Synkka Media Bank – Digital Asset Specifications

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Description

These instructions include the digital asset specifications for digital assets to be saved in Synkka Media.

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These digital asset specifications are based on the GDSN standard and the guidelines prepared in the autumn of 2015 by the companies that registered for the Synkka Media customer working group.

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Version control

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2.0	2015-09-14	Final version	GS1 Finland	Published
2.1	2015-10-12	Final version	GS1 Finland	**Part 2.1:** deleted the pixel amount for the shorter side of a hires and standard sales and marketing image and added a minimum pixel amount for the longer side. **Part 2.2.:** Note!-part added regarding Validoo image specifications. **Parts 2.4.1. and 3.4.1.:** deleted word "visibility" in the tables from "asset visibility". **Parts 2.4.2., 2.4.3., 3.4.2. and 3.4.3.:** deleted languages from the brand name. **Part 2.4.3. and 3.4.3:** deleted row "Brand name". Added chapter "4.2. Trade Item Specifications (PDF-files) and product metadata". **Part 5.1:** added ".PSD" to file format. Added chapter "5.2. Generic images metadata". **Part 8:** added a mention about cropping the image max. 5% from the product.
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GS1 Finland Oy

Synkka Media

Digital Asset Specifications

Version 2.2

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Disclaimer

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Table of Contents

1   Introduction

Digital assets saved in Synkka Media are transferred as they are to recipients like retailers, wholesalers and food service operators.

The quality of the digital assets to be transferred is automatically assured during saving. In the automatic assurance process, the system confirms, for example, that the file format and size meet Synkka Media's technical quality requirements. By saving digital assets in Synkka Media, the image supplier also confirms that the material meets the content quality requirements of the service.

These instructions include the digital asset specifications for digital assets to be saved in Synkka Media. The instructions cover product images for sales and marketing purposes, product images intended as planogram images, generic images and PDF files.

2   Sales and marketing images

In Synkka Media, a sales and marketing image is an image intended to be used for sales and marketing purposes. The digital asset specifications for the sales and marketing images are based on the GDSN standard maintained by the GS1 community. The standard guides manufacturers towards producing high-quality sales and marketing images that end-users can utilize for various purposes.

2.1   Technical quality requirements for sales and marketing images

A sales and marketing image can be published in Synkka Media if it meets the technical quality requirements described below. **GS1 Finland recommends sales and marketing images to be primarily stored in JPG format.**

Property	Definition	Additional information
File Size	Max. 40 MB	
Recommended File Resolution	300 ppi	The GDSN standard requires the resolution to be 300 ppi. However, in contrast with the standard it is only a recommendation in Synkka Media.
Colour Mode	RGB	ICC profile or exact color space must be defined. Recommended color depth 8 bits (recommended profile Adobe-RGB)
High Resolution Image	Longer side min. 2,401 px, max. 4,800 px.	The GDSN standard requires sales and marketing images to be square-shaped. However, in contrast with the standard, rectangular sales and marketing images can also be saved in Synkka Media.
Standard Resolution Image	Longer side min. 900 px, max. 2,400 px.	

File formats	.TIFF, LZW compressed	Image must contain one active clipping path named "Path 1." Transparent background. Default flatness setting should be 1-device pixels.
	.JPG	Image must contain one active clipping path named "Path 1." White background (RGB 255 x 255 x 255). Default flatness setting should be 1-device pixels.

Note! If you supply sales and marketing images to the Swedish market, note differences between the requirements. See section 8.

2.2   Content requirements for sales and marketing images

Before photographing the trade items, the default front face of the trade item must be defined. For the purposes of the GDSN standard, the default front is the side that is used by the manufacturer to "sell" the product to the consumer, in other words, the side with markings such as the product name. Some product packages have more than one possible front with the same surface area. These products can be represented both vertically and horizontally on the shelves. If a product package has more than one possible front, the highest side is considered to be the default front.

The product may be represented in or out of packaging. If it is unclear which image is the best, the GDSN standard recommends to provide two images of the product. The image should be cropped close to the object.

Note! If the supplier provides a sales and marketing image in which the product is represented out of packaging, Finnish retailers require one image of the product represented in of packaging too.

Note! If you supply sales and marketing images to the Swedish market, note differences between the requirements. See section 8.

Example 1: In addition to the sales package, a frozen product can be represented as cooked/baked.

Example 2: The sales package can be opened so that the base unit contained by the package is visible in the image.

Example 3: The product can be represented out of packaging if this makes it possible to show the consumer essential product properties that have an impact on sales. For example, mascara can be represented with the product opened and the brush visible.

Example 4: The product can be represented served on a plate.

All products should have a maximum of three (3) separate views when warranted per marketable face – a front view taken at fifteen degrees top from center is preferred for 3D images, however some products may require a steeper or shallower angle to display

effectively. For 2D images (images of products with negligible depth properties) a zero degree plunge angle is permitted.
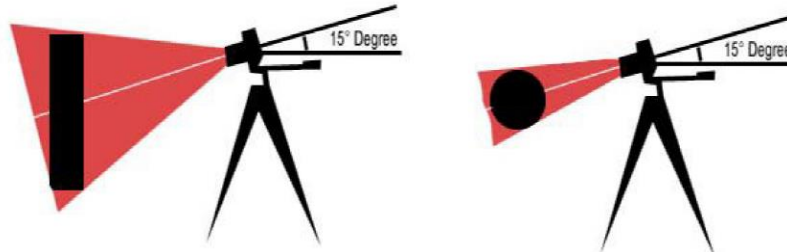

Image 1. *Example of plunge angle*

When a supplier saves a sales and marketing image in Synkka Media, it undertakes to ensure that the sales and marketing image is of high quality in terms of its content. The most essential quality requirements are listed below:

- The product's best before date is not shown in the image.
- The product looks presentable in the image: it is not deformed, dirty, or dusty, and the packaging is intact.
- There is no unnecessary gloss on the surface of the product.
- The image has a large depth of field.
- Sufficient lighting has been used.
- The image has realistic and neutral shadows and reflections.
- The colors are rich and balanced, and match the product's PMS colors. If a PMS color or rights to it are not available, the users must compare the color to color samples as accurately as possible or list the exact RGB values of the color.
- The image is not out of focus.
- The image has not been made excessively sharp by image processing.
- The image has not been manipulated (interpolated) to increase the pixel size, causing loss of details and sharpness.
- There is no Moiré pattern in the product label. Moiré is a phenomenon in which the dots in the label interfere with each other and cause uneven gradation and a stripe pattern in the image.
- The image shows no signatures or watermarks.
- No alpha channels or other masks have been used in image processing.

2.2.1 Main image

The Finnish data recipients require that suppliers define a main image for each product (sales and marketing). The main image defines which image the image supplier prefers the data recipients to use e.g. in marketing or in an online store.

One trade item (identified with a GTIN code) can have a maximum of one main image.

2.3   Naming sales and marketing images

A significant portion of the GDSN standard on sales and marketing images concerns naming practices of the files. The naming specifies the trade item and how it is represented.

If the trade item has been saved in the Synkka data pool, the image file has been named in accordance with the standard, and the image adheres to the Synkka Media digital asset specifications, the image can be published in the media bank without manual work phases. If the naming is different than the standard requires, the supplier enters the mandatory information manually in the Synkka Media user interface.

When a data recipient downloads a sales and marketing image from the system, the file name follows the standard naming practice regardless of the supplier's original file name.

The naming practice is described in the tables below.

Position in file name	Content	Clarification	Meaning
1–14	GTIN	GS1 article number	Links the image with the trade item
15	_	Underscore	Separates the additional information from the GTIN code
16	A	Still shot product single GTIN (Standard)	File Nature/Type
	B	Still shot product single GTIN with Supporting Elements in Image (Standard) (see character 19)	
	C	Still shot product single GTIN (High Resolution)	
	D	Still shot product single GTIN with Supporting Elements in Image (High Resolution) (see character 19)	
	Z	Undetermined	
17	1	Front	Facing indicator
	2	Left	
	3	Top	

	7	Back	
	8	Right	
	9	Bottom	
	0	Not applicable	
18	C	Centre, oblique top	Angle identifier
	L	Left	
	R	Right	
	N	No Plunge	
19	1	In Packaging	In/Out of Packaging
	0	Out of Packaging: i.e., the product as it first arrives "out of packaging" not how it appears after it has been processed or prepared	
	A	Case: A shot of the product in its case as it would appear to the operator upon delivery	
	B	Innerpack: A shot of the product as it would appear inside its packaging inside the case	
	C	Raw/Uncooked: A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible	
	D	Prepared: A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled)	

	E	Plated: Prepared food arranged simply on a serving plate, dish or bowl for better visibility. May include an additional step, such as garnishing, icing, seasoning or other enhancement	Letters E-M can only be used if the 16. letter in the name is **B, D** or **Z.**
	F	Styled: Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at different angles	
	G	Staged: A shot of a product that has been arranged for display in such a way as to provide clear visibility. The product may be propped up if necessary for optimum viewing, but it should not be held or used in any way by a person	
	H	Held: A shot of a product that has been held out for display by one hand or a pair of hands. When relevant, proper grip should be demonstrated. Apart from the hands and forearms, no part of the	

		person holding the item should be visible	
	J	Worn: A shot of a product, such as a protective item or article of clothing, which is worn by a person. The complete product should be visible inside the frame, but the individual wearing it should be cropped out as much as possible	
	K	Used: A shot of a product as it is meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose	
	L	Family: A shot of a number of related products (e.g., matched sets, place settings) arranged together in a single picture	
	M	Open Case: A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case	

In addition to the above, the file name can list optional underscore-separated information. The amount of additional information can be one or several. The additional information should be represented as listed below. The additional information values are separated from each other with an underscore.

20	_	underscore	Separates the additional information from the GTIN code
Additional information 1	aa	Language code (fi, en etc.), in ISO639-format. Two letters, alphabetical.	The language, which in printed on the facing that is shown in the image.
	_	underscore	Separates the addi-

			tional information from the GTIN code
Additional infor-mation 2	mmyy	End availability date: month, year. Four characters, numeri-cal.	The month ja year, which indicates the ex-piry date of the image
	_	underscore	Separates the addi-tional information from the GTIN code
Additional infor-mation 3	sNN	Sequence number, three char-acters, alphanumerical.	The use is instructed later. The small s points to the sequence number and it is fol-lowed by two numerical characters.

Note! If you supply sales and marketing images to the Swedish market, note differences between the requirements. See section 8.

Examples

Note! In the examples, (GTIN) refers to the 14-digit GTIN number of the trade item.
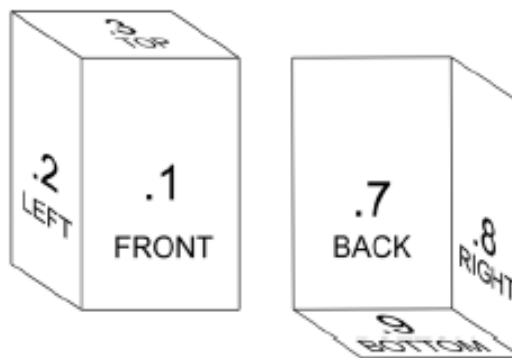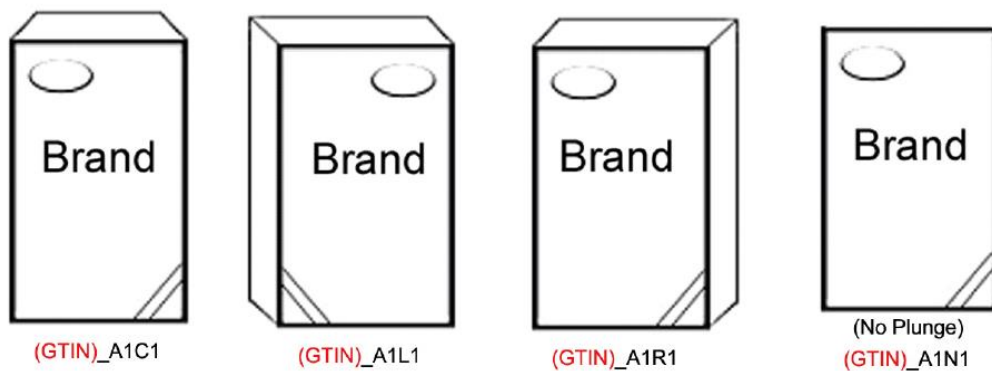

Image 2. *Facing of the trade item.*

Image 3. Product with a single marketable side. The image on the right features no plunge angle.
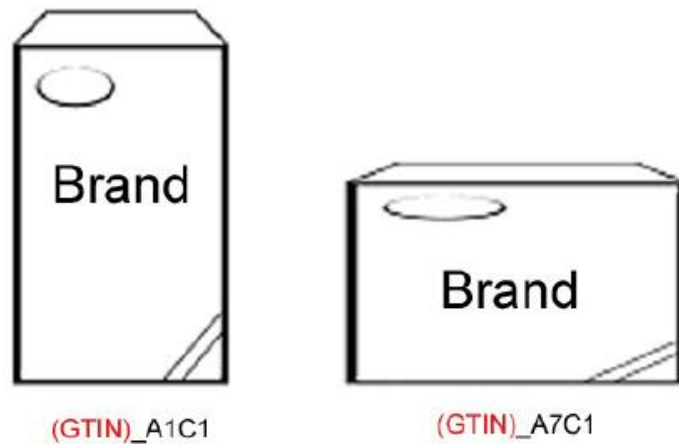
(GTIN)_A1C1   (GTIN)_A7C1

Image 4. *Product with alternative marketable sides.*
Note: the highest vertical side is marked as the face '1'.

06408430033805_C1C1_fi_1220

Image 5. *Valio's Oltermanni cheese at a slight inclination, facing front, shown from the front, high-resolution image, direct angle, product shown in packaging. The additional information states that the face label is in Finnish and the image will expire in December 2020. The GTIN is a 14 digit GTIN (lengthened with leading zeros if needed) due to the GTIN codes being 14 digits in the GDSN standard.*

2.4   Metadata for sales and marketing images and trade items

User gives metadata to the sales and marketing images published in Synkka Media. The metadata can be either mandatory or optional. Part of the metadata is related to the trade item and part is related to the image itself. If the trade item (GTIN) is in the data pool, each image will retrieve the trade item information from Synkka Product. The image metadata can contain information about how the trade item is represented in the image or what is the validity period of the image.

2.4.1 Image metadata

Metadata that the user can manually fill in.

Metadata	Content	Description	Applicability
Asset Type	Trade Item	Image of a trade item	Mandatory
Field of Application	Sales and Marketing	Image for sales and marketing purposes	Mandatory
Basic Information for Sales and Marketing Images	Can be addressed in the file name, see section 2.3	File Nature/Type (hires, standard) Facing Indicator Angle Identifier Packaging	Mandatory
Optional Additions for Sales and Marketing Images	Can be addressed in the file name, see section 2.3	Language, in which the facing is printed	Optional
Main Image	Yes / No	Can be given to Sales and Marketing images only	Mandatory
Digital Asset Access Control	GLN number(s)	Which recipients have access to the digital asset	Optional
Digital Asset Start Date	yyyy/mm/dd	The day on which the data recipients have access the digital asset. Should be given only if the supplier wants to give visibility to the digital asset on a certain day in the future.	Optional
Digital Asset Public Start Date	yyyy/mm/dd	The day on which all data recipients have access to the digital asset which have been visible to certain recipients only.	Optional
Digital Asset End Date	yyyy/mm/dd Can also be addressed in the file name in format mm/yy, see section 2.3	The day on which the digital asset is no longer valid	Optional
Description	Alphanumerical field	Can be given in several languages	Optional

2.4.2 Trade items saved in the data pool

If the trade item is in the data pool, Synkka Media retrieves and displays the following trade item information.

Trade item information	F-number in the data pool	Description
Supplier name	-	
GLN number	F7109	GLN of the data supplier, under which the base unit and all of its packaging items are stored in Synkka.
GTIN code	F7260	Global Trade Item Number of the item (Must be given as 14 digits long in Synkka. Shorter GTIN's must be extended by adding zeros to the beginning of the number)
Functional name	F7222	Describes use of the product or service by the consumer e.g. multipurpose glue.
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification (FI, SV, EN)
Description Short	F7132	Short trade item name (35 digits) (FI, SV, EN)
Brand Name	F7052	Brand name of the product. If the product does not have a brand name, manufacturers name must be given.
Trade Item Marketing Message and language	F7135	Marketing text of the product (FI). If there is a need to give the marketing message with several languages, user has to fill in all of the messages into this field in Synkka Product.
Trade Item Unit Descriptor	F7158	Indication whether this unit is a base item, assortment or packaging item.
End Availability Date Time	F7221	The date from which the trade item is no longer available from the information provider, including seasonal or temporary trade item and services.
Cancel Date	F7241	Communicates cancelation of the launch of a trade item that was never and will never be, but may have been presented to buyers. Allows reuse of the GTIN 12 months after the cancelation date.

Discontinue Date	F7242	Date on which the trade item is no longer to be manufactured. Allows reuse of the GTIN after 48 months, with the explicit exception of Apparel being 30 months and the implicit exception for specialty products (e.g. steel beams).
GPC: Classification Category Code	F7114	Indication of the GS1 Global Product Classification (GPC) (brick level).
Target Market Country Code	F7122	Indication of target market (=country), for which the data supplier makes the item available.
Access Control list	-	Companies (GLN, name) which are able to see this item (GTIN) and digital published under it. However, if the user has restricted the visibility of digital assets the assets may not be visible to the companies on the access control list.

2.4.3 Trade items not saved in the Synkka data pool

If sales and marketing are saved in Synkka Media on trade items that are not in the Synkka data pool, the user has to enter mandatory identifying item information. Optional trade item information can also be added.

Mandatory trade item information:

Attribute name	F-number in the data pool	Description	Additional information
Supplier name	-		Provided by the system
GLN number	F7109	GLN number	Provided by the system
GTIN code	F7260	GTIN code	
Functional name	F7222	Describes use of the product or service by the consumer e.g. multipurpose glue.	Is going to be changed to optional later
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification	FI
Brand Name	F7052	Brand name of the product. If the product does not have a brand name, manufacturers name must be given	
Trade Item Unit Descriptor	F7158	Indication whether this unit is a base item, assortment or packaging item.	

Target Market Country Code	F7122	Indication of target market (=country), for which the data supplier makes the item available.	Target Market Country Code
Access Control list	-	Companies (GLN, name) which are able to see this item (GTIN) and digital published under it. However, if the user has restricted the visibility of digital assets the assets may not be visible to the companies on the access control list.	

Optional trade item information:

Attribute name	F-number in the data pool	Description	Additional information
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification	SV, EN etc.
Description short	F7132	Short trade item name (35 digits)	FI, SV, EN etc.
Trade Item Marketing Message and language	F7135	Marketing text of the product.	FI
GPC: Classification Category Code	F7114	Indication of the GS1 Global Product Classification (GPC) (brick level).	Code List
End Availability Date Time	F7221	The date from which the trade item is no longer available from the information provider, including seasonal or temporary trade item and services.	yyyy/mm/dd
Cancel Date	F7241	Communicates cancelation of the launch of a trade item that was never and will never be, but may have been presented to buyers. Allows reuse of the GTIN 12 months after the cancelation date.	yyyy/mm/dd

Discontinue Date	F7242	Date on which the trade item is no longer to be manufactured. Allows reuse of the GTIN after 48 months, with the explicit exception of Apparel being 30 months and the implicit exception for specialty products (e.g. steel beams).	yyyy/mm/dd

3 Planogram images

A planogram image is an image used to draw planograms for stores in a drawing program. The digital asset specifications for the planogram images are based on the GDSN standard maintained by the GS1 community. When there are several images, the drawing program can use them to create a three-dimensional image.

3.1 Technical quality requirements for planogram images

A planogram image can be published in Synkka Media if it meets the following technical quality requirements specified in the GDSN standard. **It is recommended to keep the planogram image file size as small as possible.**

Property	Definition	Additional information
File size	Min. 20 KB, max. 400 KB	It is recommended to keep the image as small as possible, max. about 100 KB
Resolution	72–150 ppi	
Colour space	RGB	
File formats	JPG	Level of compression to be at 10 or above. The product is represented against a white or light grey background. The image is cropped to the edge of the product, with no empty pixels around the edges.
	PNG	Must be alpha channel compatible. If the product is not rectangular, it is recommended to use the PNG format, cut the product out of its background and use a transparent background.

Note! If you supply sales and marketing images to the Swedish market, note differences between the requirements. See section 8.

3.2   Content requirements for planogram images

All products that are produced in a package should be represented with up to six (6) views of the In-Package consumer pack, with three (3) views as a minimum straight-on front, straight-on top, and straight-on left side views. An additional straight-on front view of an inner pack should be available when appropriate.

If the trade item can be stacked on the shelf either vertically or horizontally, it is natural to provide more than three (3) images. Typically, such trade item groups include nappies and biscuit packs.

Items that are not produced in a package, such as hammers, must be represented with the same above three (3) views.

Planogram images of trade items are always taken directly from the front without an angle or plunge angle.
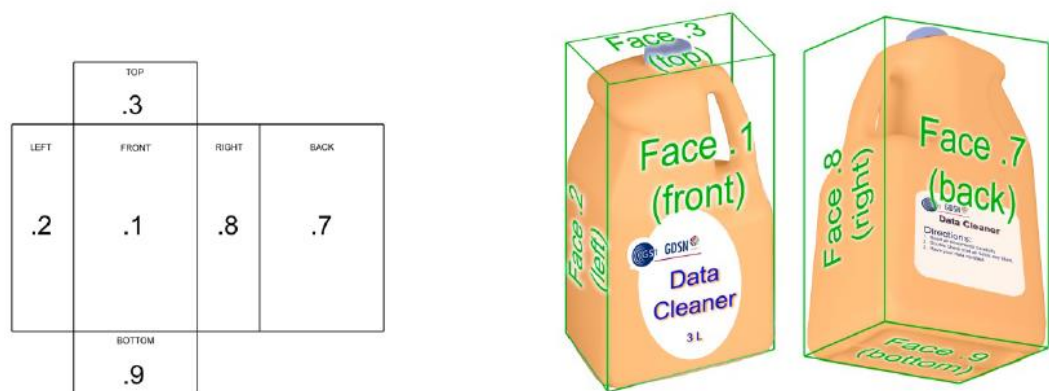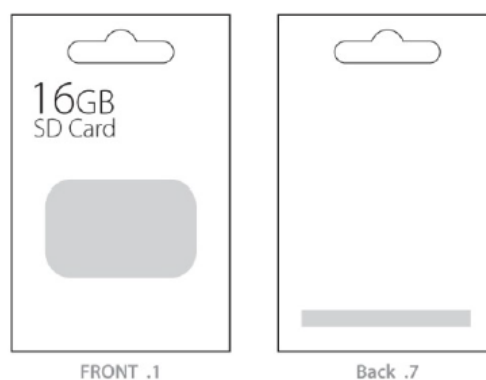

Kuva 6. *Different sides of the trade item*

Image 7. *Two-dimensional trade item*
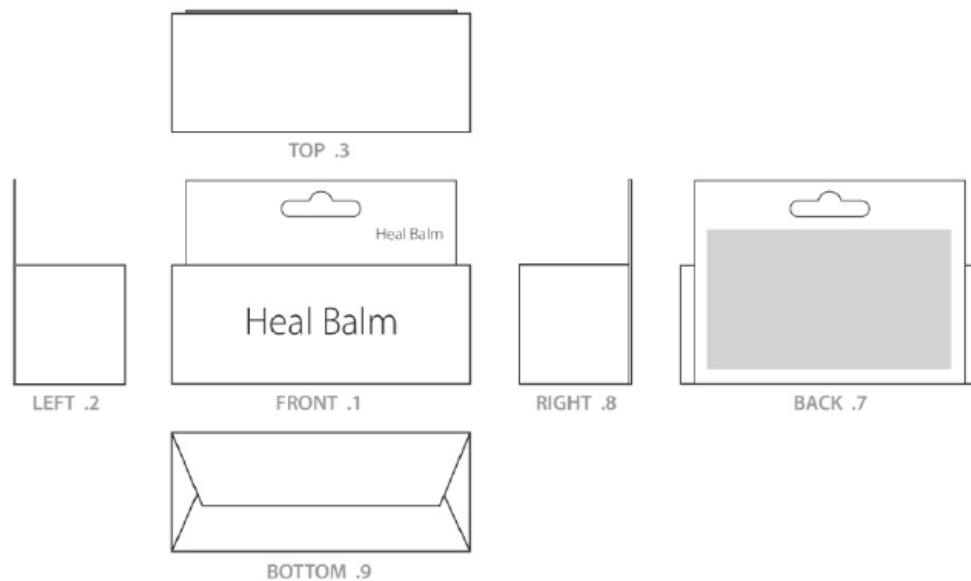
Image 8. *Three-dimensional trade item represented in six different views (face).*

Before photographing the trade item, the Default Front of an Item of the trade item must be defined by Package Measurement Rules (see section 2.2). All other facings are taken in relation to the front face and are identified with a numerical extension identifying that face. Merchandisable facings are automatically captured as the numerical extension allows multiple images (and facings) for the same GTIN.

Planogram image may also be an image of the product's display or tray. Such product groups include yoghurts.

Image 9. *Product display tray facing six different directions.*

By saving a planogram image in Synkka Media, one confirms that the image meets the content quality requirements of the service. The most essential instructions for the photographer are listed below:
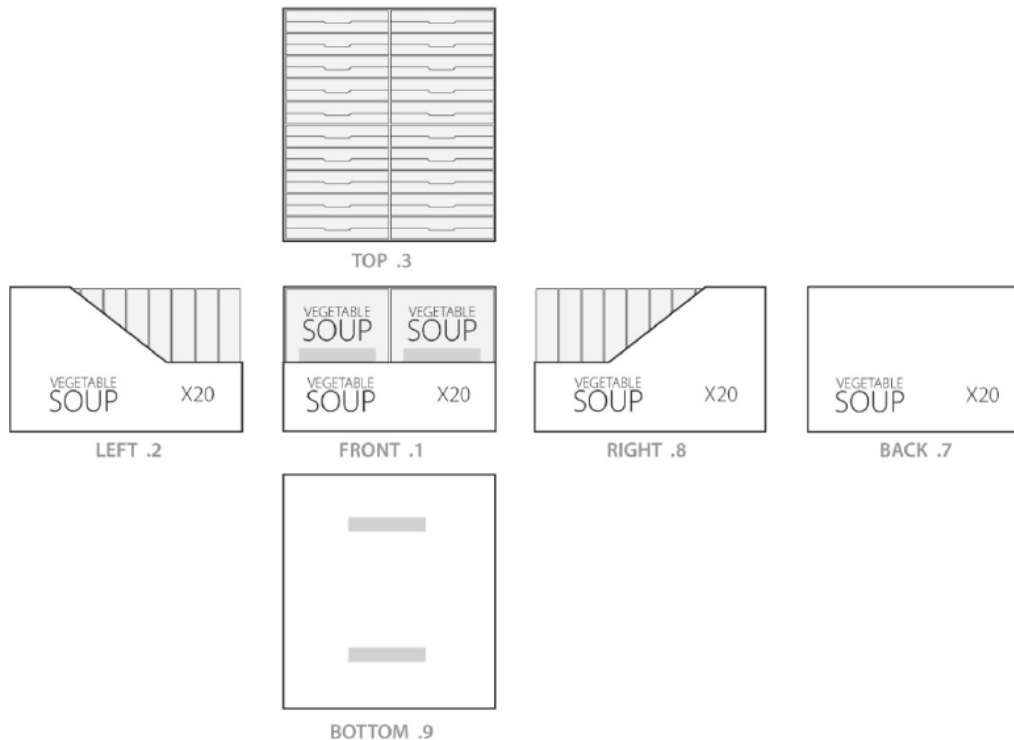
- The image only represents one trade item or one display tray.
- The primary image area must not contain props or other trade items.
- The trade item is positioned in accordance with the angle rules.
- Images of box-type trade items must be cropped to products' edge and represented on a white background.
- Round and irregularly shaped trade items are cut out of the background and represented on a transparent background.
- Round and irregularly shaped trade items can also be cropped to products' edge and represented on a white background.

3.3   Naming planogram images

A significant part of the GDSN standard on planogram images concerns naming practices of the files. The naming specifies the trade item and how it is represented.

If the trade item has been saved in the Synkka data pool, the image file has been named in accordance with the standard, and the image adheres to the Synkka Media digital asset specifications, the image can be published in the media bank without manual work phases. If the naming is different than the standard requires, the supplier enters the mandatory information manually in the Synkka Media user interface.

When a data recipient downloads a planogram image from the system, the file name follows the standard naming practice regardless of the supplier's original file name.

The naming practice is described in the tables below.

Position in file name	Content	Clarification	Meaning
1–14	GTIN	GS1 article number	
	.	Point	Separates the GTIN code and the image type
16	1	Front	Facing indicator
	2	Left	
	3	Top	
	7	Back	
	8	Right	
	9	Bottom	

Examples

06414501406614.2   06414501406614.3   06414501406614.1

Image 10. *Marinol bottle represented from the left, above and front.*

GTINs with multiple graphic layouts that do not conflict with the GTIN allocation rules should be identified with 'A' for Alternative.

If the GTIN is unique to a display or tray the image will be named using the display/tray GTIN as well as the inner product GTIN followed by its appropriate identifier ('T' for tray , 'D' for display, and 'A" for alternate)

The naming practice is described in the table below.

(15)	A	Alternative	Describes how the trade item is repre-sented
	T	Tray	
			Used only if needed
	D	Display	

07541230123457.1   07541230123457A.1

Image 11. *On the left the image has a default printing and on the right the image has an alternative printing (A).*
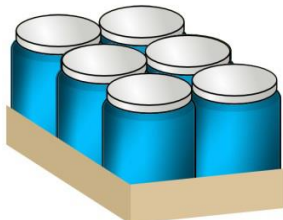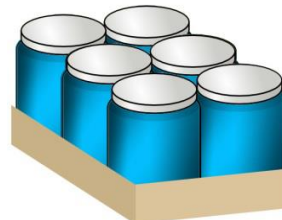
06400001001237.1   06400001001244T.1

Image 12. *On the left the tray is named by the wholesale package GTIN code and on the right side by the consumer package GTIN code and identifier "T". This is an illustra-tion example and the images are in 3D format*

06400001001251.1   06400001001268D.1

Image 13. *On the left the display is named by the wholesale package GTIN code and on the right side by the consumer package GTIN code and identifier "D". This is an illustra-tion example and the images are in 3D format*

3.4   Metadata for planogram images and trade items

The user gives metadata to planogram images published in Synkka Media. The metadata can be either mandatory or optional. Part of the metadata is related to the trade item and part is related to the image itself. If the trade item (GTIN) is in the data pool, images inherit trade item information from Synkka Product. The image metadata can contain information about how the trade item is represented in the image or what is the validity period of the image.

3.4.1 Image metadata

Metadata that the user can manually fill in.

Metadata	Content	Additional information	Applicability
Asset Type	Trade Item		Mandatory
Field of Application	Planogram		Mandatory
Basic Information for planogram images	Can be addressed in the file name, see section 3.3	Front Left Top Back Right Bottom	Mandatory
Planogram image additional information	Can be addressed in the file name, see section 3.3	Alternative Tray Display	Mandatory (case sensitive)
Digital Asset Access Control	GLN number(s)	Which recipients have access to the digital asset	Optional
Digital Asset Start Date	yyyy/mm/dd	The day on which the data recipients have access the digital asset. Should be given only if the supplier wants to give visibility to the digital asset on a certain day in the future.	Optional
Digital Asset Public Start Date	yyyy/mm/dd	The day on which all data recipients have access to the digital asset which have been visible to certain recipients only.	Optional
Digital Asset End Date	yyyy/mm/dd Can also be addressed in the file name in format mm/yy, see section 2.3	The day on which the digital asset is no longer valid	Optional

3.4.2 Trade items saved in the Synkka data pool

Synkka Media retrieves and displays the following trade item information.

Trade item information	F-number in the data pool	Desctiption
Supplier name	-	
GLN number	F7109	GLN of the data supplier, under which the base unit and all of its packaging items are stored in Synkka.
GTIN code	F7260	Global Trade Item Number of the item (Must be given as 14 digits long in Synkka. Shorter GTIN's must be extended by adding zeros to the beginning of the number)
Functional name	F7222	Describes use of the product or service by the consumer e.g. multipurpose glue.
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification (FI, SV, EN)
Description short	F7132	Short trade item name (35 digits) (FI, SV, EN)
Brand Name	F7052	Brand name of the product. If the product does not have a brand name, manufacturers name must be given.
Trade Item Marketing Message and language	F7135	Marketing text of the product (FI). If there is a need to give the marketing message with several languages, user has to fill in all of the messages into this field in Synkka Product.
Trade Item Unit Descriptor	F7158	Indication whether this unit is a base item, assortment or packaging item.
End Availability Date Time	F7221	The date from which the trade item is no longer available from the information provider, including seasonal or temporary trade item and services.
Cancel Data	F7241	Communicates cancelation of the launch of a trade item that was never and will never be, but may have been presented to buyers. Allows reuse of the GTIN 12 months after the cancelation date.
Discontinue Date	F7242	Date on which the trade item is no longer to be manufactured. Allows reuse of the GTIN after 48 months, with the explicit exception of Apparel being 30 months and the implicit exception for specialty products (e.g. steel beams).
GPC: Classification Category Code	F7114	Indication of the GS1 Global Product Classification (GPC) (brick level).
Target Market Country Code	F7122	Indication of target market (=country), for which the supplier makes the item available.
Access Control list	-	Companies (GLN, name) which are able to see this item (GTIN) and digital published under it. However, if the user has restricted the

		visibility of digital assets the assets may not be visible to the companies on the access control list.

3.4.3 Trade items not saved in the data pool

If planograms are saved in Synkka Media on trade items that are not in the Synkka data pool, the user has to enter mandatory identifying item information. Optional trade item information can also be added.

Mandatory trade item information:

Attribute name	F-number in the data pool	Description	Additional information
Supplier name	-		Provided by the system
GLN number	F7109	GLN number	Provided by the system
GTIN code	F7260	GTIN code	
Functional name	F7222	Describes use of the product or service by the consumer e.g. multipurpose glue.	Is going to be changed to optional later
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification	FI
Brand Name	F7052	Brand name of the product. If the product does not have a brand name, manufacturers name must be given	
Trade Item Unit Descriptor	F7158	Indication whether this unit is a base item, assortment or packaging item.	
Target Market Country Code	F7122	Indication of target market (=country), for which the data supplier makes the item available.	Target Market Country Code
Access Control list	-	Companies (GLN, name) which are able to see this item (GTIN) and digital published under it. However, if the user has restricted the visibility of digital assets the assets may not be visible to the companies on the access control list.	

Optional trade item information:

Attribute name	F-number in the data pool	Description	Additional information
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification	SV, EN etc.
Description short	F7132	Short trade item name (35 digits)	FI, SV, EN etc.
Trade Item Marketing Message and language	F7135	Marketing text of the product.	FI
GPC: Classification Category Code	F7114	Indication of the GS1 Global Product Classification (GPC) (brick level).	Code List
End Availability Date Time	F7221	The date from which the trade item is no longer available from the information provider, including seasonal or temporary trade item and services.	yyyy/mm/dd
Cancel Date	F7241	Communicates cancelation of the launch of a trade item that was never and will never be, but may have been presented to buyers. Allows reuse of the GTIN 12 months after the cancelation date.	yyyy/mm/dd
Discontinue Date	F7242	Date on which the trade item is no longer to be manufactured. Allows reuse of the GTIN after 48 months, with the explicit exception of Apparel being 30 months and the implicit exception for specialty products (e.g. steel beams).	yyyy/mm/dd

4 Trade Item Specifications (PDF-files)

Trade item specifications are pdf files containing information about the product, for example user manuals. The files are uploaded to Synkka Media in the same way that sales and marketing and planogram images. The metadata have some unique fields like language and ISBN/ISSB numbers.

4.1 Technical quality requirements

Property	Definition	Additional information
File type	PDF	
File size	Max 100 Mt	
Fonts and other possible elements	Included in the file	

4.2 Trade Item Specifications (PDF-files) and product metadata

The user gives metadata to trade item specifications published in Synkka Media. The metadata can be either mandatory or optional. If the trade item (GTIN) is in the data pool, assets inherit trade item information from Synkka Product. The image metadata can contain information about what the file contains and in which language the file is written.

4.2.1 Trade Item Specifications (PDF-files) metadata

Metadata	Content	Additional information	Applicability
Asset Type	Trade Item		Mandatory
Field of Application	Trade Item Specification		Mandatory
Document type	Code list	Assembly instructions Warranty User Manual Material safety data sheet Instructions Catalogue Book Magazine Other	Mandatory
Language	Code list	Languages, in which the trade item specification is written. It is possible to give multiple languages.	Mandatory
Digital Asset Access Control	GLN number(s)	Which recipients have access to the digital asset	Optional
Digital Asset Start Date	yyyy/mm/dd	The day on which the data recipients have access the digital asset. Should be given only if the supplier wants to give visibility to the digital asset on a certain day in the future.	Optional

Digital Asset Public Start Date	yyyy/mm/dd	The day on which all data recipients have access to the digital asset which have been visible to certain recipients only.	Optional
Digital Asset End Date	yyyy/mm/dd Can also be addressed in the file name in format mm/yy, see section 2.3	The day on which the digital asset is no longer valid	Optional

4.2.2 Trade items saved in the Synkka data pool

Synkka Media retrieves and displays the following trade item information.

Trade item information	F-number in the data pool	Desction
Supplier name	-	
GLN number	F7109	GLN of the data supplier, under which the base unit and all of its packaging items are stored in Synkka.
GTIN code	F7260	Global Trade Item Number of the item (Must be given as 14 digits long in Synkka. Shorter GTIN's must be extended by adding zeros to the beginning of the number)
Functional name	F7222	Describes use of the product or service by the consumer e.g. multipurpose glue.
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification (FI, SV, EN)
Description short	F7132	Short trade item name (35 digits) (FI, SV, EN)
Brand Name	F7052	Brand name of the product. If the product does not have a brand name, manufacturers name must be given.
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Trade Item Unit Descriptor	F7158	Indication whether this unit is a base item, assortment or packaging item.
End Availability Date Time	F7221	The date from which the trade item is no longer available from the information provider, including seasonal or temporary trade item and services.

Cancel Data	F7241	Communicates cancelation of the launch of a trade item that was never and will never be, but may have been presented to buyers. Allows reuse of the GTIN 12 months after the cancelation date.
Discontinue Date	F7242	Date on which the trade item is no longer to be manufactured. Allows reuse of the GTIN after 48 months, with the explicit exception of Apparel being 30 months and the implicit exception for specialty products (e.g. steel beams).
GPC: Classification Category Code	F7114	Indication of the GS1 Global Product Classification (GPC) (brick level).
Target Market Country Code	F7122	Indication of target market (=country), for which the supplier makes the item available.
Access Control list	-	Companies (GLN, name) which are able to see this item (GTIN) and digital published under it. However, if the user has restricted the visibility of digital assets the assets may not be visible to the companies on the access control list.

4.2.1 Trade items not saved in the data pool

If trade item specifications are saved in Synkka Media on trade items that are not in the Synkka data pool, the user has to enter mandatory identifying item information. Optional trade item information can also be added.

Mandatory trade item information:

Attribute name	F-number in the data pool	Description	Additional information
Supplier name	-		Provided by the system
GLN number	F7109	GLN number	Provided by the system
GTIN code	F7260	GTIN code	
Functional name	F7222	Describes use of the product or service by the consumer e.g. multipurpose glue.	Is going to be changed to optional later
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification	FI
Brand Name	F7052	Brand name of the product. If the product does not have a brand name, manufacturers name must be given	
Trade Item Unit Descriptor	F7158	Indication whether this unit is a base item, assortment or packaging item.	

Target Market Country Code	F7122	Indication of target market (=country), for which the data supplier makes the item available.	Target Market Country Code
Access Control list	-	Companies (GLN, name) which are able to see this item (GTIN) and digital published under it. However, if the user has restricted the visibility of digital assets the assets may not be visible to the companies on the access control list.	

Optional trade item information:

Attribute name	F-number in the data pool	Description	Additional information
Trade Item Description	F7130	Item name, i.e. the trade item's complete product specification	SV, EN etc.
Description short	F7132	Short trade item name (35 digits)	FI, SV, EN etc.
Trade Item Marketing Message and language	F7135	Marketing text of the product.	FI
GPC: Classification Category Code	F7114	Indication of the GS1 Global Product Classification (GPC) (brick level).	Code List
End Availability Date Time	F7221	The date from which the trade item is no longer available from the information provider, including seasonal or temporary trade item and services.	yyyy/mm/dd
Cancel Date	F7241	Communicates cancelation of the launch of a trade item that was never and will never be, but may have been presented to buyers. Allows reuse of the GTIN 12 months after the cancelation date.	yyyy/mm/dd

Discontinue Date	F7242	Date on which the trade item is no longer to be manufactured. Allows reuse of the GTIN after 48 months, with the explicit exception of Apparel being 30 months and the implicit exception for specialty products (e.g. steel beams).	yyyy/mm/dd

5 Generic images

In addition to sales and marketing and planogram images, images that are not necessarily tied to a single GTIN code can also be saved in Synkka Media. These are for example lifestyle images.

5.1 Technical quality requirements

Note! The Finnish recipients recommend that the technical quality would meet the high resolution sales and marketing image specifications, see section 2.1.

Property	Definition	Additional information
File size	Max. 100 MB	
Resolution	Not specified	
Colour space	Not specified	
File formats	.TIFF, .JPG, .PNG, .PSD, .GIF, .BMP	Other options can be flexibly added

5.2 Generic images metadata

Metadata	Content	Additional information	Applicability
Asset Type	Generic		Mandatory
Field of Application	Generic		Mandatory
Image/media file theme	Alphanumeric	Relates the image to a theme (e.g. brand name). If there are multiple images with the same theme, they can be related. E.g. "Synkka Banner"	Mandatory
Name	Alphanumeric	Media file name. E.g. "Synkka Banner purple".	Mandatory
Description	Alphanumeric	A longer, free-form text field that tells what the image contains.	Optional
Creator	Alphanumeric	Tells who has photographed/created the image/media file.	Optional
Creation date	yyyy/mm/dd	Tells when the image/media file has been photographed/created.	Optional

Media File Marketing Message	Alphanumeric	Marketing text of the product.	Optional
Copyright Notice	Alphanumeric	Tells who has the copyright notice of the image/media file.	Optional
Rights Usage Terms	Alphanumeric	Tells what the image/media file can or cannot be used for.	Optional
Instructions for Media Use	Alphanumeric	Tells what for kind of use the image/media file should be used for.	Optional
Digital Asset Access Control	GLN number(s)	Which recipients have access to the digital asset	Optional
Digital Asset Start Date	yyyy/mm/dd	The day on which the data recipients have access the digital asset. Should be given only if the supplier wants to give visibility to the digital asset on a certain day in the future.	Optional
Digital Asset Public Start Date	yyyy/mm/dd	The day on which all data recipients have access to the digital asset which have been visible to certain recipients only.	Optional
Digital Asset End Date	yyyy/mm/dd Can also be addressed in the file name in format mm/yy, see section 2.3	The day on which the digital asset is no longer valid	Optional

6 Generic files (pdf)

Generic pdf-files that are not necessarily tied to a single GTIN code can also be saved in Synkka Media. These are for example marketing materials.

6.1   Technical quality requirements

Property	**Definition**	**Additional information**
File size	Max 100 Mt	
File type	PDF	
Fonts and other possible elements	Included in the file	

7 Interactive images and videos

At present, interactive images (3D images, 360 images) or video files cannot be saved in Synkka Media.

8   Swedish Validoo MediaStore

If you provide sales and marketing images to the Swedish market, note that Validoo MediaStore only supports hires images with a 300 ppi resolution. Furthermore, unspecified sales and marketing images (the 16. character "Z" in the naming) cannot be saved. In sales and marketing images the product should be cropped to the edge so that after the cropping there would only be a maximum of 5 % empty space around the image (shadows/reflections included in the image area).

If you provide planogram images to the Swedish market, note that only planograms in PNG format can be saved.