

# KeheFoods/GladsonImagingPolicies

## HowMuch :

The use of Gladson's imaging services for existing Kehe items is available for \$38 per item.

## Why:

Having your products imaged by Gladson can provide more sales through:

### Advertising Images:

1. Promotional Magazine "ONTREND"
2. Promotional Survey/Presell Books (Black & White)
3. Kehe product & brand picture catalog
4. Show Boards & Displays (Kehe Show, Fancy Food Shows, etc...)

### Space Management (Plan-o-grams) Images:

1. Major Retailer Specific Plan-o-grams (Jewel, Meijer, HEB, etc...)
2. Kehe Corporate Plan-o-grams (offering field & independent Kehe sales force)

### eCommerce Images:

1. Retailers partnered with Gladson
2. Eye Level Brand web-store sales
3. Eye Level Retailer web-store sales (Meijer, Giant Eagle, Kroger, etc...)

### General (Kehe Division Mgrs/Account Mgrs/Sales Reps)

1. Account's image requests (for chain ads/flyers and planograms)
2. Kehe Sales presentations
3. AFS - virtual sales show
4. Sales retraining/product knowledge

## How:

### Process for Existing Items Not in Gladson's Database

- Complete the attached "Imaging Order Form"
- Include a copy of the completed "Imaging Order Form" in **EACH** box that contains the items that need to be imaged (If each box does not contain a completed form, the items cannot be processed)
- All boxes must also include a check payable to Gladson (Cost is \$38 per item) (Do not send payment to Kehe Foods) **NOTE: Kehe will not deduct for this payment - you must supply a check**
- Send items to Gladson's facility in Lisle, IL (see shipping instructions below)
  - When Gladson processes your items you will receive: (allow 2-3 weeks for processing after shipment)
    - Access of your image and data available to other retailers/vendors that are partners with Gladson
    - Upon request, copy of image in Ecommerce format for your own use

\*\*\*\*\*SPECIAL ATTENTION\*\*\*\*\*

- **DONOT** send the products to Kehe Foods, Kehe's warehouse or buyers
- **DONOT** send your new product for imaging to Gladson without an assigned Kehe number and e-mail ticket
- In order to insure accuracy, consistency and specific requirements, **NO** other independent images or third party imaging company will be accepted

## Shipping Instructions to the Gladson facility:

### If products are breakable:

- Package all products in bubble wrap, peanuts, shredded paper, etc.

### When to send packaging with actual product:

- Product is visible through any type of packaging/container or cut out packaging.
- All types of bags, soft containers, shrink wraps, and outer sleeves.

### When to send empty packaging:

- Packaging holds its shape without the product and the product is not visible.
- Boxes, bottles, cans, and jugs where the product is not visible.
- When shipping internationally is not an issue.

### What not to send:

- Private label, controlled labels, or products with international UPCs.
- Promotional items/bonus packs

### Please Note:

- New Kehe items with a "Kehe/Gladson Prepaid Ticket" should not include payment
- Existing Kehe items set-up after August 1<sup>st</sup> 2008 must include payment in form of a check made out to Gladson.
- These items will not be returned to you as they will be augmented for photography preparation
- Please ensure products are shipped in sturdy boxes to maintain product and packaging integrity.

### Send Products To:

**ATTN: KEHE FOODS  
Gladson Database Department  
1973 Ohio St.  
Lisle, IL 60532**

If you have any Gladson specific questions contact Gladson's Customer Service Department:

[CustomerService@gladson.com](mailto:CustomerService@gladson.com)

(630)435-2200

Business Hours: Monday through Friday--7:00am to 6:00pm CST

For any Kehe specific questions please email Sharon Leckron at [gladson@kehefood.com](mailto:gladson@kehefood.com)