Contents

Document Version History

Version	Date	Updated by	Changes Made
1.0	6th Sept 2019	Danielle Jones	

Summary

This document describes the product and product image attributes Kwikee uses to uniquely identify product images. Kwikee uses standard GS1 identifiers but extends those identifiers to support a broader set of product images than the GS1 system currently supports.

Each of the attributes used to identify a product image asset are include in a 'baseFilename' attribute which is described in the next section. Legacy image assets that do not have GS1 data, may be missing the 'baseFilename'.

See GS1's Product Image Specification Standard for more details on the GS1 attributes used in this document.

Image Asset Identification via 'baseFilename'

The 'baseFilename' attribute can be used as a guide to identify images or to name files upon download and includes the primary image attributes Kwikee uses to identify product images. This attribute is based on the GS1 filename but includes enhancements for image types not supported by that system.

The 'baseFilename' uses the following attributes.

- GTIN
- GS1 Codes for Type, Facing, Angle, and State

    - These codes are merged into a string of 2 or 4 characters
- Special Purpose
- Language
- Sequence
    - The sequence number is set to a 2-digit number and prepended with an ‘s’
- Rendered Image
- Variant

The ‘baseFilename’ is structured as follows. Empty attributes and extra delimiters are omitted from the string.

```
<GTIN>_<GS1 Codes>-<Special Purpose>_<Language>_<Sequence>_<Rendered Image>_<Variant>
```

Example ‘baseFilename’ values:

- 00025800026500_A1C1_fr
- 00025800026500_A1L1_fr_s02
- 00025800026500_BWK_s01
- 00013000000369_L3_Easter
- 00999999999115_A2L0-NLK_de_s02_Variant
- 00044700070598_H1N1-MOK_R

Notes:

- The ‘baseFilename’ can be used to name files on download but does not guarantee the filename is unique, in part because an image asset could have JPG files of different sizes.

GS1 Codes

Within the GS1 system the primary identifiers for a product image are the four GS1 codes most commonly seen as a single two to four-character string like “A1C1” or “L2” which is how they will be found in the ‘baseFilename’.

Image Type, the ‘imageTypeGs1’ attribute

- A = Product Image (Web) [2400x2400 and below]
- B = Product Image with Supporting Elements (Web)
- C = Product Image (High Resolution) [2401x2401 and above]
- D = Product Image with Supporting Elements (High Resolution)
- E = Product Image 360
- F = Detail Image
- H = Mobile Ready Hero Image*
- L = Product Packaging/Label Information **[These types of images are only 2 characters]**
- M = Montage

Facing, the ‘facingGs1’ attribute

All 'imageTypeGs1' values other than "L"

- 0 = Not applicable
- 1 = Front
- 2 = Left
- 3 = Top
- 7 = Back
- 8 = Right
- 9 = Bottom

ONLY 'imageTypeGs1' values of "L"

- 1 = Full Flat
- 2 = Nutritional Label
- 3 = Barcode
- 4 = Ingredients
- 5 = Nutritional/Ingredients Combined
- 6 = Marketing Content (QR Code Images)

Angle, the ‘angleGs1’ attribute

- C = Center
- L = Left
- N = No Plunge
- R = Right

State, the ‘stateGs1’ attribute

- 0 = Out of Packaging
- 1 = In Packaging
- A = Case
- B = Inner pack
- C = Raw/Uncooked
- D = Prepared
- E = Plated
- F = Styled
- G = Staged
- H = Held
- J = Worn
- K = Used
- L = Family
- M = Open Case

MOST COMMON CASES

KT Legacy View Code	Most Common Retail image GS1 Codes
CF	A1C1
CL	A1L1
CR	A1R1
IN	L4
NF	L2
IN & NF Combined	L5
y1	A1N1
y2	A2N1
y3	A3N1
y7	A7N1
y8	A8N1
y9	A9N1
BC	L3
PF (Full Flat/Packaging Flat)	L1

View	Most Common Foodservice Codes
InnerPack	A1CB
Plated	A1CE
Left Angle Open Case	A1LM
Right Angle Closed Case	A1RA
Left Angle Closed Case	A1LA
Raw/Uncooked	A1CC

Kwikee Special Purpose Codes

The Kwikee Special Purpose Code, 'specialPurpose' attribute, helps identify product images the GS1 system does not yet describe.

VALID VALUES

- BOK = Optimized Pack Shot - Brand Optimized
- BWK = Black and White or Grey Scale
- DFK = Drug Fact Panel
- EGK = Energy Guide Panel Images
- FCK = Feeding Chart
- GAK = Guaranteed Analysis
- HIK = Client Designated Marketing Hero Image
- HVK = Horizontal View
- ITK = Info Graphic - Product Image and Text
- LFK = Lighting Fact Panels
- MOK = Mobile Optimized/Cambridge*
- MRHK = Mobile Ready Hero Image*
- POGK = Planogram
- PVK = Package Views
- NLK = New Look
- RSK = Relative Size image
- SFK = Supplement Fact Panel
- SIK = Generic Supporting Image
- SIMK = Generic Supporting Image w/Model
- SWK = Swatch Image
- TOK = Info Graphic - Text Only

Language

Within the GS1 system the language code, the 'language' attribute, is provided when a product image includes a language that is not the primary product language. This is not used in cases for bi-lingual or multi-lingual products that have more than one language on the same face of a product. But rather, a

product that has different languages on different faces of the product. This means that the language code will not be included for most product images.

Sequence

Within the GS1 system the 'sequenceNumber' attribute was originally intended for 360 spin set naming. However, it can also be used to identify multiples of the same image type, which is how Kwikee uses it. For example, if a product has multiple Cambridge images, each image would have the same GS1 codes applied and a sequence number to identify that we have more than one Cambridge image. Sequence is not necessarily used to define an image order, but rather multiple options of the same image type.

Rendered Image

The rendered image attribute, 'renderedGs1', indicates the image was created from a digital representation of the product.

Variant

Variant value in the 'baseFilename' is derived from the product's attributes, specifically the GS1 CPV (Consumer Product Variant) value or by a Kwikee variant description value if the CPV doesn't exist. Kwikee uses this attribute to identify different packagings provided for the same GTIN. As an example, this can be used for seasonal products that share one GTIN but the flavors change periodically throughout the year. Variant is not typically applied for packaging updates.