



The Global Language of Business

GS1CA_Marketing Images Guideline and eSubmission Process - Cannabis



V2.63

GS1 Canada Images

June, 2023



Industry Managed Services – Marketing Images



This GS1 Standard establishes rules for digital images associated to products. These rules are based upon the guidelines that were originally developed for consistency in the use of digital images.

*The Technical Specifications for digital imaging,
as specified under the GDSN standards
[gs1-product-image-specification-standard](#)*

This guide is an excerpt of the standards - Marketing Images for Cannabis Industry

What's new in the guide?

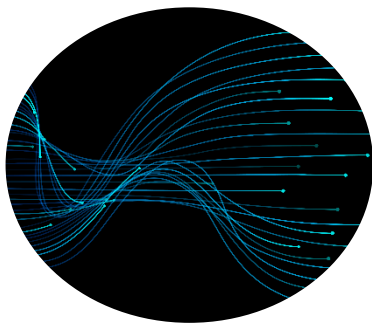


1. [New slide](#) steps by steps eSubmission process for LPs
2. [The new schema](#) for the image evaluation process to include notification communication support to LPs for success
3. [Image Capture](#) - Clarification 15 degree elevation angle view
4. [Product information on-pack](#) – Examples of view and content required
5. Increase data integrity with [Back of pack views](#) for all product types – all information and barcode

**** New** - GS1 Canada offers Graphic Editing Service on Raw/Original images to meet these specifications. Subject to a Quote approval, Hour rated fees applicable

**** Please Contact your Account Manager for more information**

eSubmission 2023 Enhancements



- Simplified Flow « *One-to-Many* » Exchange
- Standardized & Validated Product Images
- Accurate and Faster System Integration
- Support to maintain Data Integrity
- Better Online Consumer Experience

Create a Service Request
for eSubmission & Submit
your Product Images
aligned with the Standards
Requirements

LP's sends
images to
GS1ca:
Include all the
required
views for the
product

GS1 Canada
performs
image
evaluation
against
Standards

LP's receives
evaluation result
–
Images with
Pass result will
be loaded

GS1 Canada
shares Marketing
Content (one to many
model)
All product views are
distributed in one feed



GS1 Canada eSubmission



1- GS1 Canada eSubmission Image Standards Guide

- Use recommendations in the guide to create your product images compliant to standards
- Proceed with high quality/resolution Photography
- Image Editing as required** (ask GS1 editing service)

2- Create Service Request** – eSubmission Cannabis

- Enter GTIN (12-13 or 14 digits - barcode) and Product Description
- Select Marketing Images Evaluation and Upload
- Submit the Request
- Receive the instructions for SRN to transfer the files

****Note:** You must register for the ECCnet Marketing Content

3- Group the images in one folder, named with your SRN

- Ensure file format and size are compliant to standards explained in the guide
- Ensure file are named with proper GTIN and view identifier
- Provide all view for the product type and Flat Pdf if required

4- Upload your files using our file transfer Tools

- Gathered all the files into single folder- compress to Zip
- Use your Service Request Number (SRN) to enable system recognition:
Ex: SRN-000000000006.ZIP

Upload using one of two tools:

gs1canadaesubmission.wetransfer.com

Or

spaces.hightail.com/uplink/GS1Canada-Esubmission

**** We are no longer accepting files by email**



Marketing Image –Cannabis Industry Evaluation Process

Evaluation and loading: Process



Images submitted will be evaluated against standards requirements

Product Images** – with Pass result:

- Images loading to The Vault and available to business partners
- An email confirmation from the system will be sent to the submitter contact in SRN
- Loading fees will be invoiced to the Subscribers account.

***Pass evaluation result
Loading to the Vault***

Product Images – with Fail result:

****Fail Evaluation results will be shared with LPs, images will not be loaded to the Vault**

Images are evaluated based on the standard requirements:

- File name, file format, size & resolution, required images and the angle/position of the product, the omitted packaging levels, missing product information and overall.
- The nutritional fact with null/incorrect values
- Low Photography/image quality and Editing
- Graphic representation of text and elements in images do not represent realistic product packaging.
- The cost recovery fees for images rejected (fail) are applicable for the evaluation Report and GTINs impacted.
- Each product GTIN (failure) will be listed under a link on the invoice.

****Submitter can take corrective actions on Images to request new eSubmission**
New Service Request is required for new evaluation process

Request Service and File transfer process



- Login to **MyGS1** to create **Content Capture Service Request** for your product eSubmission
- After you have gathered all the files into your folder, compress the folder into a ZIP file and use your Service Request Number (SRN) as in the example below:
 - Ex: SRN-0000000000006.ZIP

Follow Upload instructions will be sent to you by the system

We will no longer accept files per email

Upload your ZIP files using either of following options

gs1canadaesubmission.wetransfer.com

spaces.hightail.com/uplink/GS1Canada-Esubmission

Files will be automatically transferred to our team:

[**e-submission.images@gs1ca.org**](mailto:e-submission.images@gs1ca.org)



Marketing Image Specifications

Images Technical Specifications & Requirements

- Product Image Capture (Photography)
 - Camera position
 - Image Angle and Views
- Graphic Editing Technical Specifications**

**** New** - GS1 Canada offer **Graphic Editing Service on Raw/Original images from your photographer** to meet the standards. Subject to a Quote approval, Hour rated fees applicable

**** Please contact us for more information in this option - e-submission.images@gs1ca.org**

**Images must be standardized and consistent
in order to offer good consumer experience online**

Marketing Image Specifications

(Photography Angle & Views)



15° Elevation (3D images) All products should have required views based on the packaging/shape
Position **15° top** from center for **3D elevation images****

- **Front** In Package images
- **Back** of Package images. – [see link for examples](#)
- **Out of-Pack** images on certain product, types are explained in the guide with examples
- Images **with instructions and/or nutritional/ingredients** are applicable to certain categories of product



Marketing Image Specifications

(Photography recommendations)



Product photography views:

- The products are photographed with a **wide depth of field** so that the whole **product is clear**.
 - Framing the product to fill at least 75% of the camera CCD at high resolution (300 PPI)
- Focal length is chosen appropriately to respect real product proportion
 - A macro lens or 100mm focal preferred to **avoid** wide-angle **distortion** effects
- Reflections and shadows are realistic and neutral.
- The image should not be taken with lower resolution to be increased to avoid low-quality result
- When creating product packaging images using CGI technology*
 - maintain proportions and realistic effects to improve product packaging
- **Avoid any lens distortion or blurry/low resolution images**

*CGI is the process of creating hyperrealistic computer-generated imagery.

- **** Provide your product images of Raw and Prepared cannabis such as dried flower, pre-rolls, capsules, edibles and other forms in your eSubmission**

Marketing Image Specifications

(GS1 Canada – Graphic Editing details)



Image Size and Format

- **TIFF** - LZW compression
- Image size **2400px X 2400px** (8 inches square)
- Resolution **300 dpi**
- **RGB** Color Profile embedded

Images standards

- Path should be saved as **Path 1, Clipping path activated.**
- Centered product in **margins of 1/4 inch** (75 px) on background
 - **(product layout 95% of frame)**
- **White background applied (RGB 255/255/255)**
 - **All layers to be flattened**
- **Avoid enlarging low resolution image to fit file format**

Image delivery

- Standardised image format Tiff format images at 2400px X 2400px is stored in the GS1 Canada national database, enables distribution to Data Recipients in multiple formats to support their specific requirements, preferred image size and resolution.

Example of Path 1 applied



Marketing Image Specifications

(Image Editing details & tips)



Editing Recommendations :

Always use high resolution original images

- No colour casts - Colour should be as rich, vibrant and eye-catching as possible
- Balanced over-all contrast and light and not “blown-out” in highlights.
- **Retouching should be as seamless and undetectable** as possible and be convincing at a minimum of 100% magnification (i.e removal best before dates, Lot number, THC/CBD %)
- **Nutritional and or ingredients/allergens images must be final version**
 - **If value is null on Nutritional fact – it will be rejected**
- Don't use lower resolution image to enlarge them with over sharpened effect
 - Image will be rejected for low quality/pixelization

**** New** - GS1 Canada offer **Graphic Editing Service on Raw/Original images** to meet these specifications. Subject to a Quote approval, Hour rated fees applicable

**** Please Contact your Account Manager for more information**

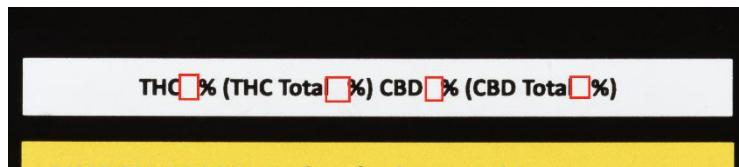
THC/CBD Content removal



The Data Recipients/Provincial Jurisdictions in the Cannabis community have asked that % THC/CBD values not be visible on the product images due to variations.

This information can be managed via the website pages

- **GS1 Canada presented a recommendation to the Data Recipients/Provincial Jurisdictions in the Cannabis community, and they have agreed to the following practice on image editing**



Remove
THC/CBD % value



Remove
Lot #/ packaged date



Mandatory views – On Pack Product Information

General Product Information

- Brand Graphic & Product Brand
- Functional Name, Variant & Pack Size



Better Consumer Experience

Data Integrity (Prepared/Transformed or Edibles)

- ✓ **Ingredients and Allergens**
- ✓ **Nutritional Content**



Better Consumer Experience

If you have a “peel label”, it must be opened or provide product packaging PDF full flat label

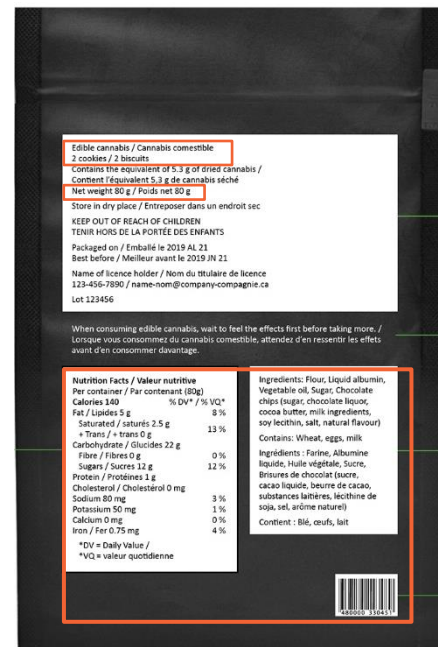
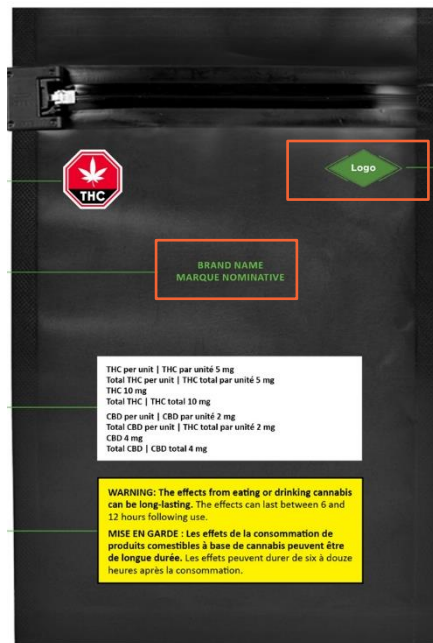
Product Information for Data Integrity

General Product information

- Brand Graphic
- Product Brand Name
- Functional Name & Variant
- Pack Size

Additional Product Information

- Ingredients/Allergens
- Nutritional (*if applicable*)
- Instructions/Storage
- Barcode (*best practice*)
- Other



<https://www.canada.ca/en/health-canada/services/cannabis-regulations-licensed-producers/packaging-labelling-guide-cannabis-products/guide.html#a7>

Nutritional/Ingredients information



- **Nutritional and or ingredients/allergens images must be final version**
 - **If value is null on Nutritional fact – it will be rejected**
 - **Ingredients and Allergens must be clear and readable**
- **Information on Package must be accurate for data integrity**



Ingredients Herbal tea blend (rooibos, rosehip, raspberry, licorice root, anise, cardamom, clove, lavender, nettle, calendula, safflower), Cane sugar, Acacia gum, Modified coconut oil, CBD isolate, Sunflower lecithin
Ingrédients Mélange d'herbes (rooibos, églantier, framboise, racine de réglisse, anis, cardamome, clou de girofle, lavande, ortie, calendule, carthame), Sucre de canne, Gomme d'acacia, Huile de noix de coco modifiée, Isolat de CBD, Lécithine de tournesol

Steep 3-4 minutes in boiling water /
Infuser 3 ou 4 minutes dans l'eau bouillante
Store in a dry place / Entreposer dans un endroit sec • Contains the equivalent of 0.3 g of dried cannabis / Contient l'équivalent de 0,3 g de cannabis séché
Contains small amounts of THC / Contient de petites traces de THC

Nutrition Facts / Valeur nutritive
Per tea bag / Par sachet de thé (4.5 g)
Calories 10 % DV* / VQ*
Carbohydrate / Glucides 2 g
Sugars / Sucres 2 g 2 %
Not a significant source of fat, saturated fat, trans fat, fibre, protein, cholesterol, sodium, potassium, calcium, or iron.
Source négligeable de lipides, lipides saturés, lipides trans, fibres, protéines, cholestérol, sodium, potassium, calcium et fer.
* DV = Daily Value
* VQ = valeur quotidienne

EDIBLE CANNABIS / CANNABIS COMESTIBLE
KEEP OUT OF REACH OF CHILDREN /
TENIR HORS DE LA PORTÉE DES ENFANTS

Product information – back of pack information

- **Example of Image showing product information**
- **Support Best Practice for Data Integrity**
- **Enable Product information validation**
- **Add visibility for Online consumer**



Better Consumer
Experience



The barcode displayed on the package must **indicate** the GTIN **to verify the data integrity** of the image file naming

Challenging Packaging Types

- Complexity to validate product information on bottles, tubes, jars or cylinder packaging shapes

- Risk to maintain Data integrity:
Text that is not centered and and/or missing on the front center view:

Or

- Provide additional Images
- Provide Product packaging full flat PDF
- GS1 canada to create the staged image



Product information can be found on other face of packaging

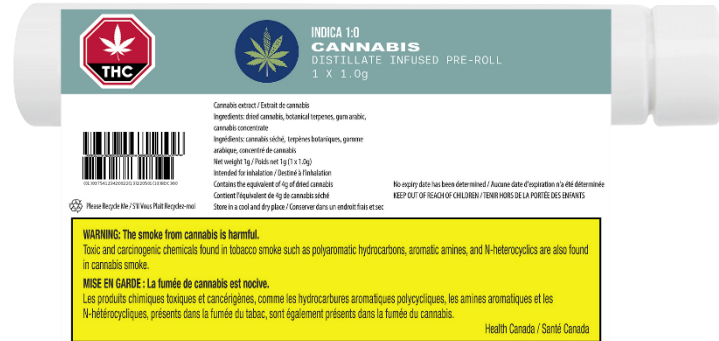


Product information - full flat addition

- **Example of Image showing product information**
- **Support Best Practice for Data Integrity**
- **Enable Product information validation**
- **Add visibility for Online consumer**



Better Consumer
Experience

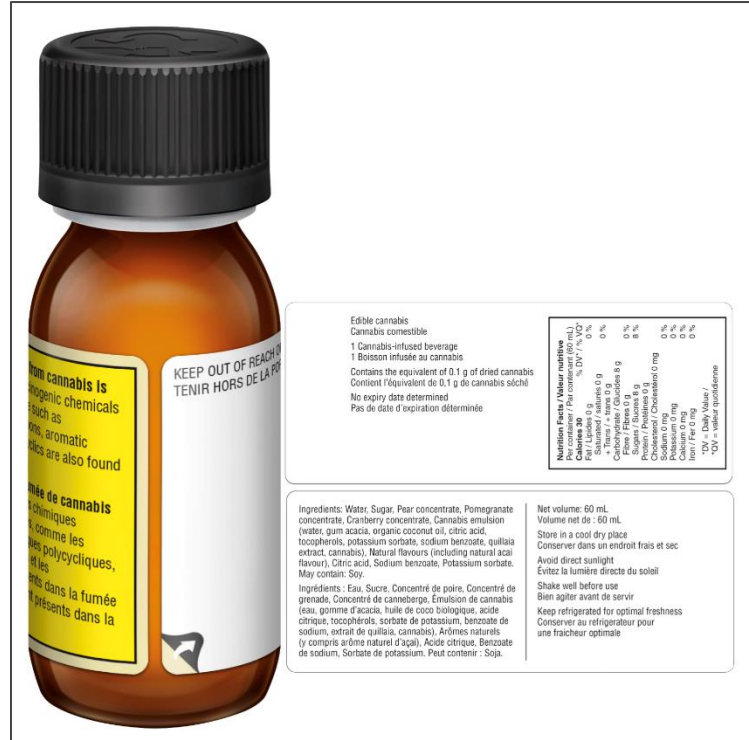


Product information - full flat addition

- If you packaging has “peel label” information it must be displayed on image
- or
- provide product packaging PDF full flat label
- Image will be created showing the information



Better Consumer Experience



Standard GTIN based file naming



How to create your standard file naming using
product GTIN and view attributes

Barcode Symbology on pack - GTIN



Your product package Barcode depends on the category type

GTIN will be a key identifier in the file naming

Cannabis (dry flower, pre roll, edible...)

GS1 Databar Extended Stacked (14 digits GTIN)



00754123420022__

Accessories, vaps, etc

UPC-A (12 digits GTIN)

EAN-13(13 digits GTIN)



UPC

00125002741350__

EAN

03800065711135__

File Naming Convention Part 2: **_suffix**



The **suffix** is made of a series of characters identifying the image type, the face, the angle, state, language, etc.

**** Note that these must be used in a specific sequence:**

GTIN_

Image **identifiers** (a combination of attributes as mentioned below, letter, number,)

- **A, M** – **A**= Product Image Web, **M**= Montage of components
- **1, 7** – Facing view (**1**=Front of pack, **7**= Back of pack)
- **C, L, R** - identify the angles, **C**enter, **L**eft or **R**ight angles (**L,R** angle views when applicable)
- **1, 0, C, D, G** - identifies product in its packaging state (**1** In-Package, **0** Out-of-Package, **C** Raw product, **D** Prepared product, **G** Staged product)

_ separator

- **EN** or **FR** – only used when the packaging face is not bilingual.

None for bilingual facings

GTIN Based - File Naming Example



GTIN_

Image view
identifier

_Language
identifier

00023456789876_A1C1_EN

14 digits GTIN_

12 digits preceded by double zeros (00)

_separator must be added
between each identifiers

A= Product image

1= Front View

C= Centered Angle

1= in-package

Letter, number, letter, number

_FR= French

_EN= English

Ex: 00023456789876_A1C1

None if Multilingual pack

Cannabis Category - Views Identifiers



Primary Image – In Package	Cannabis product – flower, grind, milled
In Package <ul style="list-style-type: none">➤ The Primary image is the packaging that contains the cannabis product/accessory➤ File naming: GTIN_A1C1, GTIN_A1L1, GTIN_A1R1	Raw/unprepared product <ul style="list-style-type: none">➤ The Cannabis product in primary states, before it's prepared to be consumed➤ File naming: GTIN_A1CC
Supportive images – Out of package	Cannabis product – Capsule, Edible, Topic, Oil
Out of pack <ul style="list-style-type: none">➤ Product/Accessory out of his primary packaging➤ File naming: GTIN_A1C0 Staged product - out of pack <ul style="list-style-type: none">➤ Product/Accessory as it appears out of package with supportive component/accessories➤ File naming: GTIN_A1CG Montage <ul style="list-style-type: none">➤ Package with Out of Pack & Product/Accessory-supportive component/accessories➤ File naming: GTIN_M1C0	Prepared product <ul style="list-style-type: none">➤ The Cannabis product prepared/transformed ready to be consumed➤ These will be named with GTIN_A1CD
	**Ingredients – on Package information
	Nutritional information, Instructions <ul style="list-style-type: none">➤ On Packing information, Prepared Instructions, Nutrition and Allergens (must be final version)➤ File naming: GTIN_A7C1

Cannabis product – flower, grind, milled



Raw/unprepared product

- The Cannabis product **in primary states**, before it's prepared to be consumed
- These will always be named with **GTIN _A1CC**



- *DRIED FLOWER*
- *SEEDS*
- *HASH AND KIEF*
- *RESIN*
- *ROSIN*
- *SHATTER*
- *WAX*
- *POWDER MIX*

Cannabis product –Pre-Roll, Capsule, Prepared



Prepared product (Out of pack)

- The **Cannabis product prepared/transformed** ready to be consumed
- These will always be named with **GTIN _A1CD**



- *PRE-ROLLS*
- *OILS*
- *CAPSULES*
- **HEALTH & BEAUTY**
(out of pack)
 - *TOPICALS*
 - *CREAMS*



Cannabis product – Edibles, all Prepared



Prepared product (Out of pack)

- The **Cannabis product prepared/transformed** ready to be consumed
- These will always be named with **GTIN _A1CD**

- *SOFT CHEWS*
- *CHOCOLATES*
- *BAKED GOODS*
- *HARD EDIBLES*
- *PANTRY*
- *BEVERAGE (out of pack)*



Cannabis rules and requirements



Mandatory Images:

- In packaging front view: facing must includes Brand, functional name, variant and declared pack size
- In packaging back view: facing may includes additional product information, and/or barcode, instructions how to use product
- Cannabis product out-of pack: raw or prepared/transformed
- Nutritional/ingredients/allergens for edibles, beverages, topic, or capsule cannabis dosage transformed or prepared with other ingredients
 - The information on image showing ingredient, allergens and nutritional must be accurate and final as if consumer would see it on the product

Additional Images:

- Staged image with accessories or components could best inform customer on the product
- Adding all components on one montage image increase interest for the product and bring better online shopping experience

Marketing Images – product categories



Images Requirements Category and Sub-Categories

- Recommendations and view examples learn more on each Category listed below - [click on hyperlink to go to the slide section](#)



[Cannabis Products](#)



[Cannabis Edible & Beverages](#)



[Cannabis Health & Beauty](#)



[Cannabis Accessories](#)

Cannabis Product



Dry flower
Milled
Seeds
Hash
Pre-Rolled
Oil
Pre-filled cartridges
Liquid
others...

Marketing Images Standard Guidelines

Cannabis Packaging: jar/bottle (no box)



Front In-Pack
GTIN_A1C1



Ingredients
GTIN_A7C1

This packaging is the bottle

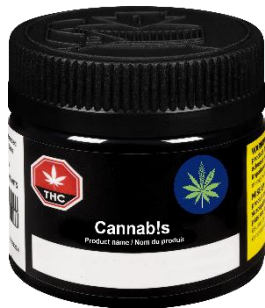
- Front In-Pack
 - *It contains liquid out of pack will be optional*
- Back of Pack-Ingredient is required

Cannabis Packaging: jar/bottle



This packaging is a box with inner container

- Front - in Pack (15 degrees elevation)
- Inner Pack as Out-of-Pack (15 degrees elevation)
- Raw product
- Montage image (optional)



Front – in Pack
GTIN_A1C1



Back – in Pack
GTIN_A7C1



RAW Product
GTIN_A1CC



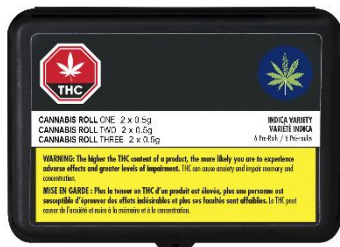
Montage
GTIN_M1C0

Cannabis Packaging: Wallet/Casing



This packaging is a box with inner container

- Front - in Pack (15 degrees elevation)
- Inner Pack as Out-of-Pack (15 degrees elevation)
- Prepared product
- Montage image (optional)



Front – in Pack
GTIN_A1C1



Back – in Pack
GTIN_A7C1



RAW Product
GTIN_A1CC



Montage
GTIN_M1C0

Cannabis packaging: Bags, pouch



Front In-Pack
GTIN_A1C1



Back In-Pack
GTIN_A7C1

This packaging is a bag

- Front – in-Pack
- Back – in-Pack
- Raw product
- Montage image (optional)



RAW Product
GTIN_A1CC



Montage
GTIN_M1C0

Cannabis seeds packaging: Bags, Blister



This packaging is a bag or blister

- Front – in-Pack
- Back – in-Pack
- Raw product
- Staged product (plant example)



Front In-Pack
GTIN_A1C1



Back In-Pack
GTIN_A7C1



RAW Product
GTIN_A1CC

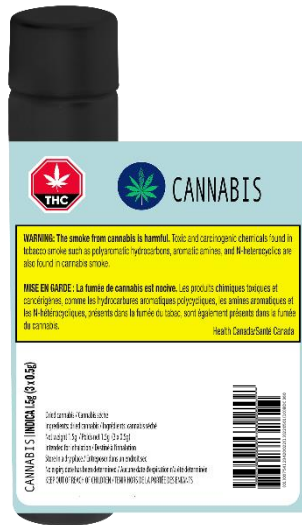


Staged Product
GTIN_A1CG

Cannabis Packaging: Tube/bag (no box)



Front- In Pack
GTIN_A1C1



Back - In Pack
GTIN_A7C1

This packaging is a tube

- Front in-Pack (15 degrees elevation)
- Back of pack-product information
- Prepared product
- Montage image (optional)



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Cannabis Packaging: Tube/bag (no box)

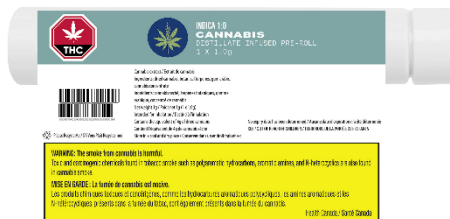


This packaging is a tube

- Front in-Pack
- Back - ingredients
- Prepared product
- Montage image (optional)



Front- In Pack
GTIN_A1C1



Back- Ingredients
GTIN_A7C1



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Cannabis Packaging: Vape Cartridges – pre-filled



Front In-Pack
GTIN_A1C1

Ingredients
GTIN_A7C1

This packaging is a box
Front in-Pack

- Prepared product
- Ingredients
- Montage image



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0



Cannabis Packaging: box and jar/bottle

Liquid Cannabis with accessories



This packaging is a box with inner container

- Front- in Pack (15 degrees elevation)
- Back- In Pack - Ingredients
- Prepared Cannabis (15 degrees elevation)
- Staged product (with accessories)
- Montage image (all components)



Front In-Pack
GTIN_A1C1



Back-Ingredients
GTIN_A7C1



Cannabis prepared
GTIN_A1CD



Staged Product
GTIN_A1CG



Montage - Out of Pack
GTIN_M1C0

Cannabis Packaging: box and jar/bottle

Liquid Cannabis with accessories



This packaging is a box with inner container English and French side

- Front- in Pack (15 degrees elevation) **_EN & _FR**
- Back- In Pack - Ingredients
- Prepared Cannabis (15 degrees elevation)
- Staged product (with accessories)
- Montage image (all components)

Front In-Pack Front In-Pack Back In-Pack Back In-Pack
GTIN_A1C1_EN GTIN_A1C1_FR GTIN_A7C1_EN GTIN_A7C1_FR



Cannabis prepared
GTIN_A1CD



Staged Product
GTIN_A1CG



Montage - Out of Pack
GTIN_M1C0_EN



Montage - Out of Pack
GTIN_M1C0_FR

Cannabis Edible & Beverages



**Chocolate
Gummies
Candy
Juice
Infusion, tea
Capsule
Powder mix for beverage
others...**

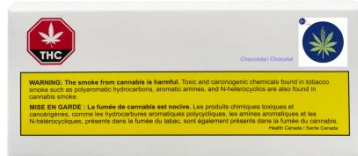
Marketing Images Standard Guidelines

Edibles Packaging: Box-Nutritional



This product packaging is a box

- *Front in-Pack*
- *Nutrition / Ingredients / information*
- *Prepared product*
- *Montage*



Front In-Pack
GTIN_A1C1



Nutrition/Ingredients
GTIN_A7C1



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Edibles Packaging: Can/Bottle-Nutritional



- *Front in-Pack*
 - *Back- Nutrition / Ingredients / information*
 - *Prepared Product*
 - *Montage (Optional)*
- ** liquid out of package is optional in a clear glass*



Front In-pack
GTIN_A1C1



Back-Nutrition/Ingredients
GTIN_A7C1



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Edibles Packaging: Box/bags-Nutritional



- *Front in-Pack*
- *Nutrition / Ingredients / information*
- *Out-of-pack*
- *Prepared product*
- *Montage (optional)*



Front In-pack
GTIN_A1C1



Nutrition/Ingredients
GTIN_A7C1



Out-of-pack
GTIN_A1C0



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Edibles Packaging: Jar-powder mix



- *Front in-Pack*
- *Nutrition / Ingredients / information* *printed on pack
- *Out-of-pack*
- *Montage Image (all component)*



Front
GTIN_A1C1



Nutritional
GTIN_A7C1



Out-of-pack
GTIN_A1C0



Montage
GTIN_M1C0



Edibles Packaging: Jar-Nutritional

- *Front in-Pack*
- *Nutrition / Ingredients / information*
**printed on pack*
- *Montage (optional)*



Front In-pack
GTIN_A1C1



Nutrition/Ingredients
GTIN_A7C1



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Cannabis Health & Beauty



Beauty cream
Bath products
Lotion
Soap
others...

Marketing Images Standard Guidelines

Cannabis product: Bottle Cream - topic



- *Front in-Pack*
- *Ingredients / information*
- *Prepared product*
- *Montage*



Front In-Pack
GTIN_A1C1



Nutrition/Ingredients
GTIN_A7C1



Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Cannabis product: Lotion product - topic



- *Front in-Pack*
- *Ingredients / information*
- *Prepared product (Lotion/Cream texture optional)*



Front In-Pack
GTIN_A1C1

Nutrition/Ingredients
GTIN_A7C1

Prepared Product
GTIN_A1CD

Cannabis product: Cream - topic



- *Front in-Pack*
- *Ingredients / information*
- *Prepared product (Lotion/Cream texture)*



Front In-Pack
GTIN_A1C1



Nutrition/Ingredients
GTIN_A7C1



Prepared Product
GTIN_A1CD

Cannabis product: Bath product - topic



- *Front in-Pack*
- *Ingredients / information*
- *Prepared product*
- *Montage*



Front In-Pack
GTIN_A1C1



Nutrition/Ingredients
GTIN_A7C1










Prepared Product
GTIN_A1CD



Montage
GTIN_M1C0

Accessories category



-  [Papers \(including cones\)](#)
-  [Vaporizers kit](#)
-  [Bongs and Water pipes](#)
-  [Handheld Pipes](#)
-  [Grinders](#)
-  [Storage](#)
-  [Cleaner](#)

Marketing Images Standard Guidelines

Cannabis Accessories boxes



Moderately-branded Box



These boxes add value and information that a consumer should see and help make a buying decision



Packaging/shipping boxes



Usually these boxes only have the brand and a none or minimal product description; provide no extra value
Principal usage is for product delivery



Accessories: Papers (single pack)



This packaging is not in a box

- Front in-Pack (15 degrees elevation)
- Out-of-Pack (15 degrees elevation)
- Montage (all component)



Front In-Pack
GTIN_A1C1



Out-of-Pack
GTIN_A1C0



Montage
GTIN_M1C0

Accessories: Papers in box and tray



This packaging is in a box/tray

- Front in-Pack (15 degrees elevation)
- Out-of-Pack (15 degrees elevation)
- Staged product (with paper-filters)
- Montage (all component)



Front In-pack
GTIN_A1C1



Out-of-Pack
GTIN_A1C0



Staged product
GTIN_A1CG



Montage
GTIN_M1C0

Accessories: Papers Cones in box



Front In-Pack
GTIN_A1C1



Out-of-Pack
GTIN_A1C0

This packaging is a box

- Front in-Pack (15 degrees elevation)
- Out-of-Pack (15 degrees elevation)
- Montage(all component)



Montage
GTIN_M1C0



Accessories: Vaporizers in box

This packaging is unbranded box

- Product Front (15 degrees elevation)
- Back Instructions
- Staged product (with accessories)
- Montage (all components)



Front
GTIN_A1C1



Back-Instructions
GTIN_A7C1



Out of Pack - Staged
GTIN_A1CG



Montage
GTIN_M1C0



Accessories: Vaporizers in box

This packaging is a box

- Product Front (15 degrees elevation)
- Out-of-Pack product
- Staged product (with accessories)
- Montage (all components)



Front in-Pack
GTIN_A1C1



Out-of-Pack
GTIN_A1C0



Out of Pack - Staged
GTIN_A1CG



Montage
GTIN_M1C0

Accessories: Cable (Vipe acc)



This packaging is unbranded box

- Product Front (15 degrees elevation)
- Out-of-Pack
- Montage (all components)



Front In-Pack
GTIN_A1C1



Out-of-pack
GTIN_A1C0



Montage
GTIN_M1C0



Accessories: Coils (Vipe acc)

This packaging is a box

- Product Front (15 degrees elevation)
- Out-of-pack
- Montage (all components)



Front
GTIN_A1C1



Out of pack
GTIN_A1C0



Montage
GTIN_M1C0

Accessories: Bongos and Water Pipes



Front
GTIN_A1C1



Staged product
GTIN_A1CG

This packaging is unbranded box

- Product Front (15 degrees elevation)
- Staged product (with accessories)

*There is box
for this product*

Montage
GTIN_M1C0

Accessories: Bongos and Water Pipes



Front In-Pack
GTIN_A1C1



Out-of-Pack
GTIN_A1C0



Staged Product
GTIN_A1CG

This packaging has a branded box

- Product Front (15 degrees elevation)
- Out-of-Pack
- Staged product (with accessories)



Accessories: Handheld pipes

This packaging is unbranded pouch

- Product Front (15 degrees elevation)
- Montage (with accessories)



Front
GTIN_A1C1



Montage
GTIN_M1C0



Accessories: Handheld pipes

This packaging is a box

- Product Front (15 degrees elevation)
- Out-of-pack(with accessories)



Main Front
GTIN_A1C1



Out of pack
GTIN_A1C0

Accessories: Filters (Pipe acc)



This product is in a box

- Product Front (15 degrees elevation)
- Out-of-pack
- Montage (all components)



Main Front
GTIN_A1C1



Out-of-pack
GTIN_A1C0



Montage
GTIN_M1C0

Accessories: Grinders



This product is not packaged in a box

- Product Front (15 degrees elevation)
- Staged product (with accessories)



Front
GTIN_A1C1



Staged product
GTIN_A1CG

Accessories: trays



This product is not packaged in a box

- Product Front (15 degrees elevation)
- Product left view (**Optional)



Front view
GTIN_A1C1



Product left view
GTIN_A1L1

Accessories: Storage jar



This product is not packaged in a box

- Product Front (15 degrees elevation)
- Staged Product (*showing special attribute*)



Front
GTIN_A1C1



Staged product
GTIN_A1CG

Accessories: Storage box



This product has no box packaging

- Product Front (15 degrees elevation)
- Out-of-Pack
- Staged Product (with accessories)



Front
GTIN_A1C1



Out-of-Pack
GTIN_A1C0



Staged product
GTIN_A1CG



Accessories: Cleaning Kits

This product is a bag

- Product Front (15 degrees elevation)
- Out-of-Pack (cleaning products)
- Staged Product (with accessories)

***Montage is not required*



Main Front
GTIN_A1C1



Out of pack
GTIN_A1C0



Staged
GTIN_A1CG

Accessories: Cleaning product



Front
GTIN_A1C1

This product has a box

- Product Front (15 degrees elevation)
- Out-of-pack
- Montage (all components)



Out-of-Pack
GTIN_A1C0



Montage
GTIN_M1C0

Contact Information



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