










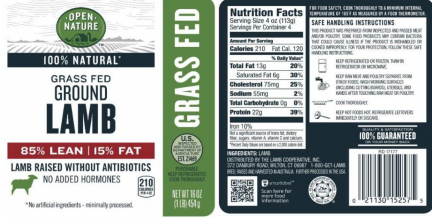








| PRODUCT TYPE | MARKETING IMAGE | PACKAGING FLAT | COMMON ISSUES |
|------------------------------|---|--|--|
| Beer/ Beverage Case |  |  | <p>Packaging flats should be submitted in final point of sale casing</p> <p>If alcohol is sold per case, then case packaging flat should be submitted</p> |
| Box |  |  | <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> |
| Wine & Spirits |  |  | <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> |
| Pet Food |  |  | <p>Flats must be submitted to include all text around the packaging.</p> |
| Poultry/ Dairy Casing |  |  | <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> |
| Can |  |  | <p>Image should include entire can artwork image.</p> |
| Chip |  |  | <p>Any products that are sold in bags must be submitted in the flattened out artwork.</p> |
| Pet Specialty |  |  | <p>Any products that are sold in bags must be submitted in the flattened out artwork.</p> |