

Frustration-Free Packaging Program: Form-Factor Certification Rules

Introduction and Incentive Expansion Update

These rules define the criteria that physically similar ASINs must meet in order for Amazon to accept a single ISTA-6 packaging test report for certification in the Frustration-Free Packaging (FFP) Program instead of requiring transit testing to be conducted for each individual ASIN. Updated for the 2021 Incentive Expansion Program, these rules serve as an optional enrollment process for Vendors. Please note Form-Factor enrolled ASINs will not be eligible for the new incentive. To become eligible, these ASINs will require separate Primary ASIN enrollments and test reports.

Definition of Form-Factor Certification

Based on the rules described below, if an ASIN or a group of ASINs is similar to a Primary ASIN that is already certified, then they will be eligible for Form Factor Certification. Subject to approval, they would receive the same certification as the accompanying Primary ASIN.

Certification Scope

The Form-Factor Certification process will be limited to ISTA-6 Amazon.com SIOC Type A and ISTA-6 Amazon.com Over-Boxing (Tier-3 Prep-Free Packaging / PFP) certifications only. Form-Factor Certified ASINs will be ineligible to receive the 2021 Incentive due to size specificity requirements. When enrolled as separate primary ASINs, these products will be eligible for the incentive.

Rules or Criteria Required for Approval

Amazon will consider physically similar products or ASIN Variations for Form-Factor Certification only if they meet the following criteria:

1. **Size Variation**: The Secondary ASIN can be up to 25% smaller on one single dimension or up to 25% smaller in terms of total volume as compared to the Primary ASIN. Amazon will not accept ASINs that are more than 108" in length or 165" in girth for Form-Factor Certification.
2. **Weight Variation**: The weight of the Secondary ASIN may be up to 25% less than the weight of the Primary ASIN. Items that are 8oz or less will not be held to the 25% criteria. ASINs that are 50lbs or more in weight will not be eligible for certification through the Form-Factor Certification method and will require a separate ISTA-6 Amazon.com packaging test to be completed as a weight of 50lbs is the threshold where the SIOC test type required changes from Type-A to Type-B.
3. **Material Composition**: The Secondary ASIN must be identical to the Primary ASIN in terms of material composition in order to be eligible for this program. This is critical to ensure that the Primary ASIN and Secondary ASIN will exhibit identical performance in ISTA-6 Amazon.com transit testing.
4. **Packaging Type and Specifications**: The Secondary ASIN must have identical packaging type, design, and specifications as the Primary ASIN. For example, if the Primary ASIN is packaged in double-walled, C-Flute, board-grade corrugate, then the Secondary ASIN must also be packaged using the same type and grade of corrugate.
5. **Product-to-Packaging Ratio**: The Product-to-Packaging Ratio, defined as the ratio of the volume of the product to the volume of the packaging, must be similar for the Primary and Secondary ASINs.
6. **Fragile Products**: Amazon will not accept products that contain 50% or more of fragile material for Form-Factor Certification. Fragile materials include ceramics, glass, porcelain, clay, delicate electronics, or easily breakable parts. Some examples of non-fragile items are bedding sets, towels, clothing, paper

towels, toilet paper, feminine care products, and dryer sheets.

7. **Liquid Content:** Amazon will not accept products that contain liquids for Form-Factor Certification. Such products are highly susceptible to damage and leakage during the transit process and will require separate ISTA-6 Amazon.com tests.

8. **Motorized Parts:** Amazon will not accept products that contain any motorized parts i.e. parts with a moving power component. Examples of such products include table fans, kitchen blenders, and toys with motorized wheels.

9. **Pack Quantity:** The Primary and Secondary ASINs must have the same pack quantity in order to be considered for Form-Factor Certification. For example, if a Primary ASIN contains four units of an item, then the Secondary ASIN being submitted for Form-Factor Certification will be considered only if it also contains exactly four items. The only exception to this rule may be granted in the case of soft products such as diapers, textiles, toilet paper, and paper towels.

Form-Factor Certification for Shoe Size Variations

To certify shoe size variations, please package and seal the largest shoe in a box and send this to an ISTA-certified lab to undergo ISTA-6 Amazon.com transit testing and receive a lab report. This largest shoe size becomes the Primary ASIN. If this Primary ASIN passes, then you may request certification, subject to Amazon approval, to use the same box to ship shoe sizes that are up to 25% smaller than the Primary ASIN and of the same type and design. The smaller shoe sizes are enrolled as Secondary ASINs.

For example, a Vendor sells running shoes that are available in sizes 2 to 13.5. Vendor observes that sizes 9.5 through 13 are up to 25% smaller than size 13.5, sizes 5.5 through 8.5 are up to 25% smaller than size 9, and sizes 2 through 4 are up to 25% smaller than size 5. Vendor selects the box size and shoes for sizes 13.5, 9, and 5 for ISTA testing at a certified laboratory and receives three lab reports. Vendor can now certify sizes 9.5 through 13 against size 13.5, sizes 5.5 through 8.5 against size 9, and sizes 2 through 4 against size 5, and submits an enrollment and certification request to Amazon. Amazon approves the request and Vendor can now use the box for size 13.5 to package and seal shoes from size 9.5 through 13, and so on.

Performance Evaluation and Learning

In order to deliver a great customer experience, Amazon will continue to evaluate the performance of certified ASINs. The certification approval status of an ASIN as well as the certification rules in this document are subject to change at any time based on these learnings. In order to protect the customer experience, Amazon reserves the right to modify the rules prescribed in this document or to cease all Form-Factor Certifications at any time and without prior notice.

Please review the Frequently Asked Questions and Examples of Successful and Ineligible Form-Factor Certifications.

Frequently Asked Questions

1. Why has Amazon published these Form-Factor Certification Rules and why are Form-Factor enrollments ineligible for the 2021 Incentive Expansion?

We understand that our Vendors ship many products that are physically similar to each other and may demonstrate predictably similar test results when subjected to ISTA-6 Amazon.com transit testing. We

want to simplify and streamline the process for our Vendors to enroll in our Frustration-Free Packaging Program by eliminating redundant rounds of transit testing where possible, and we believe that Form-Factor Certification will be helpful to our Vendors in doing so.

Form-Factor Certifications are ineligible for the Incentive Expansion program announced June 1, 2021 due to the incentive program requiring exact size dimensions. When enrolled as separate primary ASINs, these products will be eligible for incentive accrual. For full details of the Incentive Program Expansion, please visit: <https://aboutamazon.com/packaging/overview/2021-incentive>

2. Why has the certification scope been limited to SIOC Type A and Over-Box (Prep-Free Packaging) only?

ASINs that fall outside the SIOC Type A and Over-Box categories e.g., oversized ASINs, are more susceptible to damage during transit due to their physical characteristics. In order to protect the customer experience for such ASINs, Amazon is unable to provide FFP program certification without receiving an ISTA-6 transit test report that confirms that the ASIN has passed all the requirements for transit testing.

3. Will you consider my ASINs for approval if they do not meet the criteria specified in this document, but if I believe that there is a compelling case for Form-Factor Certification?

In order to protect the customer experience, Amazon will not consider form-factor ASIN variations that do not meet the criteria specified in this document. Please do not submit certification applications for such ASIN variations. If you believe that you have a compelling case that is not covered by our rules, please submit a question on Vendor Central by following this route: Vendor Central -> Support -> Contact Us -> Select Business Group -> Amazon Packaging Certification -> Other Packaging Certification Questions. Include subject line "Form-Factor Certification – Special Case Request", details, and pictures as an attachment. Amazon will review and contact you if we believe that we can accommodate your request. Amazon reserves the right to approve or deny any requests at its discretion.

4. Is there a separate enrollment process for Form-Factor Certifications?

Vendors should follow the regular process by completing the Amazon Vendor Enrollment Template for each Primary ASIN being enrolled and submit the relevant self-testing or ISTA-6 test report in the approved format. Please ensure that you include details on why the ASINs meet Amazon's criteria and that you include only one Primary ASIN and associated Secondary ASINs in one template. More information can be found at <https://www.aboutamazon.com/packaging/get-started/test-certify>

5. Where can I learn more about self-testing and ISTA-6 Amazon.com testing requirements?

Please refer to our packaging website for more information on self-testing and the ISTA-6 Amazon.com testing types and requirements. You can find this information at <https://www.aboutamazon.com/packaging/get-started/test-certify>

Examples of Successful Form-Factor Approvals

1. Bed Linen

A vendor selected a variety of bed linen sizes for form-factor approvals; those sizes included *King, Queen, and Twin sizes*. The King size bed linen was sent to an ISTA-approved testing laboratory to undergo the appropriate ISTA6-Amazon.com transit-testing because it was the heaviest item of the form-factors – which indicates the King size bed linen as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA6-Amazon.com transit-testing, the vendor received a lab report that indicated that the item had *passed*. Amazon then *approved* the form-factors due to the following: the products are similar in its physical design, the packaging composition was

exactly the same, the heaviest item of the form-factors was tested and passed, and the form-factors were all within 25% of the Primary ASIN's (*King size*) weight and dimension.

2. Stuffed Animals

A vendor selected a variety of stuffed animals for form-factor approvals; those included *Large size, Small size, and different Animal themes (a unicorn, a bear, and a monkey)*. The largest-sized bear was sent to an ISTA-approved testing laboratory to undergo the appropriate ISTA6-Amazon.com transit-testing because it was the heaviest item of the form-factors (*the type of animal did not matter, the vendor just selected a bear*) – which indicates the Large Stuffed Animal Bear as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA6-Amazon.com transit-testing, the vendor received a lab report that indicated that the item had *passed*. Amazon then *approved* the form-factors due to the following: the products are similar in its physical design, the packaging composition was exactly the same, the heaviest item of the form-factors was tested and passed, and the form-factors were all within 25% of the Primary ASIN's (*Large Stuffed Animal Bear*) weight and dimension.

3. Plastic Containers

A vendor selected a variety of non-brittle plastic containers for form-factor approvals; those included *64-piece, 48-piece, 24-piece, and a 7-piece Plastic Container Set*. After comparing the weights of all the Plastic Container Sets, the 64-piece Plastic Container Set was excluded from the form-factor list because it was 26% heavier than the smallest Plastic Container Set (*form-factors can only be within 25% of the heaviest ASIN's weight*). Therefore, the 48-piece Plastic Container Set was sent to an ISTA-approved testing laboratory to undergo the appropriate ISTA6-Amazon.com transit-testing because it was the heaviest item of the form-factors – which indicates the 48-piece Plastic Container Set as the Primary ASIN and all the other form-factors as Secondary ASINs excluding the 64-piece Plastic Container Set. After successfully passing the ISTA6-Amazon.com transit-testing, the vendor received a lab report that indicated that the item had *passed*. Amazon then approved the form-factors due to the following: the products are similar in its physical design, the packaging composition was exactly the same, the heaviest item of the form-factors was tested and passed, and the form-factors were all within 25% of the Primary ASIN's (*48-piece Plastic Container Set*) weight. The 64-piece Plastic Container Set was tested individually on its own as a Primary ASIN. *Please note: the same could've been done vice-versa, the 64-piece could have been the Primary ASIN while the 7-piece could have been excluded*. Although the ASINs in this case exhibit Pack Quantity variations, Amazon was able to certify these because the products were non-brittle in nature.

Examples of Ineligible ASINs for Form-Factor Approval

1. Liquid Detergent

A vendor selected a variety of Liquid Detergent sizes for form-factor approvals; those sizes included *255, 150, and 100 fl oz*. The 255 fl oz Liquid Detergent was sent to an ISTA-approved testing laboratory to undergo the appropriate ISTA6-Amazon.com transit-testing because it was the heaviest item of the form-factors – which indicates the 255 fl oz Liquid Detergent as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA6-Amazon.com transit-testing, the vendor received a lab report that indicated that the item had *passed*. However, Amazon *did not approve* the form-factors because the product line contained liquids. Products that contain liquid are not approved for form-factor eligibility and would need to be tested on their own as Primary ASINs since products containing liquid are highly susceptible to damage.

2. Kitchen Blender

A vendor selected a variety of Kitchen Blenders for form-factor approvals; those included *a 7-function Kitchen Blender, a 5-function Kitchen Blender, and a 3-function Kitchen Blender*. The 7-function Kitchen Blender was sent to an ISTA-approved testing laboratory to undergo the appropriate ISTA6-Amazon.com transit-testing because it was the heaviest item of the form-factors – which indicates the 7-function Kitchen Blender as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA6-Amazon.com transit-testing, the vendor received a lab report that indicated that the item had *passed*. However, Amazon *did not approve* the form-factors because the product line contained motorized parts. Products that contain motorized parts are not approved for form-factor eligibility and would need to be tested on their own as Primary ASINs since products with motorized parts are highly susceptible to damage.

3. Glass Picture Frames

A vendor selected a variety of Glass Picture Frame sizes for form-factor approvals; those included are *20x24", 16x20", 11x14", 8x10", and 5x7" Glass Picture Frames*. The 20x24" Glass Picture Frame was sent to an ISTA-approved testing laboratory to undergo the appropriate ISTA6-Amazon.com transit-testing because it was the heaviest item of the form-factors – which indicates the 20x24" Glass Picture Frame as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA6-Amazon.com transit-testing, the vendor received a lab report that indicated that the item had *passed*. However, Amazon *did not approve* the form-factors because the product line was primarily glass. Products that are primarily glass are not approved for form-factor eligibility and would need to be tested on their own as Primary ASINs since products that are primarily glass are highly susceptible to damage.