

Amazon Packaging Certification Guidelines

Frustration Free Packaging (FFP), Ships in its Own Container (SIOC) and Prep-Free Packaging (PFP)

This document and these specifications are confidential information and remain exclusive property of Amazon. This document does not grant any rights to program participants (Vendors, Sellers, Distributors, and Manufacturers) including rights to participate in this initiative or use any names, marks, packaging dress or other proprietary rights related to the Amazon Packaging Certification Initiative Program. Any such rights will be subject to separate Amazon Packaging Certification Initiative Terms and Conditions. This document does not constitute an express or implied grant of any rights to or under Amazon's patents, copyrights, trade secrets, trademarks or other intellectual property rights. Amazon reserves the right to revise or withdraw these specifications without notice at any time in our sole discretion.

Version 7.0 Global, Amazon Network, 2016

Updated: 10/17/2016

Amazon Packaging Certification Guidelines

Table of Contents

Introduction	1
1. Definition of Certification Requirements	3
1.1. Protective Against Damage	3
1.2. Designed to Reduce Waste.....	3
1.2.1. Ships without an Amazon Overbox	3
1.2.2. Product-to-Packaging Ratio	7
1.3. Recyclable Packaging	7
1.4. Easy-to-Open	8
2. Benefits of Packaging Certification	8
2.1. Reduction/Removal of Amazon Prep Chargebacks.....	8
2.2. Opportunity to Reduced Packaging Costs.....	8
2.3. Opportunity to Reduced Inbound Transportation Costs.....	8
2.4. Additional Site Marketing	8
2.5. Free Vine Enrollment	8
3. Transit Testing for Packaging Certification	9
3.1. Package Size Categories	9
3.2. Testing Procedures.....	9
3.2.1. ISTA Project 6-Amazon.com SIOC	9
3.2.2. ISTA Project 6-Amazon.com Overboxing.....	9
3.3. Sample Quality and Quantity Requirements	9
3.4. Situations Requiring Recertification	10
3.4.1. Packaging Construction/Material Changes	10
3.4.2. Decertification	10
3.4.3. Amazon-Initiated Packaging Testing	11
4. Starting the Packaging Certification Process	11
4.1. Certification Workflow	11
4.1.1. Enrollment	11
4.1.2. Sample Shipment.....	11
4.1.3. Sample Testing	11
4.1.4. Submission Results	12
4.1.5. Repeated Submission Failures.....	12
4.2. External Lab Test Documentation & Design	12
4.2.1. Enrollment	12
4.2.2. Document Upload	12
Appendix A: Examples of FFP, SIOC, and PFP Packaging	12
Appendix B: Hazardous Material Transportation Regulated Symbols and Markings	14
Appendix C: Hazardous Material Resources	15
Appendix D: Frustration-Free Packaging Certification Seal Usage Guidelines.....	16
Appendix E: External Websites, Testing Information, and Additional Resources	17
Appendix F: Frequently Asked Questions (FAQs)	17

Amazon Packaging Certification Guidelines

Introduction

We are constantly driving improvements in the sustainability of packaging across Amazon's supply chain, starting with our own packaging and our own operations. We harness the data from the 25 million customers a year that write to tell us they love how their products have been packaged – sending us pictures and stories that our packaging and fulfillment center teams love to hear. They also tell us when our packaging hasn't worked – when their products were damaged, when the box used was too big, or just too hard to open. This informs our packaging team and allows us and our Vendors and Sellers to make improvements. If it's serious enough, customer feedback can automatically pull what we call "the Andon cord" to prevent a product from disappointing another customer.

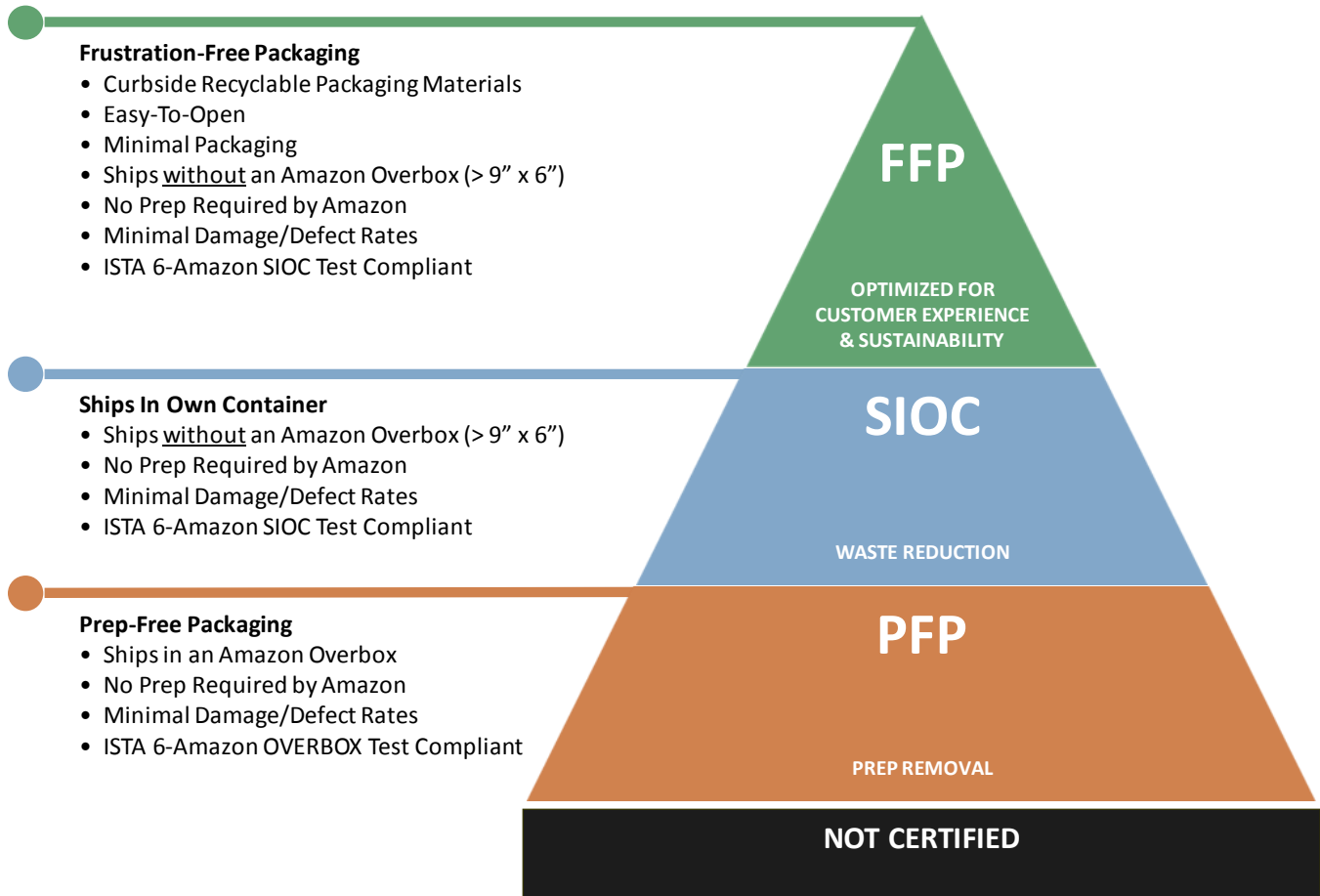
In 2008, on the strength of our customers' feedback, and the wrap rage experienced by our founder upon opening toy packaging for his kids, Amazon created the "Frustration-Free Packaging" certification. Designed to make it easier for customers to liberate products from their packages, protect the product from transit damage, and reduce overall waste and recyclability of packaging materials.

We continue to pursue scalable sustainability initiatives through the development of our three-tiered packaging certification program, which includes: Amazon Frustration-Free Packaging (FFP), Ships-in-Own-Container (SIOC), and Amazon Prep-Free Packaging (PFP). These initiatives have grown to include more than 1.2 million products and have eliminated more than 36,000 tons of excess packaging in 2015 alone.

At Amazon, it's our mission to be the world's most customer-centric company, and we continue to raise the bar by providing customers with what they want: minimal, protective and functional packaging. As we partner with our Vendors and Sellers to achieve these goals, we created these Packaging Certification Guidelines to improve sustainability and drive innovations to improve the customer experience, decrease the environmental impact of consumption, lower supply chain costs and unlock additional selection. We welcome comments and ideas to improve this effort, email us at packaging-innovations@amazon.com.

Amazon Packaging Certification Guidelines

Amazon Packaging Certification Pyramid



Frustration-Free Packaging (FFP)

Frustration-Free Packaging is the gold standard of Amazon's packaging certification program and provides packaging that is designed with our customers and the environment in mind. FFP certified packaging is capable of shipping in its own container in minimized, fully recyclable and easy-to-open packaging. This ensures the most optimal experience for our customers.

Ships In Own Container (SIOC)

Ships In Own Container, our second tier of certification, minimizes waste through ensuring that packaging is designed to ship without the need for an Amazon overbox. Some products require additional protection using non-recyclable packaging materials such as foams to ensure minimal damage during shipment.

Prep-Free Packaging (PFP)

Prep-Free Packaging, our third tier of certification, is designed for items that are not capable of shipping in their own container (i.e. liquid product that is not six sided) requiring an Amazon applied overbox. A certified PFP package is designed to ship effectively without the need for Amazon to apply additional prep to prevent damage or leakage.

Amazon Packaging Certification Guidelines

1. Definition of Certification Requirements

The following checklist can be used to determine if your products are likely to qualify as FFP, SIOC, or PFP. Examples of each are represented in Appendix A.

REQUIREMENTS:	Amazon Packaging Certification Tiers		
	FFP	SIOC	PFP
Protective Against Damage <i>(No Amazon-Prep Required)</i>	✓	✓	✓
Designed to Reduce Waste <i>(Ships Without an Amazon Overbox)</i>	✓	✓	
Recyclable Packaging	✓		
Easy-To-Open	✓		

1.1. Protective Against Damage – [Required for FFP, SIOC, and PFP certifications]: As a requirement of all three packaging certifications, packaging must ensure that the product can move through the Amazon distribution network and arrive to the end customer undamaged. In order to be certified for FFP, SIOC, and PFP, products must arrive to Amazon without the need for additional prep. This includes: Bagging, Bubble Wrap, Set Creation, Stuffing, Taping, ASIN Stickers, Suffocation Warning Stickers, Debundling, Barcode Tag Flipping, Shrink-wrapping, Folding, “Sharp Product” Labeling, “Colors may vary” Stickers, Cardboard Footprints, Opaque Covering, Blank Stickers, “Sold as set” Stickers, and Hanger Removal. Additionally, products must be able to pass the appropriate ISTA 6-Amazon.com test methods according to the size categories outlined in Section 3.1 of this document.

1.2. Designed to Reduce Waste – [Required for FFP and SIOC certifications]: Packaging must be capable of shipping to a customer in its own container (various form of packaging are allowed), without any additional packaging from the Amazon Fulfillment Center.

1.2.1. Ships without an Amazon Overbox: Packages that are capable of shipping to a customer without an Amazon Overbox are eligible to be certified as either FFP or SIOC. This certification will drive our Amazon box recommendation system to ship all FFP or SIOC certified ASINs in its own packaging, unless our customer specifically requested an overbox to conceal the item during check out.

1.2.1.1. Minimum Packaging Dimensions: In order for products to properly move throughout the Amazon Fulfillment Network, product packaging must meet the minimum dimensions listed below. Any products with packaging smaller than those listed below for any dimension can only qualify for PFP, as it will require additional overboxing by Amazon.

	Minimum Acceptable FFP/SIOC Packaging Dimensions		
	Length	Width	Height
All Marketplaces	9" (228.6mm)	6" (152.4mm)	0.375" (9.5 mm)

Amazon Packaging Certification Guidelines

- 1.2.1.2. Packaging Sealing:** Open edges must be adequately sealed to ensure the product remains protected while in the fulfillment center and throughout its distribution to the customer.
- 1.2.1.2.1. The preferred sealing method for corrugated cartons is 2.0"- 3.0" packaging tape or water-activated tape.
 - 1.2.1.2.2. Staples are not allowed as a sealing method, but are permitted on the manufacturer glue joint.
 - 1.2.1.2.3. Locking Tabs are not considered a sealing method. Tabs must be properly taped to withstand the rigors of distribution via single parcel delivery to the customer.
 - 1.2.1.2.4. While glue flaps are not a preferred method of carton sealing, the use of glue to seal packaging flaps is acceptable when a proper amount and type has been used to ensure the packaging is capable of passing the ISTA 6-Amazon test methods.
- 1.2.1.3. Cosmetic Appearance:** Cosmetic damage to the packaging such as dented corners, abrasions, and dust are acceptable, as long as: 1) the product is fully functional for its intended use; 2) it is free of any leaks, and seal integrity is intact; 3) any tamper evident application is not compromised; and 4) any packaging that is considered part of the product is free from serious damage, indentations, scratches or other aesthetic imperfections that could impact customer satisfaction. Customer experience is the primary filter for determining the level of cosmetic damage deemed acceptable. Customer feedback is collected via Amazon Customer Service, Customer Returns, and responses received from Amazon Packaging Feedback surveys. Product that received high levels of negative feedback will be automatically decertified. Refer to Section 3.4.2 to learn more about product decertification.
- 1.2.1.4. Packaging Construction:** Package panels must be flat and free of extrusions, windows and cut-outs. Product packaging must be a rigid six-sided shape, capable of surviving the single parcel delivery network or Less-than-Truckload (LTL) shipping, as validated by passing the ISTA 6-Amazon.com SIOC test method. Flexible packaging such as bubble mailers, paper padded mailers or ridged paper envelopes may be used, however six-sided rigid corrugate cartons are the preferred packaging method.
- 1.2.1.4.1. Perforations in the outer shipper are generally not allowed unless taped. Exceptions will be made (i.e. tear strips) if the perforations do not rupture during certification testing.
 - 1.2.1.4.2. If the package has an auto-bottom or 1-2-3 bottom feature, it must be taped.
 - 1.2.1.4.3. Bundling multiple packages with straps or bands is not permitted.
 - 1.2.1.4.4. All package flaps should join with minimal gap less than 0.5". Flap gaps exceeding 0.5" will not be accepted, unless products inside the box are adequately protected from dirt, and too large to fall out of any openings.
 - 1.2.1.4.5. Carrying handles and other types of protrusions must be omitted or taped down to prevent conveyance issues.
- 1.2.1.5. Package Markings and Identification Labeling:** Amazon requires package markings and labeling to clearly indicate contents and communicate any unique handling instructions. The following specifications clarify required markings for certified packages; however, these requirements may be superseded by updates to Amazon transportation manuals. All certified packages must also follow the labeling and carton marking requirements as outlined in the Inbound Prep and Transportation Manuals available within the Vendor Central/Seller Central Resource Centers.

Amazon Packaging Certification Guidelines

- 1.2.1.5.1. Product description, product code(s), and barcode must be printed on the package or the package label. Exceptions are made when the item description may cause embarrassment to the customer.
 - 1.2.1.5.2. Do not include any unauthorized marketing or promotional materials, such as pamphlets, display materials, price tags and/or other non-Amazon stickers with any items.
 - 1.2.1.5.3. Each label must be readable and scannable for 24 months. This means that the label must not smudge or fade for at least two years. To ensure that your labels last for two years or more, use the proper print media for your printer. For example, use laser paper and laser toner with a laser printer.
 - 1.2.1.5.4. Ensure that each shippable/sellable unit has one product identification number (UPC, ISBN, EAN, ASIN etc.) that is barcoded, as well as printed numerically on an easily-visible and scannable part of the exterior of the packaging.
 - 1.2.1.5.5. Items intended to be sold together as a single SKU (i.e. multiple units in a set) must be packaged and uniquely barcoded as a single unit. The product identification numbers of the units within the set should not be visible when the unit is packaged together. This will ensure that your merchandise can be received, stocked, and sold properly. We highly recommend printing “THIS IS A SET – Do Not Separate” on the product’s outer packaging.
 - 1.2.1.5.6. If you are shipping perishable items, the expiry dates must be on every shippable/sellable unit. All units must arrive at an Amazon Fulfillment Center at least 90 days before expiration. Failure to comply will result in liquidation/destruction and chargebacks. Please refer the Prep Instructions - "Items with Expiration Dates” within the Vendor Central/Seller Central Resource Center.
 - 1.2.1.5.7. For certified FFP packages that are different than the traditional retail packages, the barcode must be different than the barcode used for the traditional non-FFP certified retail item.
 - 1.2.1.5.8. The program participant is responsible for all product compliance and environmental marketing on the package, as required by marketplace regulations. Amazon requires Vendors/Sellers to comply with all applicable laws, rules, regulations, ordinances, and directives with respect to product packaging materials in each respected marketplace. Vendors/Sellers should direct any related questions to their legal counsel. Please reference the Inbound Prep and Transportation Manuals available within the Vendor Central / Seller Central Resource Centers.
- 1.2.1.6. Oversized Products:** Oversized products (also referred to as Heavy Bulky product) require special attention to ensure the product can move through the Amazon distribution network and arrive to the end customer undamaged. Please refer to Section 3.1, regarding what product are classified as OVERSIZED.
- 1.2.1.6.1. Products must be able to pass the appropriate ISTA 6-Amazon.com test methods according to the product weight and outbound shipment method. Oversized products can ship to customers via Parcel or Less Than Truckload (LTL) shipment methods as determined by the product weight and size. Product will ship LTL if any of the following is true: 1) Weight is greater than 150 lbs (68 kg), 2) Any dimension is greater than 108 inches (274 cm), 3) Girth is greater than 165 inches (419 cm) [Girth = Length + 2 * (Width + Height) where Length is the longest dimension].
 - 1.2.1.6.2. The preferred sealing method for oversized corrugate cartons is 3” wide pressure sensitive tape or 3” wide water-activate kraft tape with filaments. The recommended closure is a “six-strip closure” or “H-seal” by applying cross strips on the ends of the box. Non-metal straps or bands are permitted, as long as the straps are tightly fitted around the product. Poly or plastic bags cannot be used as a

Amazon Packaging Certification Guidelines

replacement for cartons. Please refer to the North American Vendor Shipment Preparation and Transportation Manual under Carton Packaging.

- 1.2.1.6.3. Oversized product are particularly susceptible to corner and edge damage. The minimum corrugate material specification for oversized product is 44 ECT doublewall. Cornerboards should be considered for edge protection when straps or bands are used.
- 1.2.1.6.4. Oversized products are stacked up to 12 feet (3.66 m) high. Packaging must safely withstand stacking to this level. Please refer to ISTA 6-Amazon.com SIOC test for vertical compression test methods.
- 1.2.1.6.5. Warning labels are recommended to ensure safe handling. Heavy object warnings, stack height icons, and up-arrow icons should be large and positioned in multiple prominent locations. Please refer to the North American Vendor Shipment Preparation and Transportation Manual under Warning Labels on Cartons and Item Packaging.
- 1.2.1.6.6. Oversized product 100 lbs or greater should have a custom sized pallet. Please refer to the North American Vendor Shipment Preparation and Transportation Manual under Carton Packaging.
- 1.2.1.6.7. Oversized product not individually palletized should be design for handling by clamp truck. Please refer to ISTA 6-Amazon.com SIOC test for horizontal compression clamping test method. Refer to the North American Vendor Shipment Preparation and Transportation Manual under Clamp Truck Guidelines for trailer loading considerations and load dimensions.
- 1.2.1.6.8. Proper palletization and trailer loading of oversized product is essential to safe handling and product protection. Please refer to the North American Vendor Shipment Preparation and Transportation Manual, regarding Loading Shipments and Carton Packaging.
- 1.2.1.6.9. Oversized products are subject to inbound quality inspection upon receipt of product. Product will be inspected for cosmetic damage to the carton, proper palletization and trailer loading. Product must be free from serious damage, indentations, scratches or other aesthetic imperfections that could impact customer satisfaction. Product that does not pass inbound inspection may be rejected. Please refer to the North American Vendor Shipment Preparation and Transportation Manual, regarding Packing Inventory.
- 1.2.1.7. Dangerous Goods/HAZMAT Classified Products:** Due to Amazon’s Policy on Dangerous Goods and Hazardous Materials, we are unable to provide SIOC or PFP certification on any ASIN that is classified as such and/or if the packaging has any transportation regulated symbols or markings. (Appendix B).
 - 1.2.1.7.1. Dangerous goods or Hazardous materials (also known as Hazmat), are items which pose a risk to people, animals, or the environment if incorrectly/improperly handled, stored or transported. This category includes, but is not limited to: lithium ion batteries, some household cleaning products and aerosols.
 - 1.2.1.7.2. If you are a vendor, please refer to Vendor central [help pages](#) for Amazon’s Hazardous Materials Identification Guide. (Appendix C).
 - 1.2.1.7.3. If you are a seller please refer to Seller [help pages](#) for Amazon’s Hazardous Materials Identification Guide. (Appendix C).
 - 1.2.1.7.4. **Exceptions:** In some cases, products which contain a small lithium ion battery inside of the product/equipment may be eligible to receive FFP certification. These exceptions will be reviewed

Amazon Packaging Certification Guidelines

and approved/rejected on a case-by-case basis by the Amazon Dangerous Goods team. Before enrolling for certification, please email packaging-certification@amazon.com with your FFP ASIN and which marketplaces you are requesting to be certified within. (*Exceptions are subject to change/decertification in order for Amazon to comply with [International Air Transportation Association](#) regulations.*)

1.2.2. Product-to-Packaging Ratio – [Required for FFP only, recommended for SIOC]: Packaging must be designed for protection and not over-sized for marketing purposes. The following product-to-packaging ratios ensure product packaging is not creating gross over-packaging of products.

1.2.2.1. “Product” is defined as the total cubic volume of the primary product and the included components necessary to for the function/use of the product.

1.2.2.2. Product-to-Package ratio is calculated as: the volume of the product, divided by the total volume of the packaging. *Example:*

	Length	Width	Height	Total Volume
Product Measurements	20 inches	9 inches	6 inches	1080 inches
Packaging Measurements	22 inches	10 inches	8 inches	1760 inches
Box-Utilization Score				61%

1.2.2.3. *Fragile Products Box-Utilization Requirements:* For “Fragile” products, as defined within Section 3.3.3, the cubic volume of product-to-packaging ratio must be greater than 30% utilization.

1.2.2.4. *Non-Fragile Products Box-Utilization Requirements:* For products not as “Fragile,” within Section 3.3.3, the cubic volume of product-to-packaging ratio must be greater than 50% utilization.

1.3. Recyclable Packaging – [Required for FFP]: Amazon focuses on three aspects of recyclable packaging: minimizing packaging material, using curbside recyclable materials, and maximizing use of recycled content.

1.3.1. Packaging must be made of recyclable materials. Acceptable materials include: corrugated and other paper-based materials, and/or plastic components marked with SPI codes 1 (PET), 2 (HDPE), and 5 (PP).

1.3.2. In the U.S., packaging must be in compliance with the FTC’s Green Guides for the Use of Environmental Marketing Claims, (www.ftc.gov; [Section 260.12](#)). For the EU, please refer to the legislation on [European Parliament and Council Directive 94/62/EC of 20 December 1994](#) on packaging and packaging waste. These are meant as examples only, and Vendors and Sellers are responsible for complying with all applicable laws.

1.3.3. Printing and/or treatments must not affect the recyclability of the package.

1.3.4. Exceptions: Amazon may approve the use of packaging materials which do not yet have recycling facilities available to a substantial majority (at least 60%) of consumers or communities. These exceptions will be reviewed and approved/rejected on a case-by-case basis in order to continue to drive the expansion of recycling capabilities in municipal waste systems.

1.3.4.1. *Plastic Film or Bags:* Are allowed only in situations where the product requires abrasion protection, or small parts containment. Only plastic film printed with SPI codes 2 (HDPE) and 4 (LDPE) are acceptable.

1.3.4.2. *Twist Ties:* Are allowed to manage cord organization only, and cannot be used to secure the product to its packaging.

Amazon Packaging Certification Guidelines

1.3.5. Certified Frustration-Free Seal: If the package meets all FFP requirements and is properly certified, the FFP Seal and related marks may be clearly displayed on the exterior of the packaging. Refer to the guidelines on approved use of the FFP Seal within Vendor Central and Seller Central. (Appendix D).

1.4. Easy-to-Open – [Required for FFP]: Packaging must be easy-to-open by the customer with minimal use of scissors or box cutter.

1.4.1. Packaging does not contain blister packs, plastic inserts, twist ties, packaging peanuts, shredded paper, or welded clam shells. *(Twist ties are allowed to manage cord organization only.)*

1.4.2. All contents can be removed from the package within 120 seconds by the customer. When multiple components are present, all must be removed, but not assembled, in this timeframe.

2. Benefits of Packaging Certification

Each Amazon packaging certification tier provides not only benefits to Amazon customers, but also to the Amazon Vendors/Sellers as well. The section below outlines the Vendor/Seller benefits of each certification tier.

BENEFITS:	Amazon Packaging Certification Tiers		
	FFP	SIOC	PFP
Reduction/Removal of Amazon Prep Chargebacks	✓	✓	✓
Opportunity to reduced packaging costs	✓	✓	
Opportunity to reduced inbound transportation costs	✓	✓	
Additional Site Marketing	✓		
Free Vine Enrollment	✓		

2.1. Reduction/Removal of Amazon Prep Chargebacks: When an ASIN is certified as FFP, SIOC or PFP Amazon will ensure your ASIN is not sidelined to have additional Amazon-prep applied. This provides Vendors and Sellers with the ability to avoid or remove prep chargebacks.

2.2. Opportunity to Reduced Packaging Costs: Standard retail packaging is designed to grab a customer’s attention by utilizing full-color glossy printing, being oversized to gain more shelf presence, or by employing windows, cutouts, and other costly packaging features not necessary for Amazon customers. By optimizing packaging for Amazon fulfillment and eliminating unnecessary package marketing features, Vendors and Sellers can reduce waste, enhance sustainability and realize cost savings.

2.3. Opportunity to Reduced Inbound Transportation Costs: When packaging is optimized for Amazon fulfillment, the package is “right sized” for the total supply chain. Smaller packages translate to lower transportation costs (more units per pallet/truck/container). It is also less costly for Amazon to ship that same package to the customer, saving money for both the Vendor/Seller and Amazon.

2.4. Additional Site Marketing: All FFP certified ASINs will receive additional marketing by being include in the FFP storefront. The ASIN will also receive updated messaging detail page branding and added search relevancy.

2.5. Free Vine Enrollment: Amazon Vine is a program that enables a select group of Amazon customers to post opinions about new and pre-release items to help customers make educated purchase decisions. Customers are invited to

Amazon Packaging Certification Guidelines

become Vine Voices based on the trust they have earned in the Amazon community for writing accurate and insightful reviews. For product packaging that has been redesigned for FFP certification and which requires a new ASIN to be created, Amazon will waive the Vine enrollment fee for the new FFP ASIN.

2.5.1. Free Vine Credit is only available to Amazon Vendors.

2.5.2. Each Vendor is allowed a maximum of 25 free Vine credits per calendar year.

2.5.3. To receive credit, please send an email to packaging-certification@amazon.com and include the FFP ASIN(s), as well as the billing Vendor Code that each Vine credit should be applied against.

3. Transit Testing for Packaging Certification

Tests will be conducted according to the International Safe Transit Association with one of the following two test methods: **ISTA 6-Amazon.com SIOC** used for FFP and SIOC testing, or **ISTA 6-Amazon.com Over-Boxing** method used to certify products as not requiring prep to be sent as a single or multi products in an overbox. These [ISTA 6-AMAZON.COM](http://ISTA6-AMAZON.COM) tests were developed by ISTA in cooperation with Amazon, and have been designed as simulations that challenge the capability of the package and product to withstand common transport conditions. Complete ISTA testing standards are located at their corporate website (www.ista.org). (Appendix E).

3.1. Package Size Categories: Packaging testing varies depending on the size of the item being tested. Packages within Amazon are separated into three categories based on dimensions and weight per region: OVERSIZED, STANDARD, and NON-SIOC. Please see chart below for size categories, correlating certification levels and test methods:

	Weight Requirements	AND /OR	Dimensions Requirements	Testing Procedures
Oversized/ Heavy Bulky (FFP/SIOC)	≥ 50 lbs, 23 kg	OR	Any Dimension > 108 in, 274 cm OR Girth > 165 in, 419 cm <i>Girth = Length + 2 * (Width + Height)</i> <i>where Length is the longest dimension</i>	ISTA Project 6-Amazon.com SIOC Type B – Type F
Standard (FFP/SIOC)	< 50 lbs, 23 kg	AND	≥ 9.0 in. x 6.0 in. x 0.375 in. <i>(Longest dimension cannot exceed 108 in.)</i> ≥ 229 mm. x 152 mm. x 9.5 mm. <i>(Longest dimension cannot exceed 274 cm.)</i>	ISTA Project 6-Amazon.com SIOC Type A
Non-SIOC (PFP)	< 50 lbs, 23 kg	-	<i>No Size Requirements</i>	ISTA Project 6-Amazon.com OVERBOX

3.2. Testing Procedures:

3.2.1. ISTA Project 6-Amazon.com SIOC - testing for **FFP/SIOC** certification of OVERSIZED and STANDARD sized products. This test is a general simulation test for SIOC packaged-products shipped through Amazon’s distribution system to the end customer via single parcel or Less-Than-Truckload (LTL) outbound shipment methods. Vendors/Sellers with items intended to utilize SIOC are required to use this test to understand the protective performance of their packaging.

Amazon Packaging Certification Guidelines

3.2.2. ISTA Project 6-Amazon.com Overboxing - testing for PFP certification. This test is a general simulation test for Amazon fulfillment for an individual retail packaged-product being placed into an Amazon overbox either by itself with the addition of void filler material (dunnage) or with multiple retail packaged-products for shipment to the end consumer through the single parcel delivery system.

3.3. Sample Quality and Quantity Requirements: Both products and packages should be as close as possible to actual production items.

3.3.1. Pre-production prototypes such as hand-made samples, CAD-generated one-of-a-kind or short run samples, etc. are not sufficient representative of production items to yield meaningful test results. It may be appropriate to conduct preliminary tests of a product and package early in the development cycle, but final certification testing must be performed with actual production items.

3.3.2. For non-fragile items, one sample is required for testing.

3.3.3. For fragile products that easily break or could leak, five samples are required for testing. This includes, but is not limited to, items containing:

3.3.3.1. Glass, ceramic/porcelain/clay.

3.3.3.2. Liquid/semi-liquids; Solids that can become liquid at temperatures experienced during the distribution cycle (above 70°F or 21.1°C).

3.3.3.3. Electronics that are easily damaged when dropped from 18 in. or 45.7 cm. without packaging.

3.3.4. If the sample is a palletized or a unitized load and this is the intended configuration for shipment to the end consumer, then this is constituted a single packaged-product.

3.4. Situations Requiring Recertification: Once a package is certified as FFP, SIOC, or PFP, it does not require recertification as long as the materials and components remain unchanged. However, there are scenarios which require the product to be retested and recertified:

3.4.1. Packaging Construction/Material Changes: If packaging and/or product specification/formulation changes, the updated package must be retested to ensure the revisions did not negatively impact packaging performance. Common scenarios are listed below (*this list is not all-inclusive*):

3.4.1.1. Material change in the primary package, protective material and/or shipper. This includes corrugated flute size changes and material thickness modifications.

3.4.1.2. Design changes to the primary package, protective material, and/or shipper (*ex. Light-weighting of packaging material*).

3.4.1.3. Pack size quantity changes (*ex. 2-pack to a 4-pack*).

3.4.1.4. Sealing method changes (*ex. tape to glue*).

3.4.1.5. Addition or removal of components (*ex. adding a carrying case or removing a corrugated partition*).

3.4.1.6. Changes to the design of the product that could impact fragility. (*ex. downgrading plastic thickness*.)

3.4.2. Decertification: Amazon continually monitors FFP, SIOC, and PFP certified ASINs to ensure that they are providing Amazon customers with the best experience possible. This means that, at times, products which have

Amazon Packaging Certification Guidelines

previously been certified may become decertified. When an FPP ASIN is decertified, all messaging on the Amazon Detail Page will be removed, the ASIN will be opened to allow all Vendors/Sellers to list offers against the ASIN, and the ASINs will no longer be varied by packaging types.

3.4.2.1. There are a number of ways in which an ASIN can become decertified, a few include:

3.4.2.1.1. If the ASIN breaches thresholds for negative packaging feedback.

3.4.2.1.2. If the ASIN results in increased damage/defect concession.

3.4.2.1.3. If an Andon Cord is pulled on the ASIN due to product damage, or poor customer experience.

3.4.2.1.4. ASINs which are classified as Hazmat. (Section 1.2.1.7.)

3.4.2.2. If an ASIN becomes decertified, you will be notified in the Amazon Packaging Certification Dashboard within Vendor Central / Seller Central.

3.4.2.3. For additional information regarding the decertification of an ASIN, please create a Contact Us case within Vendor Central / Seller Central.

3.4.2.3.1. [Vendor Central](#): Contact Us > Manage My Catalog > Amazon Packaging Certification.

3.4.2.3.2. [Seller Central](#): Contact Seller Support.

3.4.3. Amazon-Initiated Packaging Testing: In 2013, Amazon introduced a process that identifies Amazon owned inventory as candidates for SIOC testing. Through this process, Amazon has been able to scale the certification of products as SIOC, as well as identify which products currently do not meet the visual and/or physical requirements of SIOC certification. Product which pass Amazon-Initiated testing will ship as SIOC without the need for Vendor/Seller enrollment. ASINs that fail Amazon-Initiated testing will appear within your Amazon Packaging Certification Dashboard as a failed product test. In order to have those ASINs certified, they will need to be improved, then enrolled to have the new redesigns evaluated.

4. Starting the Packaging Certification Process

In order to have your product certified by Amazon for one of our three tiers of certification, you must enroll your product in Vendor Central/Seller Central. This process includes a technical review by Amazon packaging professionals and transit testing by either an ISTA-certified facility or by the Amazon Packaging Certification Lab.

4.1. Certification Workflow: Prior to enrolling your product for testing, please ensure you have performed the appropriate ISTA 6-Amazon.com test method and are confident that it will pass. If your product fails Amazon lab testing twice, you will not be eligible to have the ASIN re-tested by Amazon. In this case, you will be required to pursue certification through one of our recommended certified third party partners for assistance with design and testing (as defined in section 4.2)

4.1.1. Enrollment: Enroll your packages using Vendor Central/Seller Central. During the enrollment, you'll be asked to answer a few simple questions about the product's packaging. The answers you provide will identify if your product qualifies to be tested for FFP, SIOC, or PFP certifications.

4.1.2. Sample Shipment: Once all necessary information has been provided and you have selected which certification level to have the product tested against, you will be asked to download the submission shipping slip to include with the sample(s) that you are sending to Amazon for testing.

Amazon Packaging Certification Guidelines

4.1.2.1. Sample(s) must be placed in an over-box to prevent damage prior to testing. Sending samples without additional protection may delay or diminish testing results.

4.1.2.2. Amazon will not return any submitted items. All product samples submitted to Amazon become Amazon's property.

4.1.3. Submission Results: Once the package passes testing, we will certify your ASIN(s) as FFP, SIOC, or PFP. If your product fails testing, you will be notified of the failure reason and your submission will be updated within Vendor Central / Seller Central. Frequently asked questions (FAQs) regarding certification are available in Appendix F.

4.1.4. Repeated Submission Failures: If your product has failed testing more than twice (excluding an Amazon initiated test), your product will need to be tested by a Lab on the Amazon Packaging Support and Supply (A-PASS) Network list or an ISTA certified lab, outlined in section 4.2 below.




4.2. External Lab Test Documentation and Design: As an alternative way to certify, Amazon will accept testing documentation from an external testing laboratory that is either an A-PASS Network Lab or an ISTA certified lab. Additionally, we recommend working with an A-PASS packaging design partner to ensure optimal packaging design and materials are implemented. The A-PASS Network List can be found in the Packaging Certification Portal and on Vendor/Seller Central. ISTA certified laboratories can be located on the ISTA website. Lab testing must comply with the correct ISTA 6-Amazon.com testing method.

4.2.1. Enrollment: To enroll an ASIN to be certified by Amazon, with testing results provided by an A-PASS Network Lab or external ISTA certified laboratory, you will begin the enrollment within Vendor Central / Seller Central, as described in Section 4.1.1 and follow the instructions regarding uploading external testing results.

4.2.2. Document Upload: Once all necessary information has been provided and you have selected the certification level, navigate to the submission within your Amazon Packaging Certification Dashboard. Within the submission, click the option to "Upload ISTA Lab Test Document". Once your documents have been uploaded, they will be reviewed by one of Amazon's Packaging Engineers.

Amazon Packaging Certification Guidelines

Appendix A: Examples of FFP, SIOC, and PFP Packaging

Product Packaging Image and Product Description	Certification Tier Requirements				Certification Approved	Reason
	Protective Against Damage <i>No Amazon-Prep Required</i>	Designed to Reduce Waste <i>Ships Without an Amazon Overbox</i>	Recyclable Packaging	Easy-to-Open		
 24 pack 12oz glass bottle	No	No	Yes	Yes	None	While the product packaging is fully recyclable, it does not provide the necessary protection to prevent the bottles from breaking.
 Smart Home WiFi Lightbulbs and Smart Hub	Yes	Yes	Yes	Yes	FFP	Product is sealed in a 6-sided corrugate carton, which is larger than the minimum SIOC dimensions of 9" x 6" x 0.375". Ready to ship to the end customer as-is, and complies with the minimum box-utilization requirements outlined in section 1.2.1.1.
 Grocery Canned Food	Yes	No	Yes	Yes	PFP	Product is contained in a paper pulp tray and is bagged to protect against product leakage. Product is smaller than 9" x 6" x 0.375" therefore it can only be certified as PFP.

Amazon Packaging Certification Guidelines

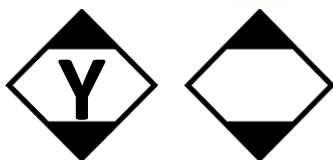
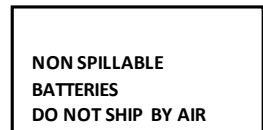
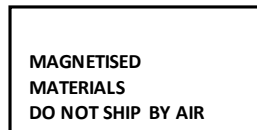
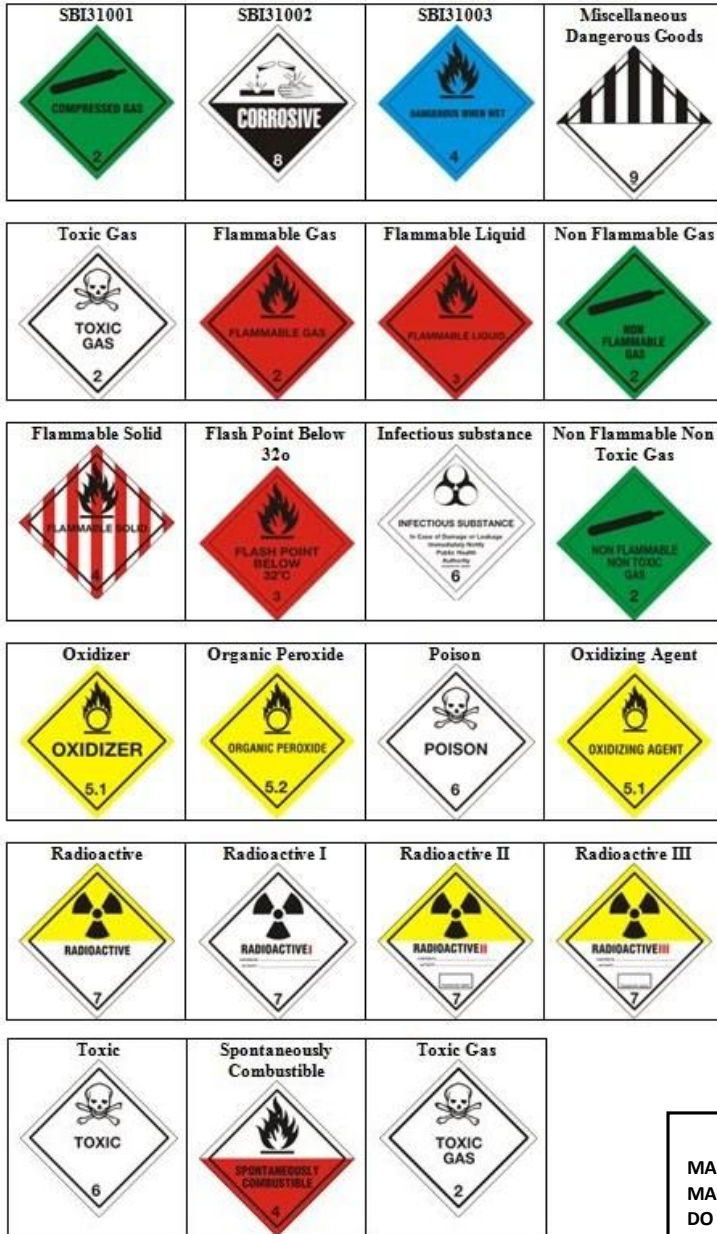
Appendix A: Examples of FFP, SIOC, and PFP Packaging (Continued)

Product Packaging Image and Product Description	Certification Tier Requirements				Certification Approved	Reason
	Protective Against Damage <i>No Amazon-Prep Required</i>	Designed to Reduce Waste <i>Ships Without an Amazon Overbox</i>	Recyclable Packaging	Easy-to-Open		
 4 – 6 Pack Paper Towel in a corrugate overbox	Yes	Yes	Yes	Yes	FFP	Product is sold as a set and is overboxed in a sealed 6-sided corrugate carton. Ready to ship to the end customer as-is.
 12 Pack Paper Towels	Yes	No	No	Yes	PFP	Product is not contained within a 6-sided rigid box, however it does not require any additional prep by Amazon.
 KitchenAid Mixer	Yes	Yes	No	No	SIOC	Packaging materials include Styrofoam, which is not curbside recyclable material.

Amazon Packaging Certification Guidelines

Appendix B: Hazardous Material Transportation Regulated Symbols and Markings

Due to Amazon’s Policy on Dangerous Goods and Hazardous Materials, we are unable to provide SIOC certification on any ASIN that is classified as such and/or if the packaging has any transportation regulated symbols or markings. Applicable hazmat symbols may include, but are not limited to:



Appendix C: Hazardous Material Resources

Amazon Resources:

- Vendor central, Amazon's Hazardous Materials Identification Guide, (<https://vendorcentral.amazon.com/st/vendor/members/help?topicId=202037350>).
- Seller Central, Amazon's Hazardous Materials Identification Guide, (http://www.amazon.com/gp/help/customer/display.html/ref=hp_left_ac?ie=UTF8&nodeId=200339720).
- Vendor central, North American Vendor shipment Preparation and Transportation Manual https://vendorcentral.amazon.com/cgi-bin/fileUpload/VResourceCenter/getResourceCenterFile.cgi?_encoding=UTF8&fileId=RRLEUxv918IZbaKrWJqBlwu nzU6bYkvpIbmrcYjGjI%3D&filename=iiLKKQadpC5ZYjBp9NSBLmJv4OoeVpOuRC2Mpbv%2FflywaWFT%2FmAlCAQJf Jx%2Fb%2FObA&type=Z2D%2FKCIWdWDM%2Fj8O7hlnA%3D%3D
- FR Vendor Central Product Compliance Resources, (<https://vendorcentral.amazon.fr/st/vendor/members/help>).
- DE Vendor Central Product Compliance Resources, (<https://vendorcentral.amazon.de/st/vendor/members/help>).
- IT Vendor Central Product Compliance Resources, (<https://vendorcentral.amazon.it/st/vendor/members/help>).
- ES Vendor Central Product Compliance Resources, (<https://vendorcentral.amazon.es/st/vendor/members/help>).
- UK Vendor Central Product Compliance Resources, (<https://vendorcentral.amazon.co.uk/st/vendor/members/help>).

Other Resources:

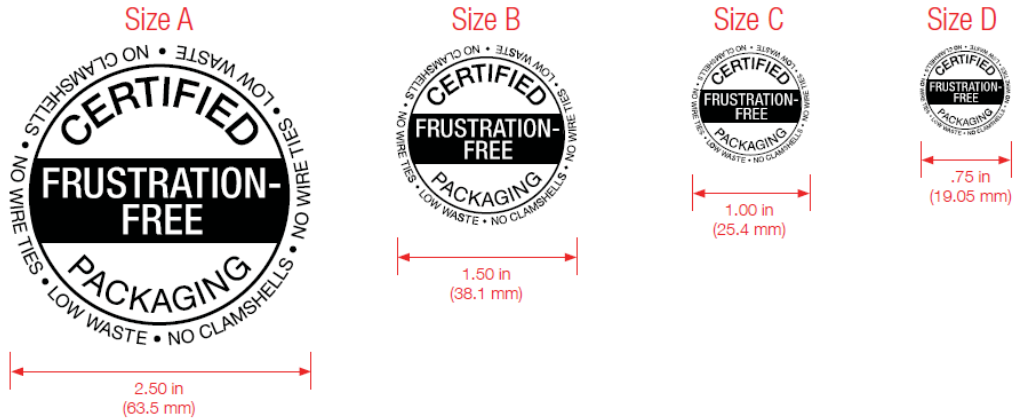
- ICAO's Technical Instructions for the Safe Transport of Dangerous Goods by Air, (<http://www.icao.int/safety/DangerousGoods/Pages/technical-instructions.aspx>).
- U.S. Department of Transportation regulations, (<http://www.phmsa.dot.gov/regulations>).
- United States Postal Service Domestic Mail Manual (DMM), (http://pe.usps.gov/text/pub52/pub52c3_026.htm#ep929913).
- IATA's Dangerous Goods Regulations (DGR), (<http://www.iata.org/publications/dgr/Pages/index.aspx>).
- IATA's Lithium Batteries Guidance, (<http://www.iata.org/whatwedo/cargo/dgr/Pages/lithium-batteries.aspx>).

Amazon Packaging Certification Guidelines

Appendix D: Frustration-Free Packaging Certification Seal Usage Guidelines

Approved Sizes:

- NOTE: All sizes must include the marketing tagline around the outside of the Seal.
- Do NOT resize the Seal artwork.
- Use one of the following approved sizes:



Logo Placement:

- The FFP Certification Seal must be printed in black only.
- The space between the seal and any edge of the box must be a minimum of .25 inches (6.35 mm).
- Use the largest approved seal size that will fit in the available space.
- Use the following guidelines for determining the seal size and placement:

Largest Panel*	FFP Seal Size	Recommended Panel	Recommended Placement
Surface area** greater than 100 in ² (645 cm ²)	A	Largest panel	Upper right corner or centered vertically and horizontally on right facing side
Surface area less than 100 in ² (645 cm ²) and greater than 60 in ² (387 cm ²)	B		
Surface area less than 60 in ² (387 cm ²) and greater than 25 in ² (161 cm ²)	C		
All products with a printable area less than 25 in ² (161 cm ²) (may include labels***)	D	Any panel or the label if package is not printed	At the manufacturers discretion where space allows

* Largest panel of a package is determined by the largest (longest) dimension and next largest (longest) dimension no matter the package's opening orientation.

** Surface area is equal to the largest dimension multiplied by next largest.

*** Labels measured by total blank length multiplied by width regardless of folds.

FFP Seal Artwork Files:

- Vendors:** Vendor Central > Resource Center > Legal > Frustration-Free Packaging Logo Artwork files
- Sellers:** Within your product submission, request the artwork files to be provided.

Appendix E: External Websites, Testing Information, and Additional Resources

ISTA Testing Procedures:

- International Safe Transit Association (ISTA), (www.ista.org).
- ISTA 6-Amazon.com SIOC Test Method, (<https://www.ista.org/forms/6AmazoncomSIOCOverview.pdf>).
- ISTA 6-Amazon.com OVERBOX Test Method, ([\[REDACTED\]](#)).

Proper Labeling Resources

- U.S. Code of Federal Regulations, Part 172, Subpart D and F, (http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title49/49cfr172_main_02.tpl).
- Federal Trade Commission (FTC) Green Guides, (<https://www.ftc.gov/news-events/media-resources/truth-advertising/green-guides>).
- FTC Part 206 – Guides for the use of Environmental Marketing Claims, (<https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguides.pdf>)
- Environmental Claims – Summary of the Green Guides, (<https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguidessummary.pdf>)

Shipping and Handling References:

- United Parcel Service, (<https://www.ups.com/content/us/en/resources/ship/packaging/index.html?WT.svl=SubNav>).
- Federal Express, (<http://www.fedex.com/us/service-guide/prepare-shipment/packing/express-ground/index.html>).
- United States Parcel Service, (<https://www.usps.com/>).

Appendix F: Frequently Asked Questions (FAQs)

Q: If I am creating packaging to be certified as FFP, why do I need a second ASIN?

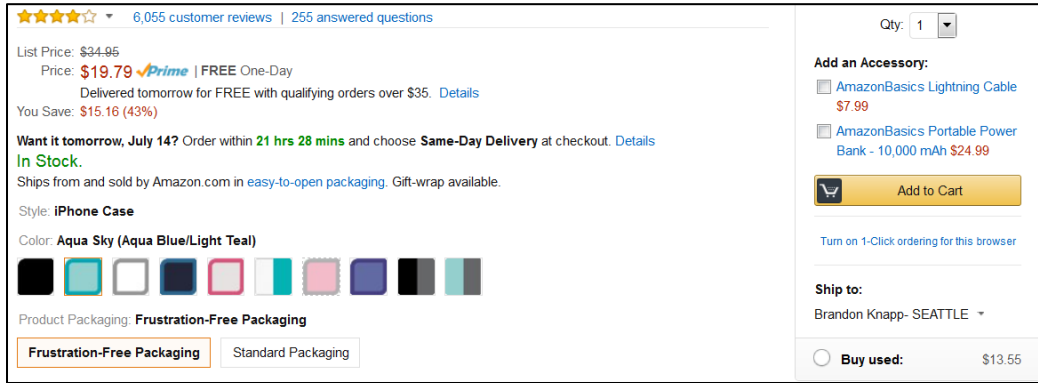
A: When an ASIN is certified as FFP, it certifies every offer listed against the ASIN. In order to protect the customer experience, a new ASIN is needed for your FFP packaging to ensure that non-certified inventory cannot be listed against the certified ASIN. If you have a unique packaging solution and do not create an FFP ASIN, your product may be at risk of becoming decertified, due to commingled inventory from non-certified offers.

Q: How do I get my products/ASINs varied by Packaging Type?

A: During the certification of your FFP ASIN, we will automatically variate your new FFP ASIN to the existing “Standard Packaging” ASIN. If you are certifying FFP versions of Standard ASINs that are color/style/flavor variations, please ensure that all the Standard Packaging ASINs are already varied on Amazon prior to enrolling the FFP ASINs. Failure to variate Standard ASINs prior to certification will lead to incorrect variation creations during certification.

Amazon Packaging Certification Guidelines

Example of a successful variation:



Q: How long does the certification process take?

A: Once your sample has been received by Amazon, on average it takes 10 business days for products to be tested and to have the test results updated within Vendor / Seller Central, subject to change based on submission volume and seasonality.

Q: How do I ensure that Amazon orders inventory from my new FFP ASIN, instead of the Standard Packaging ASIN? (Applicable only to Amazon Vendors)

A: Inventory forecasting, management, and weekly ordering are managed by the In-Stock Managers within each product category. If you have concerns regarding the initial order of the new FFP ASIN, or the process to transition demand from the Standard ASIN to the FFP ASIN, please contact your categories In-Stock Manager, or open a Contact Us request within Vendor Central.

Q: Where does FFP marketing appear on the Amazon site?

A: For ASINs certified as FFP, the Detail Page will be updated to say one of the following:

- **Amazon Vendors:** "Ships from and sold by Amazon.com in [easy-to-open packaging](#)."
- **FBA Sellers:** "Sold by _____ and Fulfilled by Amazon in [easy-to-open packaging](#)."

Additionally, all FFP certified ASINs are included in the FFP Storefronts within the Marketplace the ASIN is certified:

North America	EU		Japan/China
US FFP Store	UK FFP Store	IT FFP Store	JP FFP Store
CA FFP Store	FR FFP Store	ES FFP Store	CN FFP Store
	DE FFP Store		

Q: What about regional or marketplace specific packaging size requirements such as mail slot systems in the UK and EU?

A: In the UK and the EU some smaller packages are designed to fit regional specific mail slot systems to drive further optimization in delivery costs. In order to size certified FFP or SIOC packaging for these markets and specifically for mail slot systems they must meet the minimum acceptable dimensions as detailed in Section 1.2.1.1 and NOT exceed the following dimensions:

Maximum Acceptable FFP/SIOC Packaging Dimensions for Mail Slot Delivery			
	Max. Length	Max. Width	Max. Height
All UK/EU Marketplaces	13.15" (334 mm)	9.21" (234 mm)	0.79" (20 mm)