

IMAGE

BEST PRACTICES



QUANTITY

Product image must match SKU details, unless to show texture or other necessary visuals.

(e.g. 3-pack pre-rolls must show three pre-rolls but a pack of 20 dissolving tablets may use one tablet to show an up-close image of the front and back.)

Product package image must be a **separate image file**.



LIGHTING

No flash, no shadows, no shallow depth of field



BACKGROUND

Transparent



FORMAT

PNG, high-quality, minimum 300 DPI, square dimensions, no zip files



NAMING

File name must include GTIN

EXAMPLE OF COMPLETE SET*

Required primary image and file name



00628188000935.png

Required second image and file name



00628188000935_1.png

ADDITIONAL EXAMPLES OF PRIMARY IMAGES

Not an exhaustive list.



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.



Proof of image uploads will be required before a PO is issued.



If images are not submitted after 3 email requests, the SKU will have a placeholder image uploaded online. This may impact sales potential of any applicable SKUs.

Image temporarily unavailable

