

Gordon Food Service will accept product images for national brand and packer-label products that meet the standards within the the latest version of the *GS1 Product Image Guideline for the Foodservice Industry*. The guideline can be found at gs1us.org; search Product Images Application Guideline.

In addition to the GS1 standards, Gordon Food Service requires multiple "primary" images (image set) per product based on the product's packaging within the Closed Master Case. This flowchart will help you understand image sets A, B, C, D, and E. Each vertical column identifies the required primary image types for each package and raw product type combination.

If your organization has published a primary image to your data pool, it will likely satisfy one image type within an image set. The outside columns of the flowchart identify the image type and File Name image type code; COR, PKG, IPG, RAW.

The primary images shown in the flowchart represent the majority of products. If you have any questions, please contact the eCommerce Images Team at item@gfs.com.

