



Digital Product Content Requirements

Please note: digital product content is **ONLY** displayed by the primary UPC. Update all UPCs associated with the Meijer PID/product (unless the information specifically varies by UPC, i.e. an old UPC corresponds with old information). Updating all UPCs will eliminate the dissemination of inaccurate information, in the case of a primary UPC change.

Meijer continues to evolve its digital content so that all products provide the best customer experience. Below outlines our current image expectations *and* new compliance image requirements.

IMPORTANT: This information must be supplied upon initial product setup.

Customer Facing Data Requirements:

1. Product Name
2. Product Details
3. Features

Effective immediately, Digital Image Requirements:

Current Image Requirements:

- Front Facing Image

NEW - Additional Compliance Image Requirements:

- Ingredient/Supplement detail
- Nutrition, Supplement and / or Drug Fact Panel
- Warning Information
- Distributed by
 - All the above information may be included in one image, if legible.

Image Resolution Requirements:

- Preferred
 - 2400 X 2400 pixels
 - 16 MB file size
 - File Formats: EPS, Tiff, Targa, PSD, PNG, JPG, PDF
 - Minimum Acceptable, if compliance information is legible
 - 1200 X 1200 pixels
 - 4 MB file size
 - File Formats: EPS, Tiff, Targa, PSD, PDF
- ADA/Accessibility Content Requirements – Product Images reference link:
<https://vendornet.meijer.com/Home/Section/Compliance-334>

Any of the below image locations may be used to upload the additional compliance image requirements through PEF in the VendorNet:

- Back
- Left
- Right
- Top
- Bottom
- Tilt Left
- Tilt Right

Below are example images that meet the compliance requirements

Nutrition / Supplement Facts Panel:



Ingredient/Other Ingredients Statement Line:

INGREDIENTS: BACON (CURED WITH WATER, SALT, SUGAR, SODIUM NITRITE. MAY ALSO CONTAIN SMOKE FLAVORING, DEXTROSE, SODIUM PHOSPHATES, SODIUM ERYTHORBATE, SODIUM ASCORBATE, FLAVORING.)

Other Ingredients: Cellulose, magnesium stearate (vegetable source), silicon dioxide, titanium dioxide.

Warning Information:

THIS PRODUCT DOES NOT CONTAIN ANY DAIRY, SOY OR GLUTEN.

Suggested use: Adults, as a dietary supplement, take one (1) capsule daily.

Do not crush or chew.

Store in controlled room temperature area between 68° - 77° F (20° - 25° C). We recommend you store this product in the original blister card package.

WARNINGS: KEEP OUT OF REACH OF CHILDREN.

CAUTION: We recommend you discuss the supplements and medications you take with your healthcare provider. Consult your physician before taking this product if you have a medical condition, are pregnant or are nursing.

Distributed by Statement:

DIST. BY MEIJER DISTRIBUTION, INC.
GRAND RAPIDS, MI 49544
www.meijer.com

Additional Examples of acceptable Image Sets that meet Compliance Requirements:



Questions please submit an email to: MeijerVendor.MeijerVendor@meijer.com

Product Name (required)

Brand-Brand Product Line-Variable-Core Product-Size

- Product name should reflect the name on the product package
- Capitalize the first letter of each word
- Subsequent letters are lower case
- Add a comma before size
- 80-character limit
- **DO NOT** use all caps

Examples

- *Meijer Ibuprofen Tablets, 200 mg, 100 Count*
- *Meijer Main Choice Bully Sticks Dog Chews, 4 Pack*
- *Meijer Barbeque Classic Potato Chips, 10 oz*
- *Strawberries, 16 oz*
- *Studio M Eyelash Curler*

Product Details (required)

“Romance copy”/ information about the product

- Opportunity to entice customers and provide general information
- If available, company or brand information may be added as secondary information
- 350-character limit
- Capitalize the first letter of each sentence
- Punctuate the end of each sentence
- **DO NOT** use bullet points
- **DO NOT** include any nutritional or legal claims

Please note, this is the only product information that flows to “Shipt” for Meijer Home Delivery

Please note, if the item is an assortment, indicate the assortment in the product details (see assortment information in appendix)

- Assortment product digital copy examples
 - *Available in blue, green, and pink*
 - *Colors, styles, and patterns may vary*

Examples

- *“Reduce your fever and kiss your headaches goodbye with Meijer Ibuprofen. This nonsteroidal anti-inflammatory drug (NSAID) is used to relieve pain and reduce fevers from a common cold to a constant back pain, Meijer Ibuprofen can make the pain a thing of the past, allowing you to enjoy the rest of your day with relief.”*
- *“Good dogs deserve even better treats. Reward your furry friend with Meijer Main Choice Bully Sticks to give them a savory snack they won’t forget. These chewy treats are made from 100% beef and make for tasty treats any time of the year!”*
- *“These regular cut potato chips are seasoned with the perfect amount of smoky barbeque flavor for a sweet & savory taste. Each bite of this familiar chip provides a satisfying sensation that reminds you of life’s simpler pleasures.”*
- *“Fresh strawberries with rich, sweet flavor. Excellent for short cake, cereals, and more!”*
- *“Whether you’re getting ready for a special occasion or want to look awake before you’ve had your coffee, Studio M Eyelash Curlers can give you a pinch-free curl that reaches even the smallest of lashes. Quick, easy, and smooth, your lashes will look longer than ever before in no time!”*

Product Features (required)

Additional product information

- Concise selling points and key callouts
- 300-character limit
- Capitalize the first letter of each line
- **DO NOT** include punctuation
- **DO NOT** include bullet points
- **DO NOT** include any nutritional or legal claims

Please note, this information **DOES NOT** flow to “Shipt,” for Meijer Home Delivery, and is only visible on [Meijer.com](https://www.meijer.com)

Examples:

- *Pain reliever*
- *Fever reducer*
- *Easy-open package*
- *Easy Close Container*
- *Absorbent*
- *Durable*
- *Easy-to-use*

Product Image (required)

Up-to-date, Image(s) resolution of the product package

- Accurately reflects the in-store product
- Preferred:
 - 2400 x 2400 pixels
 - 16 MB file size
 - File formats: EPS, Tiff, Targa, PSD, PNG, JPG, PDF
- Minimum Acceptable, if information is legible:
 - 1200 x 1200 pixels
 - 4 MB file size
 - File formats: EPS, Tiff, Targa, PSD, PDF

Save image name as the 12-digit UPC (13 digits for EAN) followed by the “GS1” product view identifier (see below)

- Do not include additional information such as product name, size, etc.

Example

- 713733778954_A1C1



Please note, while multiple product images flow to [Meijer.com](https://www.meijer.com), only the **FRONT** product image currently flows to Shipt.
