

# LP IMAGE GUIDELINES

## PRODUCT IMAGES

- |                            |  |
|----------------------------|--|
| <b>1. BACKGROUND</b>       | Transparent  |
| <b>2. LIGHTING</b>         | No flash, no shadows, no shallow depth of field                |
| <b>3. FORMAT</b>           | PNG  |
| <b>4. NAMING</b>           | Must include retail GTIN                                       |
| <b>5. IMAGES</b>           | Upload separate images of product and package. No zip files.   |
| <b>6. UPLOAD TIMEFRAME</b> | Proof of image uploads will be required before a PO is issued. |

**Quantity of product must be accurate (ex. 3 pre-rolls for a 3 pack)**

### EXAMPLE

**Required  
Product Image**



**Required  
Packaging Image**



## NAMING

File names must include the retail GTIN or follow up requests will be sent to re-upload.

### EXAMPLE

**Product: 00628188000935**

**Package: 00628188000935\_1**

## WHERE TO UPLOAD

Images must be uploaded to the SFTP and not emailed. **Vendor Relations (cannabis.vendor@bcldb.com)** will supply the URL and Password.

Links are active for 1 year and Vendor Relations will provide updated links.

## MISSING IMAGE REQUEST

If images have not be submitted after the 3rd email, the SKU will be marked as lost and no image will be uploaded to the B2B/B2C site. Please note that this will directly affect sales potential for any applicable SKUs.