



Guideline



Dry Groceries



✓ **Title: Extension of 30 to 45 characters**

Leche Evaporada Nestlé Carnation Clavel Deslactosada 6 pzas de 360 g

Generic name	Brand	Submarking	Type	Packaging content
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✓ **Description: 80 to 110 word extention**

✓ **Use of keywords**

✓ **Benefits**

¡Delicioso sabor que simplemente no podrás resistir!

La leche evaporada Carnation Clavel de Nestlé es un elemento primordial para resaltar los sabores de tus platillos. Elaborada con la mejor selección de ingredientes, para que puedas disfrutar de un producto final con una calidad incomparable.

Esta exquisita leche está adicionada con vitaminas por lo que es el complemento ideal para una alimentación balanceada.

Así como este pack de leche evaporada y condensada, encontrarás una gran variedad de distintas marcas de leche y alimentos saludables ideales para una dieta saludable. Realiza tus compras por internet y conoce los beneficios que Sam's Club en línea te ofrece. Disfruta del catálogo de Abarrotes en Sam's online.

✓ **Minimum 12 features**
✓ **Mandatory fields in IF2**

- ✓ UPC
- ✓ Item Number
- ✓ Generic name
- ✓ Brand
- ✓ Submarking
- ✓ Model | Stylee | type
- ✓ Commercial description of the product
- ✓ Benefits for the client
- ✓ Packaging content
- ✓ Ingredients
- ✓ Country of origin
- ✓ Measures of packaging in decimeters
- ✓ Nutrimental table
- ✓ Recommendations and legends

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Labels GDA's

- ✓ PDF file renamed with item (editable)
- ✓ Spanish Language
- ✓ Typography as a layout or attach typographic file (otf or ttf)
- ✓ Images embedded in the file

Image for site
(Edited by
eCommerce)

Nutritional
information

GDA's



Ingredients

Allergens

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Bag

- ✓ Format .jpg
- ✓ Without shadow
- ✓ Resolution: 300 dpi
- ✓ Renowned with the Item Number or UPC
- ✓ Size: 2000 x 2000 pixeles
- ✓ Minimum 3 views, maximum 4
- ✓ White background for commercial front
- ✓ Secondary photos can have ambience
- ✓ GDA's

Low grammage

View 1.
Main



Commercial front
without bulges or
creases

View 2.
Detail 1



Texture of the article

View 3.
Gda's



Nutritional table,
GDA's and
ingredients

High grammage

View 1.
Main



Commercial front
without bulges or
creases

View 2.
Detail 1



Front view of the
individual product

View 3.
Detail 2



Texture of the
article

View 4.
Gda's

INFORMACIÓN NUTRIMENTAL	
Tamaño de la porción:	120 g
Porciones por envase:	22.08
Cantidad por porción:	100.2 kJ
Contenido energético:	24.4 kcal
Proteínas	1.7 g
Grasa total	0.5 g
Grasa saturada	0.5 g
Carbohidratos disponibles	6.7 g
Almidón	5.0 g
Fibra dietética	1.7 g
Sodio	715.0 g

Nutritional table,
GDA's and
ingredients

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Box

- ✓ Format .jpg
- ✓ Without shadow
- ✓ Resolution: 300 dpis
- ✓ Renowned with the Item Number or UPC
- ✓ Size: 2000 x 2000 pixeles
- ✓ Minimum 3 views, maximum 4
- ✓ White background for commercial front
- ✓ Secondary photos can have ambience
- ✓ GDA's

Items with capsules

View 1.
Main



Front with volume
(that looks a bit
the part
Higher of the box)

View 2.
Detail 1



View of the article
with 45 ° turn to
the left

View 3.
Detail 2



View of the capsule
with 45 ° turn to the
left

View 4.
Gda's



Nutritional table,
GDA's and
ingredients

Items with individual packaging

View 1.
Main



View of the
article with
45 ° turn to
the left

View 2.
Detail 1



Front view of
the individual
product

View 3.
Detail 2



Texture of
the article

View 4.
Gda's



Nutritional
table, GDA's
and
ingredients

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Liquid products

View 1.
Main



Front of the package with volume and view of the individual item with 45° orientation to the left

View 2.
Detail 1



View of the package with volume and orientation of 45° to the left

View 3.
Detail 2



Front of individual item with volume

View 4.
Gda's



Nutritional table, GDA's and ingredients

Dry products

View 1.
Main



Front with volume (that looks a bit the part Higher of the box)

View 2.
Detail 1



View of the package with volume and orientation of 45° to the left

View 3.
Detail 2



Texture of the article

View 4.
Gda's



Nutritional table, GDA's and ingredients



Packaging

- ✓ Format .jpg
- ✓ Without shadow
- ✓ Resolution: 300 dpi
- ✓ Renowned with the Item Number or UPC
- ✓ Size: 2000 x 2000 pixels
- ✓ Minimum 3 views, maximum 4
- ✓ White background for commercial front
- ✓ Secondary photos can have ambience
- ✓ GDA's

Canister

View 1.
Main



Front with volume (that looks a bit the part Higher of the canister)

View 2.
Detail 1



Texture of the article

View 3.
GDA's



Nutritional table, GDA's and ingredients

Bottle

View 1.
Main



Front with volume (that looks a bit the part Higher of the bottle)

View 2.
Detail 1



View of the article with 45° turn to the left

View 3.
Detail 2



Texture of the article

View 4.
GDA's



Nutritional table, GDA's and ingredients

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Pack of Canisters

View 1.
Main



Front with
volume (that
looks a bit the
part higher)

View 2.
Detail 1



View of the article
with 45 ° turn to
the left

View 3.
Detail 2



Front view of
the individual
product

View 4.
Gda's



Nutritional table,
GDA's and
ingredients

Pack of Bottles

View 1.
Main



Front with
volume (that
looks a bit the
part higher)

View 2.
Detail 1



View of the article
with 45 ° turn to
the left

View 3.
Detail 2



Front view of the
individual product

View 4.
Gda's



Nutritional table,
GDA's and
ingredients

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Plastic Wrap

- ✓ Format .jpg
- ✓ Without shadow
- ✓ Resolution: 300 dpi
- ✓ Renowned with the Item Number or UPC
- ✓ Size: 2000 x 2000 pixels
- ✓ Minimum 3 views, maximum 4
- ✓ White background for commercial front
- ✓ Secondary photos can have ambience
- ✓ GDA's

Designed

The envelope is preserved for the first 2 views

View 1.
Main



Front with volume
(that looks a bit
the part higher)

View 2.
Detail 1



View of the article
with 45 ° turn to
the left

View 3.
Detail 2



View of the
individual product

View 4.
Gda's



Nutritional table,
GDA's and
ingredients

Without design

The talking envelope is removed for all views

View 1.
Main



Front with volume
(that looks a bit
the part higher)

View 2.
Detail 1



View of individual
items

View 3.
Detail 2



Product view
without wrapping

View 4.
Gda's



Nutritional table,
GDA's and
ingredients

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