® in the PDP copy **must include** the **certification type** and **certification number** in the **Digital Product Details** to be legally compliant. The OEKO-TEX® certification type must be written in **uppercase** with the ® after OEKO-TEX®.

Required Structure:

OEKO-TEX® STANDARD 100 certified (Certification Number: _____).

OEKO-TEX® MADE IN GREEN certified (Certification Number: _____).

Digital Features (required)

Additional product information

- 300-character limit
- Concise selling points and key callouts
- Capitalize the first letter after each comma
- **DO NOT** include punctuation other than commas
- **DO NOT** include bullet points or line breaks
- **DO NOT** include any nutritional or legal claims that do not appear on the packaging

Examples:

Pain reliever, Fever reducer, Easy-close container

Absorbent, Durable, Easy-to-use

APPENDIX

Size & Abbreviation Guide

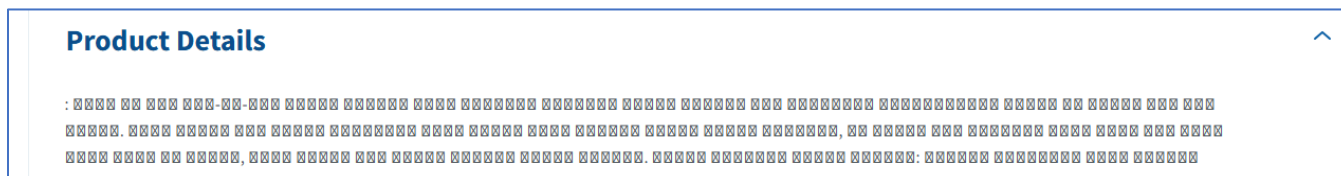
- Ounce = oz
- Fluid Ounces = fl oz
- Milliliter = ml
- Liter = L
- Pound = lb
- Cup = Cup
- Quart = qt
- Pint = pt
- Gallon = Gallon
- Inch = in
- Foot/Feet = ft
- Count = ct
- Dozen = Dozen
- Each = Each
- Pack = pk
- Piece = Piece

Broken Special Characters & Formatting Issues

- Special characters
 - Previously formatted text sometimes uses characters that look identical to our allowed characters (for example, apostrophes and dashes). If you are experiencing issues on meijer.com, please manually re-type the character on your keyboard in PIM, and that should resolve the error. Example:



- Formatting issues
 - If you paste directly from a content generation platform into PIM, there may be hidden formatting issues (from the font, bold, italic, etcetera). This can show **broken** on meijer.com, similar to this example:



Assortment Guide

An “assortment” is a product that has multiple versions and corresponding UPCs, all of which live under one Meijer PID, but are packed and ordered in a single case pack

- All products/UPCs within the assortment have the same retail price
- All products/UPCs can be displayed on the same “facing” in a planogram
- The products/UPCs cannot be ordered individually
- Replenishment orders the assortment, not the individual UPCs
- When an assortment is received, the inventory is received under one UPC
- Note: BOH is still reviewed at the product/Meijer PID level, not the UPC level
- All assortment UPCs are sellable UPCs

NOTE: The Meijer Product Compliance Team requires vendors to upload “group photo” and “individual photos” in the product imagery carousel to avoid confusion for customers.

Please format assortments/assorted products in PIM according to the following guidelines:

- Digital Product Name must include “Sold Separately”
- Digital Product Details must include:
 - “Colors and styles are subject to availability. Please indicate your choice of color/style using the product notes for the item in your cart.”

NOTE: Only one image per angle will flow to Meijer.com.




▼ Required Marketing Data Attributes PIM

* Digital Product Name	Paper Images Holiday Curling Ribbon, 1050ft, Sold Separately
* Digital Product Details	These festive holiday curling ribbons add the perfect finishing touch to any gift. Available in a wide variety of styles, colors, widths, and finishes, Paper Images holiday ribbons are great to keep handy during the busy holiday season. Stock up today! Colors and styles are subject to availability. Please indicate your choice of color/style using the product notes for the item in your cart.
* Digital Features	1/8in x 1,050ft per roll. Festive holiday colors. 100% polypropylene. Imported.
* Disclaimer	Disclaimer 1

▼ Optional Marketing Data Attributes PIM

Age Recommendation	
Care Instructions	
Country of Origin	

▼ Assets

Product Front Image (Min Pixels 1200x1200 Max Pixels 2400x2400)	 78630923830...
Product Back Image	 78630923830...
Product Left Image	 78630923830...