NIQ Brandbank is Wakefern's only source for digital content. By having Brandbank process your digital content, it ensures that the minimum images and data standards are provided to Wakefern in the correct specifications and that they comply with the current GS1 image requirements.
Brandbank Contact Information - wakefernvendors@brandbank.com

Suppliers can send physical samples of their products to Brandbank for processing (photography and data capture) or provide high resolution images to Brandbank for processing. The following is the required minimum set of images:

1. **Functional:** High resolution images of all sides of the package (e.g. front, back, top, bottom, left side, right side)
2. **PlanOGram:** High resolution images of each Marketing Face for Display & Shelf Management (Functional Images can be used to satisfy the PlanOGram image requirement)
3. **Primary:** High resolution image of each Marketing Face (on angle)
4. **Informational:** High resolution cropped images of the informational panels displayed on the consumer package (Barcode, Nutrient Fact Panel (as applicable), Ingredient Statement (as applicable))

Suppliers can also provide additional images (optional) that may be used to market their products:

5. **Lifestyle:** High-resolution product images that display the item with other elements (props, actors, etc.)
6. **Mobile Optimize Images (MOI)**: images that are specifically formated and resized to display well on mobile devices.

It is acceptable to provide more images than are listed above, as they will provide additional information about the item. By providing high-resolution images, all images (except planogram) may be used for multiple purposes, such as print advertising, marketing and e-commerce applications. Additionally, a high-resolution image can be downsized for other purpose that require smaller images.

Wakefern has adopted GS1 standards to support our image requirements. For additional information about the image standards, please use the following reference.

GS1 Product Image Specification Standard
https://www.gs1.org/standards/gs1-product-image-specification-standard/current-standard#1-Introduction

Image Size & Format Requirements

File Formats	TIFF, JPEG, EPS, PNG
Color Mode	RGB
Image Size	3 inch
Image Size Pixel (min)	2400 x 2400 pixels
Resolution	300 dpi

Note - All product images must have a transparent background with a clipping path named Path-1.

For additional information, please contact datasync@wakefern.com or dam.support@wakefern.com