



The Global Language of Business

eCommerce Digital Images for eSubmission

Guide to submit your own images
eCommerce Content

GS1 Canada
English - Version 3.0 Aug 2020



Pre-requisitions to submit Digital Images for eCommerce



Maintain Product Content for your Trading Partners

Ensure eCommerce Content is compliant with other service types in the Vault:

- a. Planogram Content*
- b. 3D Marketing Content



Planogram Content current version



3D Marketing Content current version

***Seasonal, Promotional limited Shelf Life and Random Weight items are exempted from Planogram Content**

General requirements - Planogram Content Validation



Validated Product Content:

- a. Planogram images are up-to-date*
- b. Validated Product Data:
 - Product Dimensions
 - Product Weight
 - Product Brand, Name & Variant
 - Pack Size
 - Product Material & Shape



**If your Digital images version are not compliant with current Planogram images you may need to update this content*

Product Service Content



Compliant product example:

- ✓ Planogram Content (validated product data attributes)
Example: weight and dimensions, shape, material, etc.
- ✓ Marketing 3D Content
- ✓ Submitted images (TIFF & PDF) matches the current Planogram Content available

Images required:

1. TIFF 2D Front view (English + French or Multilingual)
2. PDF Artwork for eCommerce data capture and Nutritional Information (Ingredients & Nutrition Facts Table)



2D Front view:00012345678990_A1N1.tif



PDF Artwork: 012345678990.pdf

Nutritional Information Content



Retail Trading Partner eCommerce Service Bundle includes creation of Nutritional Information images (for food products) for Content Certification

The Nutritional Information Content images are created with PDF Artwork:



Nutrition Facts	
Valeur nutritive	
Per 3 cups (50 g) / pour 3 tasses (50 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 280	
Fat / Lipides 16 g	25 %
Saturated / saturés 1.5 g	8 %
+ Trans / trans 0 g	
Omega-6 / oméga-6 4.5 g	
Omega-3 / oméga-3 0.1 g	
Monounsaturated / monoinsaturés 9 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 380 mg	16 %
Potassium / Potassium 50 mg	1 %
Carbohydrate / Glucides 31 g	10 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 15 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	4 %

Technical requirements to submit your own images for eCommerce Content

- Advertising 2D Front Image Specifications – 0-degree elevation
 - Files types required for On Pack Data process
 - PDF Artwork or 6 digital Individual Images

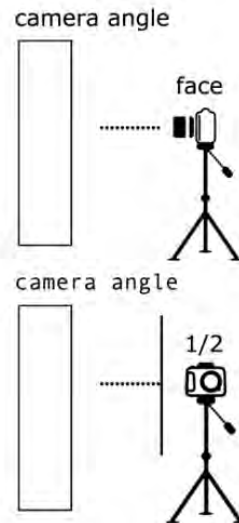


Advertising 2D front image



Compliant angle of view multilingual (gtin _A1N1):

Straight on view



- ✓ Camera position is center with product
- ✓ Camera with appropriate lens to avoid distortion
- ✓ High resolution image capture

When English and French languages are located on different side views of the packaging the language indicator are required

Image Format Specifications for Advertising 2D front image:

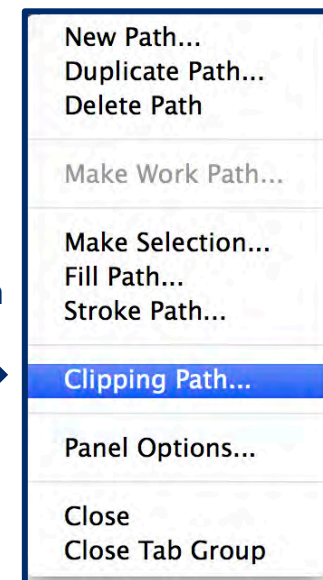


Image Size and Format

- TIFF LZW compression
- Image size 2400px X 2400px (8 inches – 300 dpi)
 - Higher pixel resolution square ratio are accepted** [see Global Standards](#)
- RGB Color Profile embedded

Images standards

- New Path should be saved as Path 1, Clipping path mode, default flatness 0.2-device px
 - ✓ It is very important for the purpose of batch image repurposing that the clipping path be named Path 1 and activated in the Clipping path mode
- White background Applied (RGB 255/255/255)



GS1 Canada optional specifications for images*

- Selection from Path 1, 0.5 px feather, saved as Alpha 1 Channel*
- Straitening of the vertical lines (lens distortion correction)
- Centered in margins 1/4in on a square ratio canvas

Image delivery

- From these standardised TIFF RGB format images stored in the national database,
- Distribution can be done in any other file format including jpg and png

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

Advertising 2D front image



Compliant 2D front view (Multilingual _A1N1):



- ✓ TIFF LZW compression
- ✓ RGB Color Profile embedded
- ✓ Dimensions: 2400px X 2400px
- ✓ Resolution: 300 dpi
- ✓ "Work Path" saved as Path 1
- ✓ White background Applied (RGB 255/255/255)
- ✓ Subject centered in 1/4 margins (see guidelines) in square ratio canvas: 8 inches X 8 inches



Advertising 2D front image: Filename requirements



Part 1:

A significant portion of the eCommerce image standards covers the naming convention to identify each of the views represented by an image as well as a language indicator when needed.

When primary advertising view contains: English & French on the same packaging face (Multilingual view), no language indicator is required.

When English and French languages are located on different side views of the packaging the language indicator is required.

Image naming convention is using 14-digit GTIN followed by the **suffix indicator**:

00754015781013_A1N1_EN (English view)

00754015781013_A1N1_FR (French view)

00754015781013_A1N1 (Multilingual view)

Advertising 2D front image: Filename Product GTIN



Part 2:

The images are identified by a **14-digit GTIN followed by an underscore (_)**

- A 14-digit GTIN is made of the 12-digit UPC code preceded by double zeros (00)
- When the barcode is a 13-digit EAN code, proceed with a single zero (0)

Examples:



UPC

00125002741350_



EAN

03800065711135_

Advertising 2D front image: Filename Suffix Indicators



Part 3:

The Suffix Indicator is made of a series on letters and numbers identifying the image, the face, the angle view, language, etc.

- **A:** identifies Product Image
- **1:** identifies Advertising Face 1
- **N:** identifies no plunge angle view = 0 degree elevation
- **1:** identifies in-package
- **_EN** or **_FR:** only used when the packaging face is not Multilingual
 - *No language indicator needed on Multilingual facing image*

Files must be named using a 14-digit GTIN made of the **12-digit UPC** code preceded by double zeros (00).

The 14-digit GTIN is followed by **Underscore (_)** and image specification **Suffix Indicator:**

_A1N1_EN

_A1N1_FR

_A1N1



This Multilingual 2D front view, named as:
00754015781013_A1N1

Technical requirements to submit your own images for eCommerce Content

- Files types required for On Pack Data process
 - PDF Artwork



PDF artwork requirements



PDF artwork (or print proof) final version:

- High resolution: Vector format
 - Vector format PDF files are best for data capture
- The PDF artwork must be of high quality (resolution) to be able to zoom in and read everything easily
- If the product has artwork cut-outs (or windows), this would normally show the product inside the package. In this situation, the Front 2D image must show the product inside.
- The PDF artwork must include a barcode
- Guidelines (crop marks) should not overlap data
- PDF artwork must named using the 12-digit UPC (or 13-digit EAN):
125002741350.pdf

PDF file validation:

- ✓ PDF Version compliant with TIFF 2D Front image = Yes
- ✓ Complete artwork = Yes
- ✓ Readability = Yes
- ✓ GTIN present = Yes

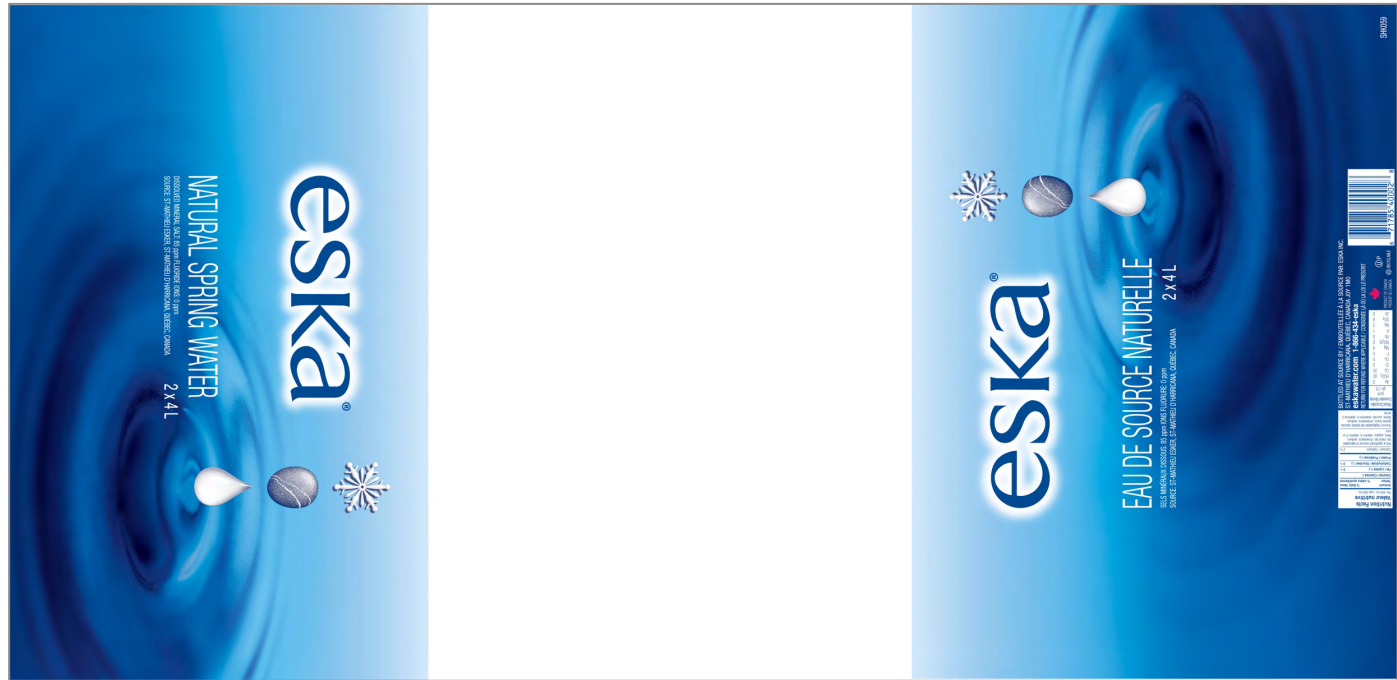
PDF artwork compliant example



- ✓ PDF version compliant with TIFF 2D Front images = Yes
 - ✓ Complete artwork = Yes
 - ✓ Readability = Yes
 - ✓ GTIN present = Yes



PDF artwork compliant example



* **Transparent packaging:**

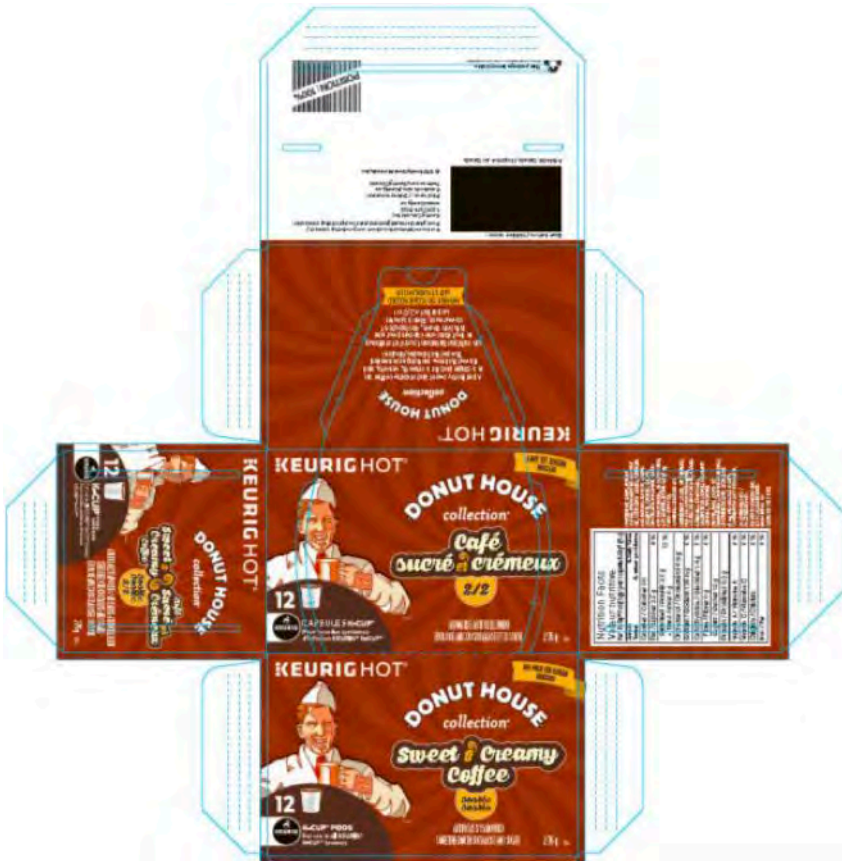
If the product has artwork cut-outs (or windows), this would normally show the product inside the package. In this situation, the Front 2D image must show the product inside.

- ✓ PDF version compliant with TIFF 2D Front images = Yes
 - ✓ Complete artwork = Yes
 - ✓ Readability = Yes
 - ✓ GTIN present = Yes

Example of what could be rejected for PDF Artwork



Rejected:



- ✓ Complete artwork = Yes
- ✓ Readability = Yes
- GTIN present = **No**
- Guidelines = **Yes**

Not compliant:

- Missing GTIN
- Guidelines (Crop marks) interfere on product data



Technical requirements to submit your own images for eCommerce Content

- Files types required for On Pack Data process
 - 6 Digital Images view



6 digital images view requirements



6 digital images view:

- All sides of the products must be provided: 6 images minimum
- Additional images may be required depending on packaging type or shape
 - this is required to ensure all the information can be read for capture
- Resolution: minimum of 300 dpi
 - Image resolution must be high enough to view all the data
 - Image resolution must be high enough to produce a good quality product image
- Filenames construction, example with 12-digit UPC:
00**125002741350**_1
00**125002741350**_2
00**125002741350**_3
00**125002741350**_4
00**125002741350**_5
00**125002741350**_6

Image Validation:

- ✓ All sides/views (6) = Yes
- ✓ Readability = Yes
- ✓ GTIN present = Yes

6 digital images view compliant example



- ✓ 6 views = Yes
- ✓ Readability = Yes
- ✓ GTIN present = Yes

Zoom in:
✓ all data clearly readable = Yes



6 digital images view compliant example



- ✓ 6 views = Yes
- ✓ Readability = Yes
- ✓ GTIN present = Yes

Zoom in:
 ✓ all data clearly readable = Yes

Nutrition Facts		Valeur nutritive	
Serving Size 6 Blocks (45 g) portion 6 blocs (45 g)			
Amount		% Daily Value	
Teneur		% valeur quotidienne	
Calories / Calories 240			
Fat / Lipides 13 g		20 %	
Saturated / saturés 8 g		41 %	
+ Trans / trans 0.1 g			
Cholesterol / Cholestérol 5 mg			
Sodium / Sodium 100 mg		4 %	
Carbohydrate / Glucides 28 g		9 %	
Fibre / Fibres 1 g		5 %	
Sugars / Sucres 26 g			
Protein / Protéines 3 g			
Vitamin A / Vitamine A		0 %	
Vitamin C / Vitamine C		2 %	
Calcium / Calcium		8 %	
Iron / Fer		10 %	

INGREDIENTS: sugar, cocoa butter, unsweetened chocolate, skim milk powder, milk powder, butter oil (milk), emulsifier (soy lecithin), lactose, skim milk, salt, vegetable oil (coconut), whey powder, natural flavor, sodium bicarbonate.
 May contain other tree nuts.

INGRÉDIENTS: sucre, beurre de cacao, chocolat non sucré, lait écrémé poudre, lait poudre, huile de beurre (lait), émulsifiant (lécithine de soja), lactose, lait écrémé, sel, huile végétale (noix de coco), poudre de lactosérum, arôme naturel, bicarbonate de soude.
 Peut contenir d'autres types de noix.

To ensure product quality, please keep this package stored in a cool place, at or below 65°F (18°C).

Afin de garantir la qualité de produit, veuillez conserver cet emballage dans un endroit frais à une température maximum de 65°F (18°C).

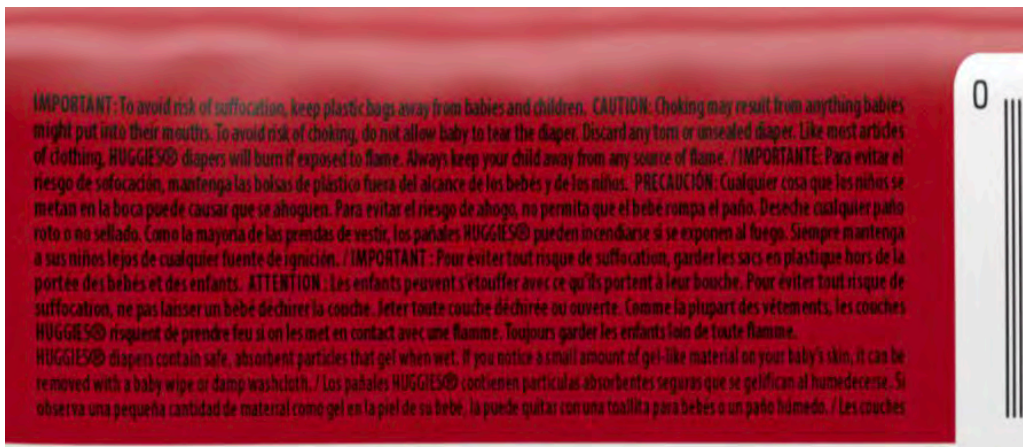
Example of what could be rejected for 6 digital images view



Rejected:



- ✓ 6 views = Yes
- Readability = **No**
- ✓ GTIN present = Yes



Not compliant:

- *Zoom in:*
Readability = No
- *Resolution too low,*
poor image quality
- *Blurry*

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 per 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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