

The Frustration-Free Packaging Program Incentive Expansion Amazon-Vendor Drop Test SOP

Purpose and Scope

This document serves as the Standard Operating Procedure for Vendors to self-test, enroll, and certify their ASINs, request their ASIN portfolio packaging certification status, and contact Amazon with other general questions about Amazon's Frustration-Free Packaging Certification Programs.

Key Changes

On June 1, 2021 we announced a new incentive program for FFP and SIOC called **The Frustration-Free Packaging Program Incentive Expansion**. This incentive expansion program will open the program to select Sortable ASINs, but will also be available for eligible Non-Sortable ASINs.

For Non-Fragile ASINs under 50lbs, the full ISTA-6A test protocol is no longer required. We will continue to accept the full ISTA-6 Amazon test for any eligible ASIN, however after June 1, 2021 we will require only the drop sequence from the ISTA 6-Amazon.com-SIOC test to be eligible to certify ASINs. New allowances will enable Vendors to conduct drop testing of their own products for SIOC and FFP certification. Vendors may conduct self-drop testing of Non-Fragile ASINs that are under 50lbs. To become eligible, each person conducting testing will need to complete the following steps:

- Read the Phase 2 Launch communication letter for FFP/SIOC <https://aboutamazon.com/packaging/overview/2021-incentive>
- Read the Amazon Packaging Guidelines <https://www.aboutamazon.com/packaging/get-started/design>
- Watch the following 2 testing videos <https://www.aboutamazon.com/packaging/get-started/test-certify>
 - Frustration-Free Packaging Program Incentive Expansion Amazon Drop Test – Part 1
 - Frustration-Free Packaging Program Incentive Expansion Packaging and Product Evaluation – Part 2
- Watch the following 3 enrollment videos <https://www.aboutamazon.com/packaging/get-started/enroll>
 - Amazon Vendor Enrollment Template
 - Amazon Packaging Lab Enrollment Template
 - ASIN Details

For fragile ASINs and non-fragile ASINs greater than 50 lbs the ISTA 6-Amazon.com SIOC test method is required for certification. Please refer to Standard Operating Procedure for Testing and Enrollment of Fragile ASINs at Amazon Packaging Lab for items that that cannot be self-tested <https://www.aboutamazon.com/packaging/get-started/test-certify> . To qualify your own lab to complete the ISTA-6A test, you must have all required lab testing equipment, ISTA Lab Certification, and complete APASS training. Alternatively, to locate a 3rd party certified lab near you to complete ASIN testing, please consult our [APASS network list](#) or leverage [ISTA's 'Find a Lab' search tool](#). For more information regarding fragile product definitions, see section below.

Fragile material definition: Glass, Ceramic, Porcelain, Clay, Liquid, Semi-liquid, or Solids that liquefy at >70 Fahrenheit

Fragile materials are products that could leak or break during the fulfillment process. 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. All others will only need one sample for certification.

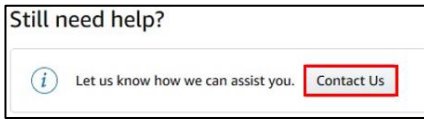
Example: 4 piece pots/pans: 4 pots/pans, 4 glass lids- the sample would be deemed fragile (50% of total 4 of 8 are fragile). 4 pots, 2 glass lids- the sample would not be deemed fragile as only 2 of the 6 pieces are fragile (less than 50%).

In summary, the two different testing requirements both enhance and protect customer experience. By permitting non-fragile products to be self-certified, we enabling faster speed to market for this low damage risk category.

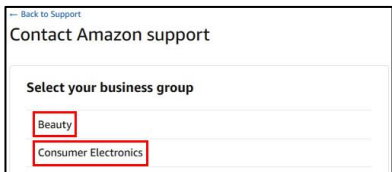
For higher risk fragile and larger products over 50 lbs, the full ISTA 6-Amazon.com-SIOC test method is required and protects brand and customer experience by preventing high damage rates. While the drop test seeks to identify serious problems that may arise from package handling, the full ISTA 6-Amazon.com-SIOC test allows a designer to foresee other shipment issues such as compression failures during storage, clamping and transport, abrasion due to vibration, and the cumulative effects of those distribution hazards. The ISTA 6-Amazon.com-SIOC method will continue to be accepted for all eligible SIOC ASINs and will be required for repeat decertified self-tested ASINs.

Vendor ASIN Enrollment and Contact Procedure

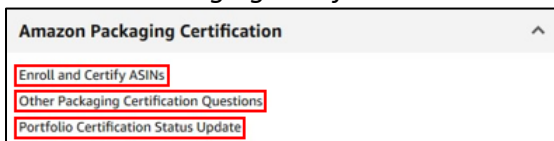
1. Vendors must log in to *Vendor Central* at <https://vendorcentral.amazon.com> and select “*Support*” at the top of the webpage.
2. Scroll to the bottom of the page and click on the “*Contact Us*” button.



3. Select a business group e.g. “*Beauty*”, “*Consumer Electronics*”, etc. Any business group can be selected.



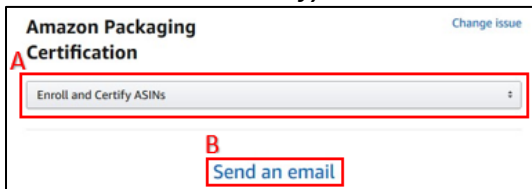
4. Vendors will now see a list of support topics under “*What can we help you with?*” Scroll down and select “*Amazon Packaging Certification*”.
5. Vendors will now have the ability to select one of three options, listed below:
 - *Enroll and Certify ASINs*
 - *Portfolio Certification Status Update*
 - *Other Packaging Certification Questions.*



Case A: Enroll and Certify ASINs

Selecting this case enables Vendors to submit their ASIN(s) and a completed packaging test report from a third-party testing lab for enrollment and certification by Amazon. Vendors must enroll only ONE Primary ASIN per contact form submission. Refer to *Appendix 1* for more instructions on filling the *Amazon Vendor Enrollment Template*.

1. Select “*Enroll and Certify ASINs*” and click on “*Send an email*”.



2. Please upload the following required files:
 - Completed packaging test report for the Primary ASIN being enrolled.

- Amazon Vendor Packaging Test Report Templates:
 - <https://www.aboutamazon.com/packaging/get-started/test-certify>
 - If the file is over the upload limit, please see Appendix 3 for tips on reducing the PDF file size.
- Completed *Amazon Vendor Enrollment Template* and PDF for the Primary ASIN.
 - *Amazon Vendor Enrollment Template*:
 - <https://www.aboutamazon.com/packaging/get-started/enroll>

Please note that each Primary ASIN being enrolled needs its own *Amazon Vendor Enrollment Template* and submission.

Secondary ASINs being submitted for bulk certification against the Primary ASIN may be included in the same *Amazon Vendor Enrollment Template* and submission.

You can find more information on approved test report formats and download the *Amazon Vendor Enrollment Template* on the *Amazon Packaging* website <https://www.aboutamazon.com/packaging/get-started/enroll>. Instructions to fill *Amazon Vendor Enrollment Template* in Appendix 1.

3. Click on “*Submit*” to send your communication to Amazon.

Case B: Portfolio Certification Status Update

Selecting this case enables Vendors to submit a request to Amazon to provide a packaging portfolio certification status update.

1. Select “*Portfolio Certification Status Update*” and click on “*Send an email*”.

2. Enter Vendor details and Vendor Codes for requesting ASIN portfolio certification status.

The image shows a web form for requesting ASIN portfolio certification status. The form is enclosed in a black border and contains several input fields and sections. Red callout boxes with arrows point to specific parts of the form, providing instructions or warnings.

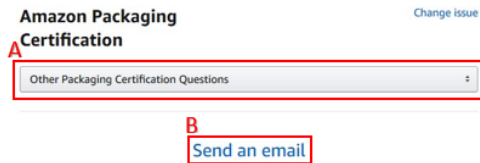
- Subject (required)**: A text input field. Callout: "Enter subject describing your status request. Format: VendorName Cert Status, for e.g. ABC Inc Cert Status".
- Vendor Company Name (required)**: A text input field with a "What's this?" link. Callout: "Enter Vendor company name".
- Applicable Vendor Codes (required)**: A text input field with a "What's this?" link. Inside the field, it says "Enter one or more vendor codes separated by commas, with no spaces." Callout: "Enter desired codes separated by comma, don't leave space. Vendor Codes are defined as the specific vendor codes associated with a vendor's ASIN portfolio".
- Describe your issue (required)**: A large text area. Callout: "Briefly describe your portfolio status request".
- Attachments**: A section with a "Browse" button and the text "No file is selected." Callout: "Do NOT upload any attachment".

3. Click on "Submit" to send your communication to Amazon.

Case C: Other Packaging Certification Questions

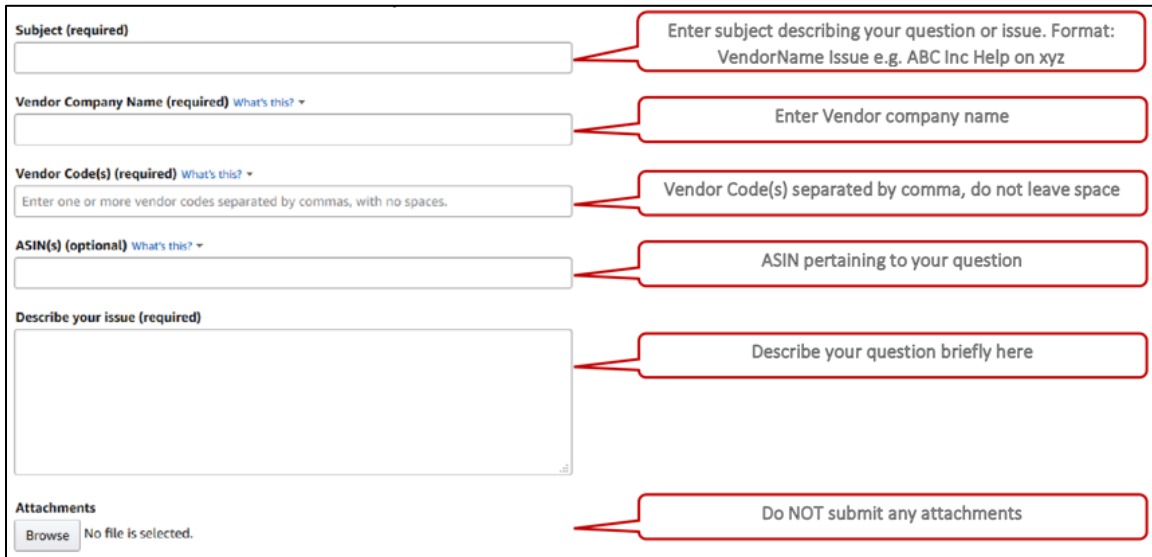
Vendors are encouraged to review the wealth of information provided on the *Amazon Packaging* website (<https://www.aboutamazon.com/packaging>) to answer questions they may have on testing requirements, enrollment process, and certification tiers. If Vendors have questions that are not answered after referring to Amazon’s website, please submit those questions here.

1. Select “Other Packaging Certification Questions” and click on “Send an email”.



The screenshot shows the top portion of the Amazon Packaging Certification form. At the top, it says "Amazon Packaging Certification" with a "Change issue" link. Below this is a dropdown menu labeled "A" containing the option "Other Packaging Certification Questions". Below the dropdown is a button labeled "B" with the text "Send an email".

2. Enter Vendor details as well as the relevant Vendor Code(s) and ASIN(s). Enter a brief description of your question. Do NOT submit any attachments on this form.



The screenshot shows the main form fields with callouts explaining each one:

- Subject (required)**: Enter subject describing your question or issue. Format: VendorName Issue e.g. ABC Inc Help on xyz
- Vendor Company Name (required)** What's this? ▾: Enter Vendor company name
- Vendor Code(s) (required)** What's this? ▾: Enter one or more vendor codes separated by commas, with no spaces. Vendor Code(s) separated by comma, do not leave space
- ASIN(s) (optional)** What's this? ▾: ASIN pertaining to your question
- Describe your issue (required)**: Describe your question briefly here
- Attachments**: No file is selected. Do NOT submit any attachments

3. Click on “Submit” to send your communication to Amazon.

Appendix 1: Amazon Packaging Lab Vendor Enrollment Template Instructions

The Amazon Vendor Enrollment Template is newly updated and any previous templates should not be used; changes are as follows:

- Region selection for Marketplace drop down options.
- More information and definitions included on the “*Enrollment Example*” tab.
- A new tab titled **Incentive Template** added; this is required to be filled out for the new *FFP Program Incentive Expansion*. Refer to *Appendix 2* for more instructions on filling out the *Amazon Vendor Enrollment Template*.
- Proof of packaging reduction required for incentive payout.

Vendors must complete and upload the *Amazon Vendor Enrollment Template* as part of the process to enroll and certify ASINs as described in the section subtitled “*Case A: Enroll and Certify ASINs*” in this document.

Each Primary ASIN being enrolled needs its own *Amazon Vendor Enrollment Template* to be completed. Secondary ASINs being submitted for bulk certification against the Primary ASIN may be included in the same *Amazon Vendor Enrollment Template*.

Vendors may download the *Amazon Vendor Enrollment Template* on the *Amazon Packaging* website here: <https://www.aboutamazon.com/packaging/get-started/enroll>.

Amazon Vendor Enrollment Template: Please complete all columns as described in this section:

1. **ASIN to Certify:** Please enter the appropriate ASIN(s) in this column. As described earlier, this column in each *Amazon Vendor 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 *Amazon Vendor Enrollment Template*.
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 *Amazon Vendor Enrollment Template*.
3. **Region:** Select the appropriate Marketplace from the menu. You may choose *NA*, *EU* or *Both*.
4. **ASIN Type:** This column will specify the type of ASIN being entered in each row. Each *Amazon Vendor Enrollment Template* can be used to enroll only one Primary ASIN. Secondary ASINs to be bulk certified against this Primary ASIN may be entered in the

same *Amazon Vendor Enrollment Template* and must be identified as such in this column.

5. **Certification Requested:** Please select the type of certification desired: *FFP*, *SIOC*, or *PPF*. Refer to the *Amazon Packaging* website for the requirements and more information: <https://www.aboutamazon.com/packaging/get-started/design>
6. **Lab Name:** If Self-tested, please enter “Self” in this column. If lab-tested, please enter the name of the ISTA-certified third-party lab that provided the test report for the Primary ASIN being enrolled. For a list of ISTA-certified third-party labs and approved ISTA6 test report templates, please refer to the *Amazon Packaging Support and Supplier Network (APASS)* on the *Amazon Packaging* website: <https://www.aboutamazon.com/packaging/get-started/design>
7. **Future Certification Date (mm/dd/yyyy):** 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 this field is left blank, then it will default to the date of certification conducted by Amazon. 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 and the New Dimensions.
- Select if each 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.

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 both Current (prior to making changes to packaging) and New (redesigned packaging) dimensions. 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 or New, so they we determine that the package was reduced in size. Upload a PDF of these documents with proper Current and New dimensions.

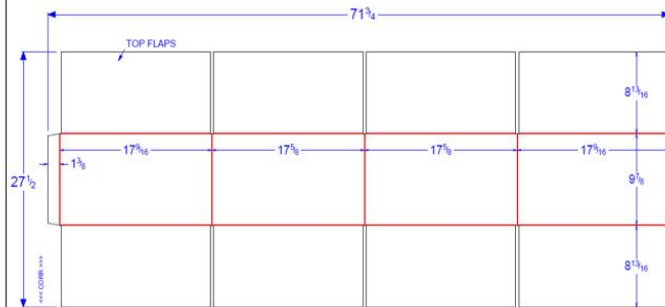
General Document Example: Photo

Photo should be of the product on a plain background and flat surface at a high enough resolution to clearly see the dimension measured at a right angle to the floor. A zoomed callout has been included in the below example due to excel image compression. An additional image of identifying product information may be necessary if not included in one of the 3 photos for the dimensions.



Technical Document Example: Dieline

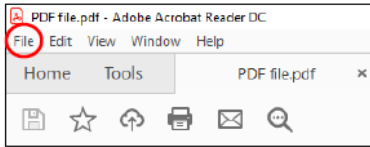
Dieline should be from the production file with dimension annotations, that you are supplying to confirm your packaging outer dimensions.



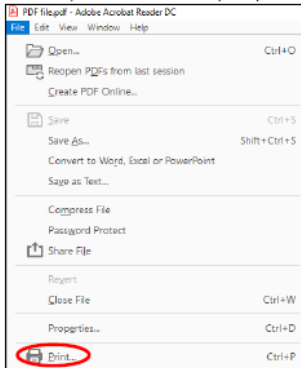
Appendix 3: PDF file size reduction process:

How to downsize your PDF file with Adobe Reader or Adobe Acrobat

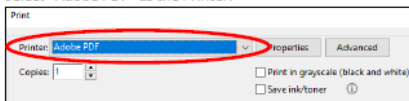
1. Open up your PDF file with Adobe Reader or Adobe Acrobat.
2. Click File.



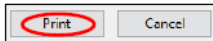
3. Click Print, a Print window will open up.



4. Select "Adobe PDF" as the Printer.



5. Click Print.



6. Select a Save location on your PC.

7. Click Save.



8. Your PDF file has now been reduced in size.

