

# Amazon Packaging Certification: Resources, Processes, and Outcomes



January 2018

# Amazon Packaging Resources



January 2018

# SIOC/FFP Resources

amazon

vendor central

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Amazon Packaging Certification

Certify your products

OPERATIONAL PERFORMANCE

Good

Warehouse orders

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Verification helps protect against unauthorized use of your account. To avoid losing access to your account, we recommend that you set up Two-Step Verification now, if you haven't already. [Set up Two-Step Verification](#)

Learn more

Recommendations

Why are these important?

We're always looking at data to help you improve your business. If we have specific recommendations that we think would be useful to you, we will provide them here. In the meantime, you can always check the [Reports](#) page for ways to improve performance.

Quick links

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Updated Shipment Guidelines

Read more

<https://vendorcentral.amazon.com/st/vendor/members/dashboard>

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Amazon

## Amazon Packaging Certification

### Submission Creation

Amazon Vendors can submit product packaging to be tested and certified as **Frustration-Free Packaging (FFP)**, **Ships in Own Container (SIOC)**, or **Prep-Free Packaging (PFP)**. By using these certifications, we continue to expand our efforts to eliminate tens of millions of pounds of excess packaging material, delight customers with packages that are easier to open, create less packaging waste, and ship less “air”.

Enroll your productView dashboard

#### Submission creation

Answer a few questions and find out instantly if your products qualify for Frustration-Free Packaging, Ships in Own Container, or Prep-Free Packaging certifications.

#### Sample shipping

Send a sample of your product to one of our testing locations.

#### Sample testing

Trained testers at our approved labs use International Safe Transit Association (ISTA) certified test methods to evaluate the proposed packaging solutions.

#### Submission results

Get your results and get certified or learn more about how you can improve your packaging design for re-enrollment.

[Amazon Packaging Certification Terms and Conditions \[PDF download\]](#)

# SIOC/FFP Resources

## Amazon Packaging Certification

### Choose products

**First-time submissions:** This enrollment portal lets you submit ASINs for testing. All ASINS will be tested in accordance with [ISTA-6 Amazon](#) test methods. After you complete the submission enrollment, you'll be able to monitor the submission progress in your packaging certification dashboard.

**Product re-testing:** Amazon continues to expand upon our efforts to eliminate tens of millions of pounds of excess packaging material, so we often perform tests on Amazon owned inventory to determine if it meets one of our certification levels. ASINs that fail testing are shown on your packaging certification dashboard.

*Before enrolling your ASINs, please review the Amazon Packaging Certification Guidelines. If the guidelines are not strictly followed, your product might be rejected from receiving any level of certification. [Packaging Certification Guidelines](#)*

<https://vendorcentral.amazon.com/gp/vendor/members/affp/enroll>

# SIOC/FFP Resources

## Legal

**Vendor Terms and Conditions** ( [Download Adobe PDF File](#) )  
Vendor Central Terms and Conditions

**Amazon Packaging Certification Guidelines** ( [Download Adobe PDF File](#) )  
The Amazon Packaging Certification Guidelines document outlines the requirements for Frustration-Free Packaging (FFP), Ships In Own Container (SIOC), and Prep-Free Packaging (PFP) certifications.

**Frustration-Free Packaging Seal Brand Usage Guidelines** ( [Download Adobe PDF File](#) )  
Seal Usage guidelines only applicable for packaging that have been certified Frustration-Free.

**Amazon Packaging Certification Initiative Terms and Conditions** ( [Download Adobe PDF File](#) )  
Legal Terms and Conditions for enrolling products in the Frustration-Free Packaging and E-Commerce Ready Packaging certification programs.

**Amazon Packaging Support and Supplier Network (APASS)** ( [Download Adobe PDF File](#) )  
All companies on this APASS Network list have received guidance from Amazon, and are capable of packaging services for FFP, SIOC, and PFP packaging testing. [ [More](#) ]

## Operations

**North American Vendor Shipment Guidelines (Last Updated - Jan 2018)** ( [Download ZIP File](#) )  
Download this zip folder to view detailed information about transportation, including requirements for prep, Advance Shipment Notifications, Collect freight, EDI, carrier PRO distribution, and intermodal loading.

<https://vendorcentral.amazon.com/gp/vendor/members/downloads/download?expired=1>

# SIOC/FFP Resources (Most Important 3)

## **Amazon Packaging Certification Guidelines** ( [Download Adobe PDF File](#) )

The Amazon Packaging Certification Guidelines document outlines the requirements for Frustration-Free Packaging (FFP), Ships In Own Container (SIOC), and Prep-Free Packaging (PFP) certifications.

### **Amazon Packaging Guidelines**

Comprehensive guide to providing Amazon Certified Packaging.

## **Amazon Packaging Support and Supplier Network (APASS)** ( [Download Adobe PDF File](#) )

All companies on this APASS Network list have received guidance from Amazon, and are capable of packaging services for FFP, SIOC, and PFP packaging testing. [ [More](#) ]

### **Amazon Packaging Support and Supplier Network (APASS) List**

3<sup>rd</sup> Party List: Packaging Test Labs, Packaging Suppliers, and Packaging Designers who are able to test, design, and supply packaging that complies with Amazon Packaging Certifications.

## **North American Vendor Shipment Guidelines (Last Updated - Jan 2018)** ( [Download ZIP File](#) )

Download this zip folder to view detailed information about transportation, including requirements for prep, Advance Shipment Notifications, Collect freight, EDI, carrier PRO distribution, and intermodal loading.

### **North American Vendor Shipment Guidelines (Transportation Guidelines)**

For Label dimensions/specifications & inbound concerns.

# Enrollment Process



January 2018



## Enrollment Process: WARNING

WARNING: Only enroll your ASIN(s) if the packaging you are sending Amazon in the next PO is packaged identically to the sample you are sending or test result you are uploading. This process is for final validation of your packaging and will result in certification of your packaging within 1-3 weeks of enrollment.

If you enroll an ASIN and the packaging sent for enrollment is currently not shipping to Amazon, this process may cause damage, increased customer concessions, and ultimately result in the decertification of the ASIN(s) as packaging instructions (prep and/or boxing) will be removed on this item after it is certified.

If you are unsure as to whether your ASIN(s) meet Amazon's Packaging standards please review the ISTA 6 Amazon test and the Amazon Packaging Guidelines. If you are still unsure then proceed to an APASS member for test, supply, and design counseling.

# Enrollment Process

Rate this page

## Amazon Packaging Certification

### Submission Creation

Amazon Vendors can submit product packaging to be tested and certified as **Frustration-Free Packaging (FFP)**, **Ships in Own Container (SIOC)**, or **Prep-Free Packaging (PFP)**. By using these certifications, we continue to expand our efforts to eliminate tens of millions of pounds of excess packaging material, delight customers with packages that are easier to open, create less packaging waste, and ship less “air”.

Enroll your productView dashboard

#### Submission creation

Answer a few questions and find out instantly if your products qualify for Frustration-Free Packaging, Ships in Own Container, or Prep-Free Packaging certifications.

#### Sample shipping

Send a sample of your product to one of our testing locations.

#### Sample testing

Trained testers at our approved labs use International Safe Transit Association (ISTA) certified test methods to evaluate the proposed packaging solutions.

#### Submission results

Get your results and get certified or learn more about how you can improve your packaging design for re-enrollment.

[Amazon Packaging Certification Terms and Conditions \[PDF download\]](#)

<https://vendorcentral.amazon.com/gp/vendor/members/affp?ref =vc ven-badashboard subNav>

# Enrollment Process

## Search for your product

Enter your ten-digit product ASIN and search for your product. If you're enrolling a softline product, you need to enter the child ASIN.

ASIN

Search

3 product(s) were found. Select the products that you'd like to have certified.

Select	UPC	Title	ASIN
<input checked="" type="checkbox"/>	841710108255	AmazonBasics Mid-Back Office Chair, Black	B00IFHPVEU
<input checked="" type="checkbox"/>	841710177909	AmazonBasics Mid-Back Office Chair, Brown	B0735WMNT5
<input checked="" type="checkbox"/>	841710176100	AmazonBasics Mid-Back Office Chair, White	B0735X2M1J

Submit products

- The ASIN you enroll just has to be 1 ASIN within the form factor for which you have an external test or want tested.
- If the ASIN has existing variations already set up on a detail page (colors, flavors, styles, etc.) those will populate now.
- Choose all ASINs that this certification will apply to. You can add additional ASINs through the form factor process cited later.

# Enrollment Process

- Fill out the questions to determine if you qualify for Tier 1:FFP, Tier 2: SIOC, or Tier 3: PFP
- The question logic validates your packaging complies with the guidelines
- **We do not use this data otherwise**

EXAMPLE: if you would like to enroll for Tier 1: FFP

- Ensure the dimensions entered are <9x6 in (ensure the inch button is clicked or use proper conversion)
- Answer YES to Six Sided
- Answer NO to Protrusions
- Corrugate ONLY for packaging materials
- Tape for Sealing method
- Pictures are required but can be repetition of any single JPEG
- (See example) Answering the questions differently may default your submission to Tier 3: PFP and you will need to start over

## FILL OUT AS FOLLOWS FOR FFP

Tell us about the product's packaging

Is the item six-sided (envelopes are OK), flat, and free from windows or cutouts?  
☒ Yes ☐ No

Does the item have any protrusions or hang tabs that could cause issues during shipment?  
☐ Yes ☒ No

Which materials have been used in packaging of the product? (Select all that apply)

<input checked="" type="checkbox"/> Corrugate	<input type="checkbox"/> Polybag(s)	<input type="checkbox"/> Plastic blister packaging	<input type="checkbox"/> Packing peanuts	<input type="checkbox"/> EPH
<input type="checkbox"/> Plastic inserts	<input type="checkbox"/> Wire twist ties	<input type="checkbox"/> Plastic twist ties	<input type="checkbox"/> Shredded paper	<input type="checkbox"/> Styrofoam
<input type="checkbox"/> Steel/Poly/Polyester strapping	<input type="checkbox"/> Twine/Rope	<input type="checkbox"/> Paper/Tissue dunnage	<input type="checkbox"/> Molded	
<input type="checkbox"/> Air pillows	<input type="checkbox"/> Expandos			

How is the packaging sealed? (Select all that apply)

<input checked="" type="checkbox"/> Tape	<input type="checkbox"/> Locking tabs	<input type="checkbox"/> Staples	<input type="checkbox"/> Shrinkwrap	<input type="checkbox"/> Adhesive/Glue
--	---------------------------------------	----------------------------------	-------------------------------------	--

Please provide images of your product packaging.

Outer:  
 No file selected.

Inner:  
 Otterbox.FFP.jpg

Product:  
 No file selected.

# Enrollment Process

- If you answered the questions as directed you will see the following
- Choose the desired packaging type based on your knowledge of the guidelines

## Amazon Packaging Certification

### Product and packaging results

Based on the information provided on the previous questionnaire, your product's packaging meet the requirements of the following certification(s) to be tested against:

#### Frustration-Free Packaging (FFP) Certification

Submit for FFP testing

- FFP provides the optimal packaging experience to Amazon customer by providing them with a packaging option that is easy to open, protective, and recyclable.
- ASINs that are certified as FFP are eligible to use the "Certified Frustration-Free" seal on the outside of the product packaging. ([FFP Seal Guidelines](#))
- FFP certified ASINs enjoy the benefits of additional merchandising and may be eligible to receive free Vine.
- In most cases, FFP requires a new ASIN, with a unique UPC/EAN. Please be sure you have both ASINs available.

#### Ships in Own Container (SIOC) Certification

Submit for SIOC testing

- Packaging that is sealed and capable of shipping to a customer in its own container without additional protection provided by the Amazon fulfillment center. Product packaging must ensure that the product can move through distribution and ship to customers undamaged without an Amazon overbox and dunnage.
- SIOC certification provides potential manufacturing cost-savings through the reduction in packaging materials, transportation, and waste in the manufacturing supply chain.
- Testing and certification of SIOC capable products result in lower product damage within the fulfillment supply chain.
- Customers will still be able to request concealment or an Amazon overbox for SIOC products by selecting "Ship in Amazon Box" during checkout.

#### Prep-Free Packaging (PFP) Certification

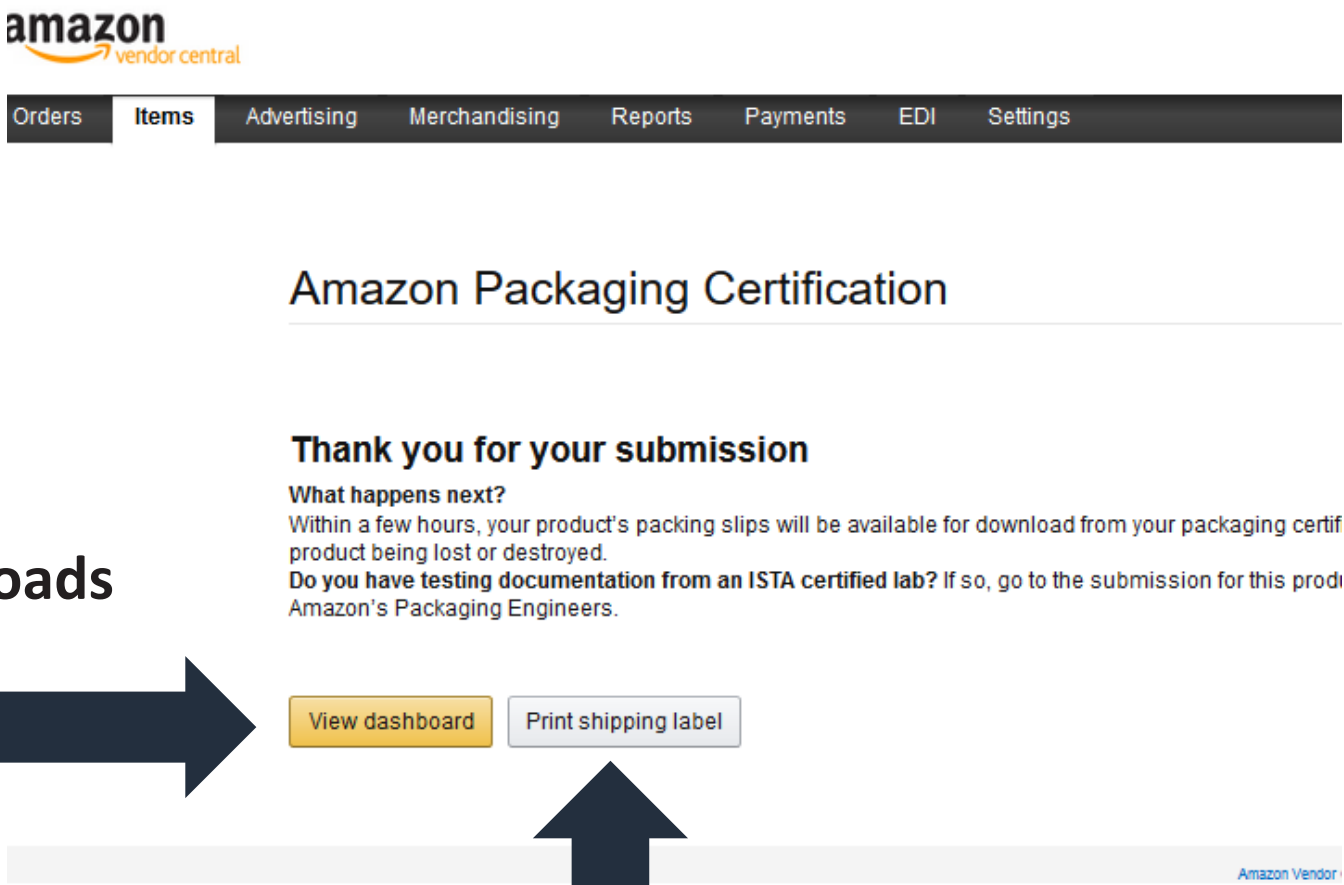
Submit for PFP testing

- PFP products are shipped to Amazon in a way that does not require any additional preparation by Amazon for the storage, handling, and shipment of the product.
- PFP products are optimized for fulfillment to create supply chain efficiencies, reduce product damage, and improve the customer experience.



# Enrollment Process

- Once a submission is created, you have 2 paths: Upload a 3<sup>rd</sup> Party or Vendor Lab Document OR Send a sample to Amazon for Testing



Dashboard: Go here for Third Party/Vendor Lab Uploads

Print Shipping Label: Go Here for Printing Shipping Label to send a sample to Amazon's Packaging Lab

# Enrollment Process (Tier 1: FFP ONLY)

Tier 1: FFP (Only): Allows you to set up a 2 ASIN Variation  
OR Certify the single ASIN It is your Choice which route to pursue...

## 1 ASIN

- Certifies the Existing ASIN (Same as SIOC/PFP)
- Only difference is the detail page messaging changes to “Easy to Open Packaging” [Example](#)
- Does not require splitting of inventory as we will track your inventory at a vendor code-ASIN level

Ships from and sold by Amazon.com in [easy-to-open packaging](#).

**Packaging may reveal contents.** Choose **Conceal Package** at checkout.

## 2 ASIN Variation

- Gates the FFP ASIN (only the Vendor can sell on the ASIN as packaging is “Certified” as unique to Amazon)
- Buy box defaults to FFP if ASINs are at price parity
- Best way to ensure sellers do not sell different packaging on your ASIN
- Creates a Variation on the Detail Page (Set up by CPEX)
- Requires a Unique UPC 1:1 Unique ASIN (splits inventory)
  - Therefore requires new ASIN and UPC to be set up
- Example of what this [looks like](#) on a detail page click link

Ships from and sold by Amazon.com in [easy-to-open packaging](#).

Product Packaging: **Frustration-Free Packaging**

**Frustration-Free Packaging**

Standard Packaging

**Packaging may reveal contents.** Choose **Conceal Package** at checkout.

# Enrollment Process (Tier 1: FFP ONLY)

If you are planning on using your existing UPC/ASIN for your packaging change and would like to certify your existing ASIN/UPC as FFP answer the questioner **like the below example to confirm.**

Note for this process: If the inbound packaging is changing from a previous packaging type, only enroll the ASIN when the next inbound PO ordered will ship with this packaging. If this is a new ASIN, existing packaging type, or Omni-channel package, this is not an issue.

ANSWERING LIKE THIS...

Required information

Is the packaging that you're submitting designed specifically for the Frustration-Free Packaging program?

☐ Yes ☒ No

Does the product ship in any version of packaging other than what is being submitted for testing?

☐ Yes ☒ No

Is this product sold to any other retailers?

☐ Yes ☐ Yes, but in different packaging ☒ No

Submit



CERTIFIES EXISTING ASIN(s)/UPC(s)

Requires only a packaging change or certifies existing packaging

RESULTS IN FOLLOWING DETAIL PAGE EPERIENCE

Ships from and sold by Amazon.com in [easy-to-open packaging](#).

**Packaging may reveal contents.** Choose **Conceal Package** at checkout.



# Enrollment Process (Tier 1: FFP ONLY)

If you Answer the Questioner in the following way you will opt into creating a 2 ASIN Variation. The next screen will require you to provide the two ASINs Side by Side before it allows you to proceed.

This process can be complex for the Vendor from an inventory management perspective, but ensures easy tracking of inventory and allows for a unique customer experience. All customer reviews will be preserved as the ASIN(s) are twisted to the old detail page.

### Required information

Is the packaging that you're submitting designed specifically for the Frustration-Free Packaging program?

☐ Yes ☒ No

Does the product ship in any version of packaging other than what is being submitted for testing?

☒ Yes ☐ No

Is this product sold to any other retailers?

☐ Yes ☒ Yes, but in different packaging ☐ No

Submit



Ships from and sold by Amazon.com in [easy-to-open packaging](#).

Product Packaging: **Frustration-Free Packaging**

**Frustration-Free Packaging**

Standard Packaging

Packaging may reveal contents. Choose **Conceal Package** at checkout.

# Enrollment Process (Tier 1: FFP ONLY)

- If you are creating an FFP variation with 2 ASINs you will now be prompted to input your FFP ASIN to variate with your Standard ASIN
- To get an FFP ASIN, go through the standard new item set up process with a new/unique UPC
- If you have additional ASIN form factors, you can upload them in a process shown later

Required information

Title	Standard ASIN	Standard UPC	Frustration-Free ASIN
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration Free Packaging - NEON ROSE (WHISPER WHITE/BLAZE PINK)	B00N1X4D92	660543358152	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration-Free Packaging - SKY SHADOW (AQUA BLUE/GUNMETAL GREY)	B00Z7RP6RS	660543396215	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration-Free Packaging - PAVEMENT (BLACK/GUNMETAL GREY)	B00Z7RPGCS	660543396239	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration-Free Packaging - PURPLE AMETHYST (PERIWINKLE PURPLE/LIBERTY PURPLE)	B00Z7STPYM	660543383963	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Standard - PINK SHADOW (HIBISCUS PINK/GUNMETAL GREY)	B00Z7STUM4	660543383970	<input type="text"/>
OtterBox COMMUTER iPhone 6/6s Case - Frustration-Free Packaging - OCEAN MIST (WHITE/LIGHT TEAL)	B00Z7RPBA0	660543396222	<input type="text"/>
Otterbox 77-50718 Commuter Series Case for Iphone 6/6s, Frustration Free Packaging - Ink Blue (Admiral Blue/deep Water Blue)	B00N1X2UC4	660543358169	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration Free Packaging - GLACIER (WHITE/GUNMETAL GREY)	B00N1X4RBQ	660543358145	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration Free Packaging - AQUA SKY (AQUA BLUE/LIGHT TEAL)	B00N1X40WW	660543358176	<input type="text"/>
OtterBox COMMUTER SERIES iPhone 6/6s Case - Frustration Free Packaging - BLACK	B00N1X5IBO	660543358138	<input type="text"/>

# Third Party Upload and Submission Management



January 2018

# Third Party Lab Uploading/Submission Management



## Amazon Packaging Certification

### Submission Creation

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[Enroll your product](#)

[View dashboard](#)



#### Submission creation

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#### Sample shipping

Send a sample of your product to one of our testing locations.

#### Sample testing

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[Amazon Packaging Certification Terms and Conditions \[PDF download\]](#)

# Third Party Lab Uploading/Submission Management

B00HZE2WW8	Yamaha RX-V377 5.1-Channel A/V Home Theater Receiver	Certification denied	10/10/16 3:47:20 PM		<a href="#">Open</a>
B00WTQEZBI	Yamaha YAS-105 Sound Bar with Bluetooth and Dual Built-in Subwoofers	Awaiting sample submission	10/6/16 3:52:31 PM		<a href="#">Open</a>
B01BY7YQAY	Yamaha RX-V381BL Receiver (Black)	Certification denied	10/6/16 12:32:02 PM		<a href="#">Open</a>
B00V5VJ3TM	Yamaha RX-V379BL 5.1-Channel A/V Receiver with Bluetooth	Awaiting sample submission	10/6/16 9:51:59 AM	What are the dimensions?	<a href="#">Open</a>
B00VIRG3GO	Yamaha RX-V679BL 7.2-Channel MusicCast A/V Receiver with Bluetooth	Certification denied	9/27/16 4:58:18 PM	What is the status of this item?	<a href="#">Open</a>
B004OW24CM	?	Certification denied	9/19/16 9:44:34 AM		<a href="#">Open</a>
B00N95OL1M	Enc. Amplifier YAMAHA YAS203 NOIR	Certification denied	7/7/16 9:48:30 AM		<a href="#">Open</a>
B00EALLNSA	Samsonite Luggage Winfield 2 Fashion HS Spinner 24, Charcoal, One Size	Certification approved	5/18/16 2:53:47 PM		<a href="#">Open</a>

If you send your item into the lab, overpack it with the shipping label/barcode for identification and send your item to the address listed in Vendor Central. Our SLA turnaround for testing in our lab is 3 weeks. Beyond this you can:

- 1. Correspond with our lab** to ask questions by hitting Open -> Send a Message
- 2. Monitor the status of your submission:** The submission will change based on where it is in process. Post creation of a new submission, the status should be in “Awaiting Sample Submission”
- 3. Append third party reports** (Covered in Following Slides) Start by Clicking Open Submission
- 4. Add ASINs that are similarly packaged** (Covered in Following Slides) Start by Clicking Open Submission



# Third Party Lab Uploading

VENDOR 3127120 enrollment for ASIN B0009GGJ0A

Status: Awaiting sample submission

SKU	ASIN
	B0009E3EEQ
	B0009GGIY2
	B0009GGJ0A
	B0009GGJ2S
	B0009GGJ5U
	B0009GGJ78
	B000O71F44
	B000O73JTS
	B00511Q11U

Send a message

Send a photo

Print shipping label

Upload external test

Correspondence history

From you	Date	From Amazon
There is no correspondence for this submission.		

[Amazon Packaging Certification Terms and Conditions \[PDF download\]](#)

Upload Amazon External Test Report in PDF Form here First!

Once you open a submission, you will see the following image. To upload a third party test:

Step 1: Upload the Amazon External Test Report to the Upload External Test Button

Step 2: Once you have uploaded an External Test it will trigger a review process from our lab (SLA 1 week)

# Third Party Lab Uploading

The Test Should be an Amazon Standard Format from an APASS Member or Trained Vendor Lab.  
(See Resources in Vendor Central for Current APASS List)

## ISTA 6 - Amazon.com – SIOC - A Test Report\_External

VERSION DATE: 4/24/17

### ITEM INFORMATION

**Vendor/Seller Name:** Colgate-Palmolive

**ASIN:** BOO987MX0

**Item:** Colgate Optic White 3pk

**Certification Passed:**

- ☒ Pass / Frustration Free Packaging (FFP)
- ☐ Pass / Ships in Own Container (SIOC)
- ☐ Fail / Enforced Over Box (EOB)

### LAB INFORMATION

**Testing Lab:** Amazon  Should be an APASS lab or Trained Vendor Lab

**Location:** Seattle, WA

# Form Factor Approval within a Submission

We understand that submissions take time. We will attempt to review additional ASINs and approve “Form Factor ASINs” provided they meet the following criteria:

- **Size/Dims:** The dimensions in our catalogue (LxWxH and weight) are within ~1-5%  
Example: Identically packaged items across a brand portfolio.  
OR
- **Identical Components:** The ASIN certified is the heaviest/worst case of other pack types with identical primary packaging components suitable for the same ISTA testing class. These will be approved on a limited basis for applicable categories.  
Example: 16oz shampoo with identical pump cap closures for smaller ounce count. In this case a single passing 16oz shampoo can approve all smaller items.  
OR
- **Shoes:** To certify shoes, create 1 submission for each box type in your portfolio. Over-pack and send the largest size of that box type. The passing box can be used to certify other ASINs of the same box type that are sealed and packaged identically, but may have different sizes, colors, shoe forms, etc.  
Example: A vendor may have only 3-12 unique box types for 1000s of shoe ASINs. Only 3-12 submissions are needed.



# Form Factor Approval within a Submission

Approval of form factors is at the discretion of Amazon. Amazon may exclude high value items, collectors items, and electronics (TVs and others) from this type of approval to ensure minimal customer damage issues. Further, if decertification due to high damage occurs, Amazon reserves the right to exclude Vendors from this process.

- Once you have finished uploading an external test and before it is approved OR once you have sent an item in for testing that has yet to be certified. You may upload additional ASINs that are part of the identical Form Factor of the ASIN that is being tested by:
  - (a): Pasting a list of ASINs into the “Send a Message” box
  - (b): Uploading an Excel sheet through the Send Photo Button box

# Form Factor Approval within a Submission

VENDOR 3127120 enrollment for ASIN B0009GGJ0A

Status: Awaiting sample submission

SKU	ASIN
	B0009E3EEQ
	B0009GGIY2
	B0009GGJ0A
	B0009GGJ2S
	B0009GGJ5U
	B0009GGJ78
	B000O71F44
	B000O73JTS
	B00511Q11U

Send a message

Send

Correspondence history

From you	Date	From Amazon
There is no correspondence for this submission.		

[Amazon Packaging Certification Terms and Conditions \[PDF download\]](#)

Upload additional ASINs that correspond with the identical Form Factor of the test provided

(a): Pasting a list of ASINs into the “Send a Message” box

# Form Factor Approval within a Submission

**VENDOR 3127120 enrollment for ASIN B009B87MX0**

Status: Certification In Progress

## Send Message

Type your message in the text box below.

SKU	ASIN
	B000634174
	B003MWEQ44
	B003NKY9XI
	B003UHC9E0
	B009B87MX0
	B009B87R8K
	B06W5GWSGZ
	B07753GPPR

Dear Amazon, Please find the following ASINs for Form Factor Certification for Certification across UK, DE, ES, IT, and FR:

B004SD1ZPY  
B008IK5QYE  
B00LU7B8X0  
B00PML3AN6

[Back](#)

Send

(a): See example above for how to input ASINs into the text box. Use this method for 10 ASINs or less. You should specify the Markets the ASINs ships in this packaging to as well. The marketplaces the portal can certify are US, CA, UK, DE, ES, IT, FR.

# Form Factor Approval within a Submission

VENDOR 3127120 enrollment for ASIN B0009GGJ0A

Status: Awaiting sample submission

SKU	ASIN
	B0009E3EEQ
	B0009GGIY2
	B0009GGJ0A
	B0009GGJ2S
	B0009GGJ5U
	B0009GGJ78
	B000O71F44
	B000O73JTS
	B00511Q11U



Upload additional ASINs (<10) in Excel that correspond with identical Form Factors

## Correspondence history

From you	Date	From Amazon
There is no correspondence for this submission.		

[Amazon Packaging Certification Terms and Conditions \[PDF download\]](#)

(b): To upload an excel sheet for Form Factor Approval click the Send Photo Button

# Form Factor Approval within a Submission

## VENDOR 3127120 enrollment for ASIN B009B87MX0

Status: Certification In Progress

### Send photos

Click **Browse** to upload photos or files below.

All images must be in JPEG format and below 4MB in size.

SKU	ASIN
	B000634174
	B003MWEQ44
	B003NKY9XI
	B003UHC9E0
	B009B87MX0
	B009B87R8K
	B06W5GWSGZ
	B07753GPPR

Browse...

No file selected.

Browse...

No file selected.

Browse...

No file selected.

Browse...

No file selected.

Browse...

No file selected.

Upload now

### Correspondence history

(b): Uploading an excel sheet through the Send Photo Button: Next upload a file  
Can upload .csv or .xls and ignore the JPEG Requirement

# Form Factor Approval within a Submission

	A	B	C	D
1	Locale	SKU	FFP ASIN	Original ASIN
2	US	1	B06XHXWB7B	B073XS3CHW
3	US	1	B06XHYMHJQ	B00MVWGQX0
4	US	1	B00N335R9K	B01N006FAS
5	US	1	B013SKI49W	B01AXM4WV2
6	US	1	B00MFG43SC	B01AXM56HG
7	US	1	B013SKI4LU	B01AXM4W3A
8	US	1	B01FS2W6KG	B06XHXWB7B
9	US	1	B01FS2W6I8	B06XHYMHJQ
10	US	1	B00M27V8UK	B00N335R9K
11	US	1	B01HSADJIO	B013SKI49W
12	US	1	B073XR4X72	B00MFG43SC
13	US	1	B073XRDYF4	B013SKI4LU

(b): Excel Uploads need to have the following columns (see example above):  
(A) Market, (B) SKU *Optional and can be empty*, (C) the ASINs that this applies to, (D) the “Standard ASIN” to be twisted to **FFP Variations Only**

*Remember the ASINs will be certified to the standard of the entire submission Tier 1: FFP, Tier 2: SIOC, or Tier 3: PFP*



# Form Factor Approval within a Submission

**VENDOR 3127120 enrollment for ASIN B009B87MX0**

Status: Certification In Progress

### Provide Description

To complete your submission, enter a description of your photos.

SKU	ASIN
	B000634174
	B003MWEQ44
	B003NKY9XI
	B003UHC9E0
	B009B87MX0
	B009B87R8K
	B06W5GWSGZ
	B07753GPPR

Please find attached Excel for Bulk Certification|

[Back](#)

Send photos

(b): An excel upload is not compete until you add a message “Please find an attached Excel for Form Factor Certification” AND hit “Send Photos”

**IMPORTANT:** You must hit “Send Photos” once your file is uploaded or the file will not attach

# Form Factor Approval within a Submission

## VENDOR 3127120 enrollment for ASIN B009B87MX0

Status: Certification In Progress

SKU	ASIN
	B000634174
	B003MWEQ44
	B003NKY9XI
	B003UHC9E0
	B009B87MX0
	B009B87R8K
	B06W5GWSGZ
	B07753GPPR

Send a message

Send a photo

### Correspondence history

From you	Date	From Amazon
xanderk@amazon.com: Please find attached Excel for Bulk Certification <a href="#">Click here to download attachment</a>	2/15/18, 2:10:12 PM	
xanderk@amazon.com: External lab testing <a href="#">Click here to download attachment</a>	1/9/17, 2:15:20 PM	

Form Factor Process (a)&(b): Once you are done, you should see a confirmation in the “Correspondence History” of both the Test and/or the message/doc you have uploaded. You may have to hit refresh and enter back into the submission to confirm.



# Completing a Certification

SKU

ASIN

B000634174

B003MWEQ44

B003NKY9XI

B003UHC9E0

B009B87MX0

B009B87R8K

B06W5GWSGZ

B07753GPPR

Send a message

Send a photo

Correspondence history

From you

Date

From Amazon

2/15/18, 3:00:12 PM

Amazon.com Certification Lab:  
  
Congratulations, your product has passed the Frustration-Free Packaging (FFP) certification testing process and is now set-up on the product detail page.  
  
Please give the process twenty-four (24) hours for the changes to populate across all systems. Thank you again for your participation in the program and we look forward to working with you again.

xanderk@amazon.com:

2/15/18, 2:21:34 PM

Please find attached Excel for Bulk Certification


[Click here to download attachment](#)

When your Item becomes certified, we will send you an email and we will inform you in the dialogue box. Also the ASINs should be visible in the header showing they have been properly added to the submission. Our SLA for review of 3<sup>rd</sup> Party test submissions is 1 week or Samples sent to our Lab is 3 weeks, please submit any ASINs for Form Factor Submission before the final certification.


# Completing a Certification

## Outcome of Certification Process

Your Packaging Certification Journey is Complete when you see “Certification Complete”  
BE ADVISED: Your ASIN can become decertified if concessions rise.



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Hello, BrandonKnapp

Orders

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Advertising

Merchandising

Reports

Payments

EDI

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### Packaging certification dashboard

Alerts

Submissions status

80 submissions

0 ASINs failed packaging testing

34 submissions need a reply

1 ASINs have been decertified

35 packing slips available for download

ASIN

Search

ASIN	Title	Status	Last updated	Latest correspondence	More details
B009B87MX0	Hill's Science Diet Adult Advanced Fitness Small Bites Chicken & Barley Recipe Dry Dog Food, 38.5 lb bag	Certification complete	2/15/18, 3:01:02 PM	Please find attached Excel for Bulk Certification	<a href="#">Open</a>

# Post Certification



January 2018

## Certification Effects on Amazon Systems

- Tier 1: FFP, Tier 2: SIOC, Tier 3: PFP
  - Removes Prep Flag at an ASIN-Vendor Level (Need Correct Vendor Code you ship on)
- Tier 1: FFP, Tier 2: SIOC
  - Removes Packaging instructions sets the ASIN to “Ships in Own Container”
- Tier 1: FFP
  - Adds Detail Page messaging
  - Qualify for Vine Credits (see guidelines)
  - Receive Additional search relevancy for FFP and FFP promotion days

Is an ASIN shipping in its own container? (Tier 1: FFP or Tier 2: SIOC)

For single spot checks the Ships in Own Container flag will create set to Y will create concealment messaging

**Packaging may reveal contents.** Choose **Conceal Package** at checkout.

- This messaging is 100% verification that an item has a current “Ships in Own Container” flag

Ships from and sold by Amazon.com in [easy-to-open packaging](#).

- This messaging is 100% verification that an item has a current Tier 1: FFP certification



# Is an item a Pass or a Fail

## Objective Fail

- Visible Item Damage
- Visible Item Breakage
- Loss of function (doesn't work)
- Loss of use (eg. cracked cap)
- Collectable items with any outer package wear
- Seal integrity compromised
- Tamper evident application is not compromised

3<sup>rd</sup> Party Labs, CPEX, Vendor Labs can always identify this and should qualify this as a fail.

**IF YES = OBJECTIVE FAIL**



If Pass

## Customer Focused Fail

- Wear, denting, or scuffs on the outer package
- Small/Minor dents on the primary form factor

Focuses on your customers.

- CPEX will identify this if we test it ourselves and is up to the discretion of Amazon if shipped to CPEX lab.
- 3<sup>rd</sup> Party Labs will leave it to the Vendor.
- The Vendor has final decision making authority on tests it runs and 3<sup>rd</sup> Party Lab results as to whether it qualifies a Customer Fail

ASK Would our Customers Accept this?

**IF NO = CUSTOMER FAIL**

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Let's Get Started ▾

Amazon Packaging Support and Supplier Network (APASS)



	Testing Capability - ISTA 6-A Amazon										Packaging Materials													Design Capabilities						Locations																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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## SOP Review

### APASS

- NDA & Packaging Referral Agreement
  - Makes sure we can share information and that you have read and can test to Guidelines
- Maintain a POC that can receive updates and communicate changes to the abilities of the lab(s)
- Maintain an ISTA member and an ISTA Certification on labs performing testing
- Use the Amazon.com test ~Q2 (transitioning away from company specific)
- Continually review new updates to the ISTA methods and Packaging Certification Guidelines
- Instruct Vendors to use the Processes outlined in this Presentation

### Retail Lab

- Maintain list of Packaging Certifications at an ASIN level Sent to Amazon for Approval
- Maintain a POC that can receive updates and communicate changes to the abilities of the lab(s)
- Maintain an ISTA member and the proper equipment in labs performing testing
- Use the Amazon.com test ~Q2 (transitioning away from company specific)
- Continually review new updates to the ISTA methods and Packaging Certification Guidelines
- Instruct Vendors to use the Processes outlined in this Presentation

Ships from and sold by Amazon.com in [easy-to-open packaging](#).



Thank you!



January 2018