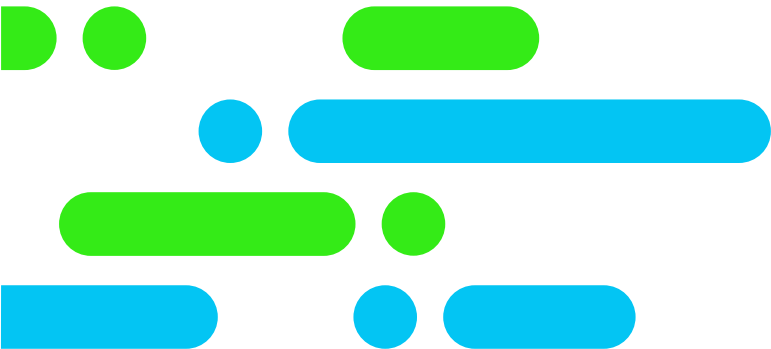




Providing Digital Product Content

Standards and Requirements



Providing Digital Product Content

STANDARD DIGITAL PROCESSING

OVERVIEW

As a participant of the Syndigo network, recipients can define their own product acceptance requirements. In addition to eCommerce, recipients may receive product content to support areas such as internal Category Management programs and GDSN. In short, **not all data received by recipients will be shown on a website.**

Syndigo maintains specific requirements for each data set delivered to recipients. These requirements are the same for digital and physical products. The only difference between digital and physical product is the mode of delivery to Syndigo for processing. When a supplier client requests digital product content and images to be distributed to our recipient network, both Syndigo and the supplier must maintain certain levels of data and image quality for each recipient use. This document contains the specifications and examples of what is required to syndicate data across the Syndigo recipient network.

IMAGE REQUIREMENTS

PREFERRED IMAGE SET FOR BEST SYNDICATION PRACTICES

The list below contains Syndigo's preferred image requirements which allows for the best practice for syndication. There may be certain products or package types that Syndigo may be able to complete the process with fewer images and will be evaluated on a case-by-case basis.

- 6 standard space management images (front, back, left, right, top, bottom). Must be straight on, no turns or elevation. Must represent product as it is on shelves; may not be heroized or modified.
- 3 eCom images front center elevated, front left elevated, front right elevated. Must represent product as it is on shelves; may not be heroized or modified.
- One image must include a clear view of the UPC on the product
- One image must include a clear view of all ingredients (if applicable)*
- One image must include product warnings (if applicable), including if the warnings are on the top or bottom of the package*
- One Image must include a clear view of any product fact panels (if applicable)*
- Products with "peel backs" must contain one or more images containing all peel back pages

**More than 1 image may be required to meet these requirements.*

MINIMUM REQUIREMENTS

To process any digital product, Syndigo requires a minimum of:

- Front image of the product with no plunge. This image must represent the product as it is on shelves—it may not be heroized or modified.
- A mechanical flat of the packaging for data capture. This must include:
 - All available surfaces of the product – including any hidden surfaces such as peel back labels
 - A clear view of all ingredients (if applicable)
 - All product warnings (if applicable), including if the warnings are on the top or bottom of the package
 - A clear view of any product fact panels (if applicable)
- Front Center Elevated image of the product (with plunge) for eCom distribution

Infographics, Lifestyle and Hero images are not accepted for Syndigo Digital Verification, only package views.

**More than 1 image may be required to meet these requirements.*

Providing Digital Product Content

IMAGE SPECIFICATIONS

- File names to include UPC as shown on package and image name:
 - UPC #_front.jpg
 - UPC #_back.jpg
 - UPC #_left.jpg
 - UPC #_right.jpg
 - UPC #_top.jpg
 - UPC #_bottom.jpg
 - UPC #_frontelevated.jpg
 - UPC #_rightelevated.jpg
 - UPC #_leftelevated.jpg
- Additional images:
 - UPC #_ingredients.jpg
 - UPC #_nutrition.jpg
 - UPC#_peelback.jpg
 - UPC#_panel.jpg
- Images must be 300 DPI
- Longest edge to be 2400 pixels without including excess white canvas – product should fill most of the space on the longest side
- Files to be saved as a JPEG and be consistent for each product submitted

DATA REQUIREMENTS

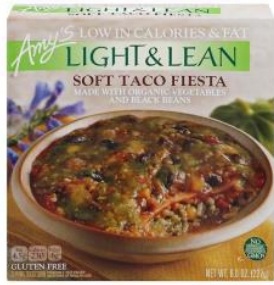
- Customers need to provide the UPC number, height, width, and depth dimensions (in inches, with decimals to .01) for each
- Provide the product gross weight in pounds or ounces

IMAGE EXAMPLES



Providing Digital Product Content

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



All images showing complete "peel back" label contents



Drug Facts: Make sure the full fact panel is available to create the panel image



Package Mechanical



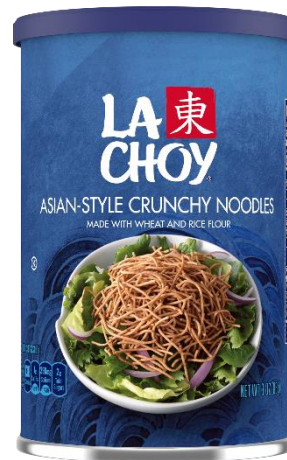
Color swatches: 1585, 115, 293, Black, White 1, White 2, Grayback

Navigation icons: arrow, hand, zoom in (+), zoom out (-), 87.2%, print, search, refresh, back, forward, home, up, down

Providing Digital Product Content

ECOM IMAGES WITH PLUNGE VS. SM IMAGES WITHOUT PLUNGE

Below are some examples of the same product showing images with and without plunge. The image on the left is a front center elevated image used for eCom. This image has a degree of plunge or elevation which has the product with a downward angle showing the front of the product along with a portion of the top. The image on the right is a planogram or space management front image. This image is taken as a straight image which means it has no plunge or downward angle and shows only the front of the package.



Providing Digital Product Content

FULL IMAGE SET EXAMPLES



Meets Preferred Requirements

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



Meets Preferred Requirements

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



Meets Minimum Requirements

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



Meets Minimum Requirements

- ✓ Front image of the product with no plunge
- ✓ A mechanical flat of the packaging for data capture
- ✓ Front image with plunge for eCommerce



Providing Digital Product Content



Does Not Meet Requirements

- × Missing back image
- × No image of UPC
- × No clear image of nutrition panel and ingredients



Does Not Meet Requirements

- × Missing packaging images
- × No image of UPC
- × No clear image of drug fact panel and ingredients



Does Not Meet Requirements

- × Hero Images
- × Composite Images
- × Lifestyle Images
- × Infographics

