# How do I get my item to appear on Kroger.com?

* Please make sure all image and attributes are uploaded into VIP and submitted to Kroger
* Items must be in a “Complete” status for the information to flow over to our system to validate

# Will the information from VIP flow directly to Kroger.com?

* No, the information must go through a review process before it appears on the site

# What are the requirements for Product Title?

* Should be composed as follows: "Brand + Sub Brand (if applicable) + Flavor/Scent + Functional Name
  + Example: Simple Truth Strawberry Fruit Spread
* Maximum length is 100 characters
* Do not include subjective comments, such as “Best Seller” or “Hot Item”
* This information can be uploaded in the eCommerce Description field in VIP

# What are the requirements for Product Details on the site?

* Product Details can be up to 2,000 characters including HTML about the product
* Should give customers a quick glance of the key features and benefits of the product
* Copy should be only about the product and not about the brand or manufacturer
* This information can be uploaded in the Feature Benefits and/or Marketing Message field in VIP

# My item is in a Complete status but not showing up on the site

* We ask for a two-week minimum from when the item was completed in VIP before updates will flow onto the site
* If it has been longer than two weeks, you can reach out to [Digital\_Item\_Setup@kroger.com](mailto:Digital_Item_Setup@kroger.com) for an update
  + Please provide the 13-digit UPC when sending this request

# Item isn’t online and status in VIP is In Process - Supplier

* Please check the comments and make sure that you have submitted the item
* Information will not flow over to us until it is in a Complete status

# Item isn’t online and status in VIP is In Process - Retailer

* If an IMF was submitted, the item needs to be approved by the Category Manager (Pick-Up/Delivery)
* If an IMF was submitted, the item needs to be approved by the Supplier Liaison (Ship)

# My image is incorrect on Kroger.com

* Make sure image is uploaded and submitted in VIP
* Ensure that all fields for the image are filled in to properly flow
* Do not use a Kroger Item Submission Reason Code

# What are the image requirements?

* 1000px minimum in one direction
* RGB color mode
* White or Transparent Background
* .jpg or .png
* Main Image
  + Image should represent how we sell the product. Example: Bananas are sold individually. We should only show one banana in the main image
* Up to five (5) lifestyle images are acceptable as secondary images
* Please select Front, Back, Left, Right, Top, or Bottom angle
  + Other angle options in VIP will not flow over to us
* Image fields **must be** filled in for them to flow to us
  + If you have not filled in Image Background, Image Source, etc. please fill in and resubmit

# Approved Image Sources for VIP

For suppliers to successfully send products to Kroger, they must include at least one front-facing image. Within the image metadata, suppliers must select an **Image Source**, choosing one of the approved image providers from the drop-down.

* **1WorldSync**
  + If a customer selects 1WorldSync as their *Image Source*, then they must have a URL that has 1WorldSync in the string.
    - **Example:** https://dam.catalog.1worldsync.com/im/dwn/DA-1999675520
* **Kwikee**
  + If a customer selects Kwikee as their *Image Source*, then they must have a URL that has Kwikee in the string.
    - **Example:** http://api.kwikeesystems.com/product\_images/00742365208850
* **Syndigo (formerly Gladson)**
  + If a customer selects Syndigo (formerly Gladson) as their *Image Source*, then they must have a URL that has either Syndigo or Gladson in the string.
    - **Example:** http://systems.gladson.com/product\_images/00742365208850
    - **Example:** <http://systems.syndigo.com/product_images/00742365208850>

# Image Shadowing

* Image Shadow will provide Kroger suppliers an automated method to become compliant with Kroger’s hosting requirement. It allows suppliers to continue to manage their digital assets in a DAM of their choice, but yet meet Kroger’s requirement of hosting with an approved vendor.
* For more information about Image Shadowing, please reach out to 1WorldSync

# Any Additional Questions

* If you have additional questions about Digital Item Setup, please email [Digital\_Item\_Setup@kroger.com](mailto:Digital_Item_Setup@kroger.com)
* If you have questions within VIP, please reach out to our Supplier Engagement Team at 844-277-6165
* If you have questions within VIP for Ship items, please reach out to your Supplier Liaison