




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>