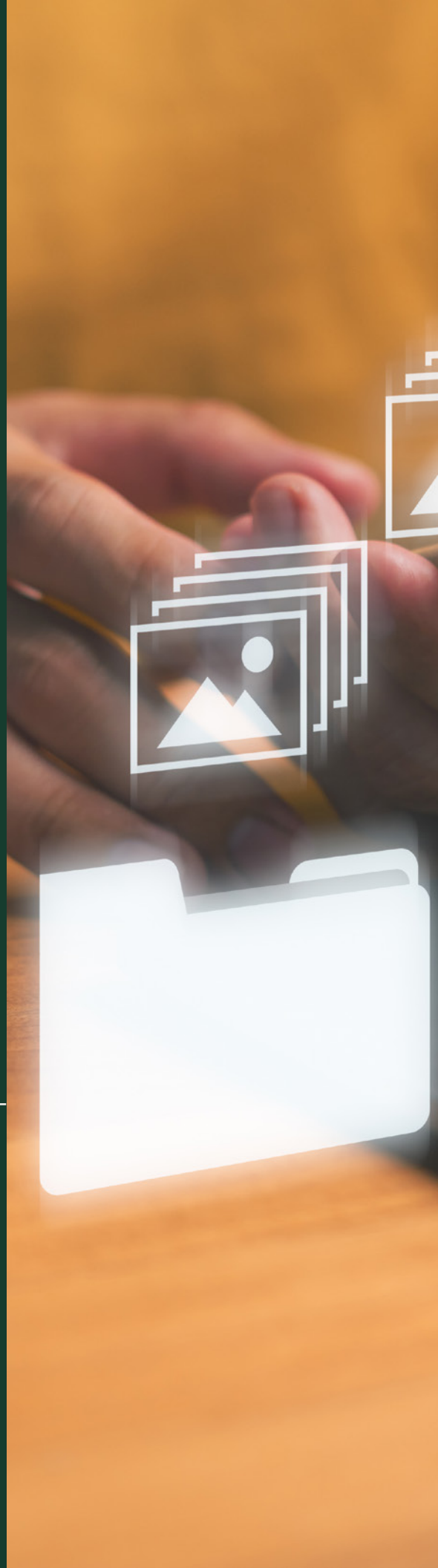




Digital Asset *Requirements*

Please use this reference to upload your images correctly into MANTIS. These images are used for sales, marketing, and references when handling your products.

Please upload your highest quality/resolution files so our team can help you across all departments.



Main Image

REQUIRED IMAGE

PHOTO APPEARS ON CUSTOMER ORDER PORTAL

Main images are the primary photos of your product. They appear when your product is searched in our system, on sell sheets, and across our customer-facing online order portal and e-commerce platforms.

Digital Requirements

- **File size:** 3000x3000 px
- **PPI:** 300 (minimum 150)
- **File Format:** jpg or png
- Images should be siloed (isolated/cut out) on a white background without any shadows
- File name can not include any special characters or spaces (ex: #%\$)
- Net contents must be clearly visible

Examples



Case Label Including Barcode

REQUIRED IMAGE

Case Label image should be a photo of the outside case label containing barcode and product information. Per GFI policy, this should be a GS1-128 barcode that includes a 14-digit GTIN code. Case UPC or GTIN alone are not compliant.

Digital Requirements

- **File size:** 3000x3000 px
- **PPI:** 300 (minimum 150)
- **File Format:** jpg or png
- Images should be siloed (isolated/cut out) on a white background without any shadows
- File name can not include any special characters or spaces (ex: #%\$)

Example



*For additional details, please review GFI's GS1 Policy.

GS1 Information

The GS1-128 label is an expanded, single-line barcode that allows multiple data elements to be encoded into one barcode. These labels must be placed on the outside of the case. Within the barcode, each data element is identified by a two-digit identifier shown in parentheses immediately before the information (e.g., (15)).

At GFI, the following data elements are required, with allowances based on product type:

GTIN

The 14-digit GTIN uniquely identifies the item and must be preceded by the identifier (01).

Date

If the product is dated, the date must be included in the barcode in YYMMDD format. Depending on the date type, use the appropriate identifier:

(11) – Production Date

(13) – Packaging Date

(15) – Best Before Date

(17) – Expiration Date

Weight

If the product is a random-weight item and invoiced to GFI by weight, the net weight must be encoded in the barcode using one of the following identifiers. It must be provided in 6 digits:

(310_) – Net Weight in Kilograms

Example: 5.00 kg → (3102)000500

(320_) – Net Weight in Pounds

Example: .5 lb → (3201)000005

Note: The final digit of the identifier indicates the number of decimal places from the right.

Batch/Lot Number

The batch or lot number must be included. This number must use (10) and appear as the final data element in the barcode.

Alternate

Alternate images can be uploaded to show different angles of the front of your product. For example, you may include views of the top and front, front and side, or images of your packaging merchandised in more than one direction.

Digital Requirements

- **File size:** 3000x3000 px
- **PPI:** 300 (minimum 150)
- **File Format:** jpg or png
- Images should be siloed (isolated/cut out) on a white background without any shadows
- File name can not include any special characters or spaces (ex: #%\$)

Examples



Beauty Image

PHOTO APPEARS ON CUSTOMER ORDER PORTAL

Beauty shots are used in the customer order portal to show your product in use and are also used for marketing purposes and e-commerce platforms, which are increasingly requested by customers. Please upload as many as you'd like—these images are always appreciated.

Digital Requirements

- **File size:** 3000 px on the longest side
- **PPI:** 300 (minimum 150)
- **File Format:** jpg
- File name can not include any special characters or spaces (ex: #%\$)

Examples



Case Image

PHOTO APPEARS ON CUSTOMER ORDER PORTAL

Images of the case your product comes in.

Digital Requirements

- **File size:** 3000x3000 px
- **PPI:** 300 (minimum 150)
- **File Format:** jpg or png
- Images should be siloed (isolated/cut out) on a white background without any shadows
- File name can not include any special characters or spaces (ex: #%\$)

Examples



Examples of incorrect images

Below are examples of images that are not in compliance and how to fix them.



The image was taken on a white background, but the background is not pure white. The product needs to be cut out from the existing background and the background removed through photo editing. This process is known as siloing or cutting out.



The image has been siloed/cut out, but the resolution and overall image size are too low. Images must be at least 150 ppi, with 300 ppi preferred. Please reference your original photo files, as these should be the highest-quality images, and perform the siloing/cut-out from those files. Also, check your image size settings in your editing program to ensure they meet the specifications above.



The provided image shows siloed barcodes that are not valid. Additional information is needed to confirm the correct barcode for both the unit UPC and case barcodes.