





Image Requirements

- PDF, PNG, JPEG, or JPG format
- Greater than 270 DPI and less than 40MB each
- High resolution (all text MUST be readable upon zooming in)
- Final UPC visible
- Printing instructions and/or dielines acceptable, but must be in editable PDF format (note: this may lengthen processing time)

PRODUCT TYPE	PACKAGING FLAT (Label Artwork)	COMMON ISSUES
Beer/Beverage Case		<p>Packaging flats should be submitted in final point of sale casing. If alcohol is sold per case, then case packaging flat should be submitted.</p>
Box		<p>If your product is sold in a box, submit the final Point of Sale box flat. If your product is sold per individual unit, submit the individual packaging flat.</p>
Jugs		<p>For products where front and back labels are separated, we require both images to be submitted with a similar file naming convention.</p>
Pet Food		<p>Flats must be submitted to include all text around the packaging.</p>

<p>Can</p>		<p>Image should include entire can artwork image.</p>
<p>Poultry/Dairy Casing</p>		<p>For products that have a clear casing, Label Insight requires both the front and back labels that include any text, ingredients, claims, logos, etc.</p>
<p>Chip</p>		<p>Any products that are sold in bags must be submitted in the flattened-out artwork.</p>
<p>Pet Specialty</p>		<p>Any products that are sold in bags must be submitted in the flattened-out artwork.</p>
<p>Wine & Spirits</p>		<p>We do not accept marketing images, or hero shots of products. We require the label flat to be submitted. This must include final UPC.</p>