Foodservice Images Canadian Standards guide

Submitters can provide their own images for evaluation to Standard Image Specifications

There are various ways that product images are used in the Foodservice sector. The two most common uses are electronic and printed. Electronic usage falls into two categories: websites and sales software. Foodservice companies may wish to publish product information to a public website or a private intranet or extranet site. Some Foodservice companies, particularly distributors, have sales software with the capacity to hold product information including product images.
Introduction

GS1 Canada is a neutral, not-for-profit, industry-driven organization that enables the development and implementation of global standards for electronic business and supply chain processes.

Mission Statement

• At GS1 Canada, our vision is a world where things and related information move efficiently and securely for the benefit of businesses and improvement of people's lives, everyday, everywhere.
• Our mission is to be the neutral leader, representing Canadian businesses and enabling communities to develop and implement global standards. We work with industry, providing the tools, trust and confidence needed to achieve our vision.
GS1 Canada Images Service

- **ECCnet Registry**
  - ECCnet is Canada's online, standardized product registry for synchronized data exchange. Product listing through ECCnet is already a standard term and condition of trade in the Canadian Grocery and Pharmacy sectors.

- **GS1 Canada Images**
  - A one-stop-shop for all the images and verifications you need to maximize the selling potential of your products and improve the efficiency of your supply chain, including images and data for Retail Planogram, Marketing, E-Commerce, Nutritional requirements and the Foodservice sector.

- **Bar Code Scan Verification**
  - GS1 Bar Code Scan Verification Certificates assure trading partners that bar codes will scan the first time, every time. These certificates are issued to compliant bar codes after GS1’s physical measurement and testing ensures they meet global norms and tolerances.
The Canadian Foodservice Sector’s Image Requirements

**Case level**
- Provide the shipper case, pail, or pouch image
- This image is the higher hierarchy for your product GTIN

**Inner package level**
- Provided Inner packaging image if product has another pack level
- Opened case image as Inner should be provided if product is packaged bulk

**Product Item level**
- Branded product package level or
- Out-of-package when bulk packaging or not branded packaging
- Out-of-package images are preferred by many operators to efficiently display the actual end product

**Montage**
- GS1 Canada Images will create a Montage image from the individual packaging level
- Montage image will be uploaded on ECCnet Registry to create PIC

The general consensus in the Foodservice sector is that there are three or four levels of images required.
Filename Construction
GTIN based naming for GS1 Canada

The images are identified by a SCC-14 GTIN

Save the image filename with their barcode-14 GTIN product followed by the hierarchy code (suffix) that image represents (ex: 50012345678912p.jpg)

- If the barcode is a 12-digit UPC, preceded by double zeros (00)
- If the barcode is a 13-digit EAN, preceded with a single zero (0)
- If the barcode is a ITF-14, full 14-digit GTIN
- If the barcode is a Ean-128, 14-digit GTIN

UPC-A
00125002741350

EAN-13
03800065711135

ITF-14
10614141999993

GS1-128 (EAN-128)
90774577342902
Filename Construction
GTIN based naming GS1 Canada-packaging level suffix

**SCC-14 GTIN followed by the package level specification suffix**

Save the image filename with their barcode-14 GTIN product followed by the hierarchy code (suffix) that image represents

(ex: 10012345678912p)

The suffix is a letter to identify the packaging level:

- **C** - identifies the Case level (mandatory level)
- **X** - identifies the inner level of packaging *if multiple levels, add alphanumeric suffix (ex: x,x1,x2...)
- **P** - identifies the product item level:
  - consumer branded package or product item out-of-package from bulk-pail (mandatory level)

The Montage Image is created by GS1 Canada Images.

<table>
<thead>
<tr>
<th>C</th>
<th>Case level</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>Inner level additional</td>
</tr>
<tr>
<td>P</td>
<td>Product</td>
</tr>
</tbody>
</table>

10012345678987c 10012345678987x1 10012345678987x 10012345678987p
Photography Views Specifications

Product photography views

15° Elevation from the top (3D images)

- Camera should be set to capture 15 degree elevation on all packaging images, Case, Inner and Product
- However some products may require a steeper or shallower angle to display effectively (see example on page 16 to 18)
- Packaging level must display a rotation of 15 degrees left angle
- The depth of field must be sufficient to get a quality product image in as much detail as possible.
- Note: No props or additional objects should be in the frame

Camera should be set to capture 15 degree elevation on all packaging images, Case, Inner and Product
Packaging level must display a rotation of 15 degree left angle
Foodservice Image File Specifications*

- **File format**: Tiff or JPEG format (quality level 12)
- **Image Size**: minimum 5x5 inches to 8x8 inches
- **Resolution**: minimum 300 dpi
- **Pixel dimensions**: minimum 1500px X 1500px to 2400px X 2400px
- **Embedded Color Profile**: RGB 8 bit
- **Images standards**
  - Subject close cut with **clipping path** saved as **Path 1**
  - White background applied (RGB 255/255/255)
  - Close cropped (centered in margins ¼ inch in square ratio canvas)

- All images must contain a clipping path for the product to be outlined. It is very important for the purpose of batch image repurposing that the clipping path be named “Path 1.” Default flatness setting should be 1 Px (device pixels).

*Technical terms are taken from the terminology used by specialized software.

Pixel dimensions 2401px X 2401px to 4800px X 4800px are accepted and will be resized for distribution purposes.
Image Pack Levels Example

Mandatory View – Bulk packaging

In this example, bulk packaging required images views are the Case, Inner and Product item out of package.

The number of view images required are based on the packaging type from case to product. All packaging levels images will be laid out in a montage created by GS1 Canada Images team.
Mandatory View – Out of package example

*Images of chemicals are taken at their last pack level to avoid exposure

Pail type of packaging required out of package product item image.

It can be poured in a clear cup

Or close up image of product item raw state in opened pail
Image Pack Levels Example

Mandatory View – Out of package example

If product inner lower packaging level is not branded, it is strongly recommended to take an out-of-package image to adequately present the product.
Mandatory View – Out of package example

Out of package images for bulk or industrial type of packaging are essential for your item. It is recommended to cut and show the inside of a food item if it better demonstrates its attributes.
**Image Pack Levels Example**

**Mandatory View – Multi flavors or colors items**

In this example, required images are the Case, Inner and multiple color Products. All flavors or colors items need to be regrouped in one shot.

Product variants (multi-flavors or color items) are to be captured on a single image at the inner and product levels. They must show all flavors or colors of items included in the case.
The individual images will be available to trading partners to meet their advertising purposes, such as print or online catalogues. These images will be used to better promote your products. The montage image will be loaded to ECCnet Registry.

Required image views per product

- The Product level image is important as it sets the customer’s expectations, ultimately influences customers in their choices and reduces order errors and returns.
- The out of package product image is required for bulk item products or not branded packaging with complete marketing consumer information.
Product Image Examples

Product level image- 15° elevation and rotation angle

• Products such as pouches or bottles are not subject to a left angle view.

• Multi-flavour products from a case must show all flavours in one group shot.
Product Image Examples

Product level image-out of package examples

- The Product level image (the raw product or last level) must present the product as it appears in its natural state (out-of-package), and not how it would appear before preparation or after being processed.

- Small products such as noodles, crackers, chicken nuggets or nuts should be imaged in groups of 3-5 pieces on a white surface.
Product Image View Examples

Product level image-in and out of package examples

• Some products may require a steeper or shallower angle to display effectively. Out of package images are required to best show bulk packaged products.

• Products with consumer branded package are imaged in their packaging. The position of the camera on these example is 30 degree elevation to best display branded package.
Images Level Examples In-pack

Mandatory View – Consumer Branded product

- Product images are shown in their last consumer branded packaging level.
- If a branded packaging level is unilingual on two different faces, both languages must be imaged and identified.

C - Case level
10012345678987c

P - Product level
10012345678987p

C - Case level
10012345678987c

P - Product level
10012345678987p

C - Case level
10012345678987c

P - Product level
10012345678987p
Images Level Example In-pack

Mandatory View – Consumer Branded product

• In this example, required images are the Case and Product
• Product images are shown in their last consumer branded package level.

The required images for your food service product is directly related to the amount of packaging levels and the language facings.
Inner Pack Level Image Examples

Mandatory View – Bulk pack multi inners

- If the Product has multiple Inner packs level, these images should be imaged

C - Case level
10012345678987c

X - Inner level of packaging
10012345678987x

X1 - Inner level additional
10012345678987x1

P - Product
10012345678987p

Montage will be created by GS1 Canada Images
If the consumer branded packaging has two different language labels, both English and French must be identified.

This applies on both Inner or Product level images.

C - Case level
10012345678987c

X – Inner package
10012345678987x_en

X – Inner package
10012345678987x_fr

P – Product
10012345678987p
Product Level Images Example

Mandatory View – Consumer Branded Product language

- Product images are shown in their last consumer branded packaging level.
- If a branded packaging level is unilingual, both languages must be imaged and identified.
- In this example, Inner pack is bilingual and product level is unilingual on different sides.

C - Case level 10012345678987c

X - Inner level 10012345678987x

P_en – English Product level 10012345678987p_en

P_fr – French Product level 10012345678987p_fr
Submitting Your own Images for Evaluation and Upload

Foodservice images

GS1 Canada Evaluation Report
Evaluation report will give details if Product images need corrections to be compliant with the Standards for upload

- **Evaluation process**
  - The evaluation fee is applicable when the images are rejected (fail).
  - An evaluation report will be provided with details for each product GTIN status (fail).
  - If the images fail the evaluation, the submitter will be informed of the reason(s) why so they can take corrective actions.
  - At that point image corrections will require to be submitted under new Content Capture Service Request for eSubmission and regular fee will be applied.
  - Images will be evaluated based on the product image standard, which include the file name, the image format and size, the view or orientation of the product on the canvas, the omitted packaging levels and overall quality.

- **Loading on ECCnet Registry**
  - Images that have passed the evaluation will be loaded in the GS1 Canada ECCnet Registry.
  - All data related to the product must exist in your ECCnet catalog.
  - A Product Information Card (PIC) will be created and submitted to participating Food Service trading partners using this service.
  - Submitter will be invoiced for the loading.
Submit your own images for Evaluation and Upload

• Login to MyGS1 to create **Content Capture Service Request** for your product eSubmission

• After you have gathered all the files into your folder, compress the folder into a ZIP file and use your Service Request Number (SRN) as in the example below:
  - Ex: SRN-000000000006.ZIP

  Follow Upload instructions sent to you by the system
  We will no longer accept files by email

**Upload your ZIP files using either of following options**

- gs1canadaesubmission.wetransfer.com
- spaces.hightail.com/uplink/GS1Canada-Esubmission

File transfer will be sent to:

**e-submission.images@gs1ca.org**
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