

Retail and Foodservice eSubmission Form

Subscribers wishing to use the GS1 Canada Images service can submit their own product images. The GS1 Canada Images office will evaluate these images to ensure they meet Global Standard product image specifications. Please note that an image evaluation will be conducted on all product image submissions. You will be notified via email about whether your product image submission passed or failed. The following product images can be submitted to the GS1 Canada Images office for evaluation:

- **Marketing Images Upload** – three dimensional view images of your product in its packaging, including all languages should be submitted in a TIFF format. Please ensure the views, technical specifications and file naming follows the Global Standards naming convention. Details can be found in the [Global Standard Product Images Specification document](#).
- **Foodservice Images Upload** – three dimensional view images of your product in all its packaging levels, including case, inner pack and products should be submitted in a JPG format. Please ensure the views, technical specifications and file name follows the Canadian Standards naming convention. Details can be found in the [Foodservice Image Guide document](#).
- **Nutritional Images Upload** – in the event that GS1 Canada already has your planogram and marketing content in its database and neither the product nor its packaging have changed, you will be required to submit your nutrition update information only. Submitters should provide the final (print-proof) graphic design of their product packaging (including barcode) in PDF or JPG format File naming for nutrition images and must include the full product GTIN (12 or 13 digit) number.
- GS1 Canada will complete the Nutrition image process using your PDF pack design, collect data and upload it onto Item Certification. You will then receive a notification from the system to login to Item Certification and certify your product nutritional information.

How to submit your own product images

- 1. Share your digital content with GS1 Canada:** read the instructions provided in this document prior to submitting your digital content. All users using the eSubmission process must add their image files, this form, the [Excel document](#) and [contact information](#) forms into a compressed ZIP folder. Please ensure high-resolution files are submitted to enable product data capture. The ZIP file can then be uploaded and shared with the GS1 Canada Images office using the [Easy Upload link](#). Please note the limit per eSubmission upload is 2GB.
- 2. Provide your [contact information](#)** using the form provided on the last page of this document.
- 3. Utilize the [eSubmission form](#):** submit the necessary product information including number of items and GTINs. Please beware that you cannot alter the eSubmission form in any way. In the event that the form has been altered, the eSubmission will be refused and you will need to resubmit. The number of items and GTINs listed in the [Excel document](#) must match the digital files submitted (the maximum being 50 GTINs per submission).
- 4. Fill out and submit the appropriate tables:** please read the section below to understand what kind of submitter you are, fill out and submit the appropriate table(s):

a) GS1 Canada Images users submitting their own product images – those interested in submitting their own marketing, foodservice and/or nutritional images for evaluation to the GS1 Canada Images office, can do so using Table 1. Please note you will be invoiced for the evaluation and image upload.

GS1 Canada will provide you with an evaluation report via email providing the pass or fail status of each image to Global Standards. If an Image upload receives a pass, the images are accepted, uploaded and distributed to your trading partners based on access rules, services agreements and publication and



subscription settings. In the event that an image upload receives a fail, the images and rejected, and the submitter must modify the image to meet Global Standards and resubmit for evaluation.

In the event that GS1 Canada Images already has your product’s planogram and marketing content in its database, your product’s packaging has not changed but you would like to update your nutritional information only, select the nutritional image upload service from the table below and submit your nutritional information only.

Table 1

Submit my images for evaluation and upload By selecting this option, you understand that you will be invoiced for the selected service. Please note, you may only select one service per eSubmission.	Number of GTINs submitted	Marketing image evaluation and upload •Marketing content service	Foodservice image evaluation and upload •Foodservice content service	Nutritional images upload •Nutrition content service
(Example row) X	12		X	

b) Users who have never submitted their product images to GS1 Canada Images or have a new product packaging – those interested in submitting their own marketing and or nutritional images of a new product packaging must pre-register their product by filling out the preregistration table below (table 2) and selecting the image type they would like to upload using table 1:

Table 1

Submit my images for evaluation and upload By selecting this option, you understand that you will be invoiced for the selected service. Please note, you may only select one service per eSubmission.	Number of GTINs submitted	Marketing image evaluation and upload •Marketing content service	Foodservice image evaluation and upload •Foodservice content service	Nutritional images upload •Nutrition content service
(Example row) X	12		X	

Table 2

Pre-registration By selecting this option, you are agreeing to pre-register your product and understand that you will be invoiced for the Retail Trading Partner Services Bundle. Please note all pre-registrations will receive the Registration Certificate for each product GTIN. Upon pre-registration, subscribers will need to submit their final product within 120 days of pre-registration to complete the requested service.	Number of GTINs submitted	Retail Trading Partner Services Bundle By pre-registering your product, you agree to be invoiced for the Retail Trading Partner Services Bundle. Upon pre-registration, subscribers will need to submit their final product within 120 days to complete the requested service. The bundle contains: •eCommerce content service •Marketing content service •Planogram content service •Nutrition content service
(Example row) X	12	X



Who should pre-register: Subscribers, who are either not currently in the GS1 Canada Images database (case b from above), or those who would like to list a product not yet physically available with major retailers (case c from below), can do so by pre-registering their products with GS1 Canada Images.

How to pre-register a product: Subscribers can submit print-proof, illustrations or final designs of their product to GS1 Canada Images. Please note high-resolution files are required to enable product data capture. The minimum eSubmission requirements are either submitting front marketing face in English and French along with the packaging facing with barcode visible, or the complete packaging design in PDF format. Subscribers pre-registering their products will be invoiced for the **Retail Trading Partner Services Bundle** and required to send their Registration Certificate to the GS1 Canada Images office.

GS1 Canada Images will then capture basic product data from the mockup or sale sample to enable the trading partner listing process. Subscribers have 120 days from the time they pre-register their product to submit their final physical product, for imaging to the GS1 Canada Images office to complete the e-commerce planogram, marketing and nutrition image capturing. Samples sent past 120 days will be subject to additional fees. Please note, images services will be completed including nutrition on physical product to ensure bundle of data and images version.

c) Users who have not previously submitted their product to GS1 Canada Images database for retail content capture services or do not have their product physically available yet wishing to list their product with major retailers – those wishing to list their product with major retailers must pre-register their product for the GS1 Canada Images service using table 2. These users will automatically get signed up for the Retail Trading Partner Services Bundle. Please fill out the table below (table 2) with the relevant information:

Table 2

Pre-registration By selecting this option, you are agreeing to pre-register your product and understand that you will be invoiced for the Retail Trading Partner Services Bundle. Please note all pre-registrations will receive the Registration Certificate for each product GTIN. Upon pre-registration, subscribers will need to submit their final product within 120 days of pre-registration to complete the requested service.	Number of GTINs submitted	Retail Trading Partner Services Bundle By pre-registering your product, you agree to be invoiced for the Retail Trading Partner Services Bundle. Upon pre-registration, subscribers will need to submit their final product within 120 days to complete the requested service. The bundle contains: <ul style="list-style-type: none"> •eCommerce content service •Marketing content service •Planogram content service •Nutrition content service
(Example row) X	12	X



Contact form

Please provide your contact information below:

Contact Name: _____

Company Name: _____

Email: _____

Phone Number: (____) _____ - _____

GLN: _____

Date: _____

Purchase Order #
(if required): _____

Sending via Easy Uplink,
weTransfer, Dropbox : _____

I am an authorized agent and I understand that the product images I am submitting will be processed as per the selected services.

I understand that I will be responsible for any additional fees incurred, should the number or type of product images submitted exceed 50 GTINs in this eSubmission.

Authorized Agent Signature

Authorized Agent Name (please print)

Date: _____

For more information on eSubmissions, please contact: images@gs1ca.org

[Click here to fill out the listing form](#)