

	Subject: North American Branded eCommerce Image Requirements	Effective Date: April 1, 2025
	Owner: NA Brand Marketing Manager	Supersedes Policy Dated:
	Type: Complete Revision () Partial Revision () New (x)	Approved By: NA Brands & Marketing Director

Gordon Food Service North American Branded eCommerce Image Requirements

Including images in Gordon Ordering is vital for enhancing the user experience and increasing conversion rates. High-quality visuals clearly represent products, helping customers make informed purchasing decisions. Gordon Food Service requires the following 4 image types for each branded product to support Gordon Ordering.



U.S. Branded Product Image Requirements

Gordon Food Service partners with Big Events Studios to ensure consistent, high-quality images of all branded items. To capture these photos, the Brands team will request a full case of each item(s) to be sent to Big Events, address below. This product must be packaged in our brand packaging, exactly as it would appear in production*. Big Events will invoice Supplier/Brokers for e-commerce imagery as a part of product costs**. Each image costs \$30 plus a handling fee.

Example

- 1 Item (4 images x \$30 each) \$120 total = \$120 per item.
 - + \$6 handling fee per invoice. Could include multiple items.
1. Please arrange product to arrive to the studio:
 - a. **If dropping off:** Please call prior (616.292.4775).

*Packages that show up severely damaged may require a second sample to be sent OR a fee to fix in post production (Supplier's choice).

**Invoices will be expected to be paid within 30 days to avoid late payment fees.

Drop off during business hours (9:00 AM - 5:00 PM) and ensure item(s) are left inside or arrange a time when speaking with Big Events over the phone.

- b. **If shipping:** Use a secondary corrugate box to protect both the product and the branded corrugate. Attach the yellow sheet at the end of this document to the outside of the shipping box, ensuring all fields are filled out.

Ship To Address:

Big Event Studios
Attn: Julie Line
312 Ellsworth Ave. SW
Grand Rapids, MI 49503
cell - 616.292.4775

- i. Please provide tracking. It is important that the shipment tracking number is emailed to your GFS Brands Specialist. If dropping off, please make them aware it has arrived.

Canada Branded Product Image Requirements

Gordon Food Service partners with Jules Marketing & Design Inc. to ensure consistent, high-quality and consistent images of all branded items. To capture these photos, the Brands team will request a full case of each item(s) to be send to Jules Marketing & Design Inc. studio, address below. This product must be packaged in our brand packaging, exactly as it would appear in production. Supplier/Brokers will be invoiced for e-commerce imagery as part of the product cost. Each image costs \$30 CAD plus tax.

Example

- 1 Item (4 images x \$30 each) \$120 CAD total + \$15.60 HST = \$135.60 CAD per item.

- 1. Please arrange product to arrive to the studio:
 - a. **If dropping off:** Please call prior 647-997-2793. Drop off during business hours (9:00 AM - 5:00 PM) and ensure item(s) are left inside.
 - b. **If shipping:** Use a secondary corrugate box to protect both the product and the branded corrugate. Attach the yellow sheet at the end of this document to the outside of the shipping box, ensuring all fields are filled out.

Ship To Address:

JULES MARKETING & DESIGN INC.
111 Tycos Drive, Unit 105
Toronto Ontario
Canada
M6B1W3

- i. Please provide tracking. It is important that the shipment tracking number is emailed to your GFS Brands Specialist. If dropping off, please make them aware it has arrived.

eCommerce Photography Sample

GFS Reorder #(s) _____

GFS Contact Name _____

Vendor Item #(s) _____

Vendor _____

Vendor Contact Name _____

Vendor Contact Phone # _____

Please DO NOT apply this label directly to any sample product.

PLEASE TAPE THIS COPY TO OUTER SECONDARY (SHIPPING) CORRUGATE