![UNFI logo - BETTER FOOD. BETTER FUTURE.]

Product Images and Label Flat Specifications

Product Image Specifications

- File format: JPEG or TIFF
- Minimum Width: 1500 Pixels, Minimum Height: 1500 Pixels
- Resolution: 300 ppi
- Color Mode: RGB Color
- Pixel Depth: 8 bits/channel
- Color Profile: Adobe RGB (1998)
- File Size: 400KB minimum
- Only provide images of the packaged product as it would be sold on shelf (do not include open packages)
- Image should be evenly illuminated
- Images must be clear and writing legible
- Product must be shot front-on or at a ¼ turn to camera left
- Product should be shot on a white backdrop with minimal shadow or retouched to appear with a white background (Background: Web #FFFFFF or RGB 255, 255, 255)
- Do not include reflection effects, drop shadows, other additional effects or additional imagery
- Crop image as tightly as possible without cutting off the product image

Examples:

CORRECT

INCORRECT:
background should be all white

INCORRECT:
angled and improperly cropped

INCORRECT:
features a reflection

INCORRECT:
features a drop shadow

INCORRECT:
includes additional imagery

Product Images and Label Flat Specifications

Product Label Flat Specifications

- File format: PDF
- Must show actual item UPC, no FPO's
- Must show ingredients and nutrition facts labels
  - Visit www.fda.gov for more information on Nutrition Facts Label

Example:

BETTER FOOD. BETTER FUTURE.

Product Shipping Case Image

Case Image UPC Specifications

As of January 2023, UNFI requires all shipping cases to have scannable barcodes on the outside of the case. Unit UPCs may be used if you don't have a GTIN number assigned to the item. Non-compliance will result in a fee charged per PO.

- File format: PDF or JPG
- Must show actual item UPC, no FPO's or QR codes
  - Barcodes may be printed, ink jetted, or part of an attached label
  - Should be placed on the longest side of the carton and 2 adjacent sides
- Can also include: Case artwork, inclusive of correct UPC, if the actual shipping case is not in production yet.
- For further guidelines, view Page 11 of our Shipping and Handling guidelines.

Examples: