

## **Frustration-Free Packaging Incentive Expansion Program**

### **Standard Operating Procedure for Testing and Enrollment of Fragile ASINs at Amazon Packaging Lab**

We have created a new enrollment process in order to streamline and simplify the enrollment experience for our Vendors. This new enrollment process grants you access to the Amazon Packaging Lab to test, enroll, and certify your **FRAGILE ASINs** under 50 lbs. This will be free of charge, subject to availability of lab capacity, and offered to help you make the transition to our Frustration-Free Packaging Incentive Expansion program.

#### Changes

Beginning June 2021, Vendors may submit **FRAGILE ASINs** for testing at the Amazon Packaging Lab.

What is a fragile item?

Fragile ASINs Definition: Any item that could easily leak or break during the fulfillment process, this includes materials such as:

1. Glass
2. Ceramic
3. Porcelain
4. Clay
5. Liquid, semi-liquid, or liquefies at temperatures > 70 Fahrenheit

If a product has 50% or greater of its total pieces containing fragile material, the product will be deemed fragile and 5 complete samples will be needed for testing.

For example: 4 piece pots/pans: 4 pots/pans, 4 glass lids- the sample would be deemed fragile (50% of total 4 of 8 are fragile). 4 pots, 2 glass lids- the sample would not be deemed fragile as only 2 of the 6 pieces are fragile (less than 50%).

#### Amazon Packaging Lab: Testing and Enrollment

Vendors will have the ability to submit their **FRAGILE ASINs** to the Amazon Packaging Lab for testing, enrollment, and certification. Amazon retains the ability to specify or limit the number of Primary ASINs that Vendors may submit. Amazon may withdraw approval to test ASINs at the Amazon Packaging Lab and require a 3<sup>rd</sup> party lab report subject to availability of Lab capacity.

#### Vendor Enrollment Procedure

Vendors must follow the below procedure for enrolling their Primary and Secondary ASINs.

What is a Primary ASIN? A Primary ASIN refers to a product with unique dimensions and packaging design that requires its own ISTA6 packaging test or Vendor self-tested to be completed. The Amazon Packaging Lab will perform this packaging test for approved Vendors.

What is a Secondary ASIN? A Secondary ASIN refers to a product that is identical to the Primary ASIN in terms of dimensions, form, and packaging design. A Secondary ASIN may only differ from the Primary ASIN in terms of non-dimensional qualities like color, formulation, scent or flavor, or it may be sold in identical packaging in a different Marketplace. A Secondary ASIN is a true ASIN variation of the Primary ASIN and does not require its own ISTA6 packaging test to be completed but may be submitted for certification against the Primary ASIN.

**Vendor must follow these steps to complete the submission, testing, enrollment, and certification process:**

**Step 1.** Vendor must complete the **Amazon Packaging Lab Vendor Enrollment Template** provided by Amazon for each Primary ASIN being submitted. Secondary ASINs being submitted for bulk certification against the Primary ASIN may also be included in this Enrollment Template. Each Primary ASIN being submitted requires a new Enrollment Template to be filled and its own separate email submission. Instructions to complete the Enrollment Template and Incentive Template are available in Appendices 1 and 2 respectively in this document.

**Step 2.** Vendor must ship the required number of physical samples for the Primary ASIN being submitted to the Amazon Packaging Lab. Please print a copy of the Packing List (provided with the Enrollment Template filled in step 2 for the Primary ASIN) and include in the shipment. For more information on testing requirements, please visit Amazon's packaging website:

<https://www.aboutamazon.com/packaging/get-started/test-certify>

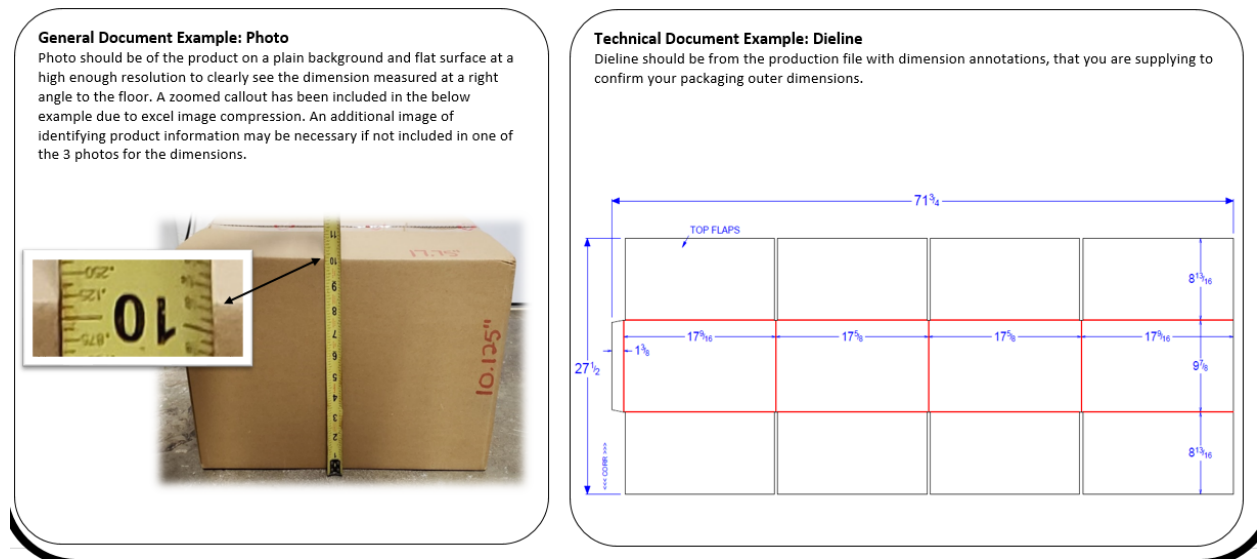
**Step 3.** Vendor must email the Amazon Packaging Lab Enrollment Template making sure that all tabs are properly filled out (Excel document filled in Step 2), to the Amazon Packaging Lab at [cpex-test-enroll-na@amazon.com](mailto:cpex-test-enroll-na@amazon.com). Please note that this email address may be used only for lab testing submissions to Amazon. Vendor must include the shipment tracking number from Step 3 in the emailed Enrollment Template. Please enter the subject of this email the Primary ASIN number being certified.

Please note that each Primary ASIN being submitted to the Amazon Packaging Lab requires its own Enrollment Template and must be submitted by a separate email.

## **Appendix 1: Amazon Packaging Lab Vendor Enrollment Template Instructions**

Vendor must complete a new Amazon Packaging Lab Vendor Enrollment Template and Incentive Template for each Primary ASIN that is approved to submit to the Amazon Packaging Lab for testing. Proof of original packaging dimensions must be submitted as a separate PDF alongside the Vendor Enrollment template at the time of upload.

**Required Document(s)** - The documentation submitted as evidence of the dimensions listed for all Primary and Secondary ASINs sharing the same packaging, either general or technical. The provided documentation should clearly demonstrate the measurements and product for Current (prior to making changes to packaging) packaging. New dimensions will be measured by the Amazon Packaging Lab from the provided samples. Two examples are provided below for dimension documentation. Please refer to the website for the most up-to-date guidance on documentation. Make sure you label the images as Current, so they we determine that the package was reduced in size.



Please complete all columns as described in this section:

1. **ASIN to Certify:** ASIN that has been tested for certification.
2. **Vendor Code:** Please enter the Vendor Code to be certified against the ASIN listed in the “ASIN to certify” column. Each Vendor Code must be entered on a new row. If several Vendor Codes are being requested for enrollment against the Primary ASIN or any Secondary ASIN(s), each Vendor Code must be entered on a new row in the Enrollment Template.
3. **Region:** Select the appropriate Marketplace from the menu.
4. **ASIN Type:** Please enter the appropriate ASIN(s) in this column. As described earlier, this column in each Enrollment Template must contain only one Primary ASIN and any related Secondary ASINs being submitted for bulk certification against the Primary ASIN.

To submit a new Primary ASIN, Vendor must complete and submit a new Enrollment Template.

5. **Secondary ASIN Type (if applicable):** For each row, if the corresponding entry in the ASIN Type column is Primary ASIN, then select “N/A - Primary ASIN”. If the ASIN Type column entry is Secondary ASIN, then select the required variation type. Secondary ASINs being enrolled will be bulk certified against the Primary ASIN.
6. **Certification Requested:** Please enter the type of certification desired: Tier 1 - FFP, Tier 2 - SIOC or Tier 3 - PFP. Refer to Amazon’s packaging website for the requirements and more information.
7. **Carrier:** Please provide the name of the carrier used to ship samples to the Amazon Packaging Lab.
8. **Tracking Number:** Please provide the tracking number of the Primary ASIN sample(s) shipped to the Amazon Packaging Lab in the emailed Enrollment Template.  
**Number of Samples Shipped:** Enter the number of samples shipped to the Amazon Packaging Lab. For more information, please refer to the testing requirements on the Amazon packaging website.
9. **Future Certification Date:** The Future Certification Date column provides Vendors with the opportunity to let Amazon know the earliest future date that Vendors would like their new packaging certification, subject to approval by Amazon, to go into effect. This feature is intended to help Vendors provide Amazon with the date that Vendors expect their new packaging inventory to be available to ship in Amazon's fulfillment centers. If the product being enrolled is identical from a packaging standpoint to the inventory that is currently in Amazon's fulfillment network, then you may enter today's date (day of submission) in this column and we will begin shipping your products under the new certification as soon as it becomes approved.

## **Appendix 2: Incentive Template**

To participate in the *FFP Program Incentive Expansion*, this template needs to be filled out.

With this template, you must fill out the following:

- You will see two rows – one row for current dimensions of your Primary ASIN package and another for the new dimensions.
- Provide documents for the Current Dimensions.
- Select if the document provided is a General Document or a Technical Document.
- Fill in each column (longest dimension, median dimension, shortest dimension, weight).
- Select the dimension unit used (inches or centimeters).

Once you have completed entering all of your data, the template will auto-populate a new table. This will compare the volume reduction, eligible size range, and incentive amount.

Additionally, in the *Estimated Annual Units* box you can enter the amount of units you expect to ship to see an estimated total value of your incentive.

## FAQs

1. Can I email the Amazon Packaging Lab Vendor Enrollment Template to the Amazon Packaging Lab before I ship out the required number of samples to Amazon?

No, Vendor must include the shipment tracking number in the Enrollment Template being submitted by email; therefore, Vendor must confirm the shipment tracking number from the carrier and include this in the Enrollment Template to be emailed to Amazon.

2. Can I include multiple Primary ASINs for certification in the same Enrollment Template and email submission to Amazon?

No, each Primary ASIN being submitted to the Amazon Packaging Lab for testing requires its own Enrollment Template to be filled and its own separate email submission. Secondary ASINs that are being submitted for bulk certification against a Primary ASIN may be included in the same Enrollment Template as the Primary ASIN.

3. In future, may I submit additional ASIN Variations (Secondary ASINs) to be certified against the Primary ASIN tested and certified by the Amazon Packaging Lab?

You may submit additional ASIN Variations by going to Vendor Central and submitting an Enrollment Template. Please use the Standard Operating Procedure provided on our packaging website located at <https://www.aboutamazon.com/packaging/get-started/enroll>

4. Am I required to use the Amazon Packaging Lab to test and certify my packaging? Can I use another lab?

The use of the Amazon Packaging Lab is being granted to Vendors for < 50lb FRAGILE ASIN testing. However, you may choose you use any ISTA-6 certified lab to test your product samples.

5. Do I need to submit samples of Secondary ASIN variations to the Amazon Packaging Lab?

No, Secondary ASINs must be true ASIN variations of the Primary ASIN and are identical to the Primary ASIN in all dimensional and packaging aspects. For example, two products that are identical in all aspects except for their color would be considered true ASIN variations.

Secondary ASINs will be bulk certified against the Primary ASIN. Do not ship any physical samples of Secondary ASIN(s) to the Amazon Packaging Lab.

**6. Where must I ship the required packaging samples?**

You may ship 5 samples of the Primary ASIN(s) being tested to the Amazon Packaging Lab at the following address:

**CPEX Packaging Lab, 1800 140th Ave. East, Sumner, WA 98390**

Please ensure that you include a printed copy of Packing List provided with the Enrollment Template with your shipment. The Packing List will be auto-filled when you complete the Enrollment Template. The lab will not return any products. All products will be disposed of accordingly.

**7. Where can I find more information on Amazon's packaging certification programs?**

Please refer to our packaging program that describes our Frustration-Free Packaging programs and enrollment methods. This information is located at

<https://www.aboutamazon.com/packaging>

**8. Is Form-Factor certification possible for this Incentive Program?**

No, due to the variables allowed in form-factor certification, it will not be allowed for this incentive program as we are calculating your payout based on packaging reduction. These products will be eligible for the incentive only if enrolled as separate Primary ASINs.

**9. How can I get help if I have a problem?**

Please refer to Amazon's packaging website located at

<https://www.aboutamazon.com/packaging> for a wealth of information on design, testing, and certification. If your question is still unresolved, please submit it using the Vendor Central "Contact Us" functionality. You can access Vendor Central at <https://vendorcentral.amazon.com/>