Amazon Packaging Guide

Prepared for Amazon Sellers by ShipTo3PL

When shipping to Amazon fulfillment centers, packaging is more than just a box—it's the first step in ensuring your products arrive safely, pass Amazon's strict requirements, and are quickly processed for sale. Non-compliant packaging can result in delays, extra fees, or even product disposal.

At ShipTo3PL, we specialize in preparing shipments to meet Amazon's FBA standards, helping you avoid costly errors and focus on growing your business.

General Packaging Requirements

Every unit shipped to Amazon must be properly prepared, labeled, and protected to prevent damage during handling.

Key rules to remember:

- Assign each product variation (size, color, condition) a unique FNSKU.
- Every unit needs a **scannable barcode** in a visible location—avoid curves or corners.
- Cover or remove any other barcodes on cartons to prevent incorrect scans.
- Use new, sturdy packaging; avoid worn or damaged boxes.
- Packaging must protect products during transport and pass handling tests.

Loose Products

Products must arrive as complete**, secure units:**

- Amazon does not accept units that would require Amazon to assemble multiple pieces (for example, wheelbarrows where the handles and legs are separate, but are sold as one piece).

- Units that are not contained in secure packaging, such as loose sleeves or pouches, must be bagged or secured with a non-adhesive band or removable tape.

- Footwear, regardless of material, must be packaged with no shoe material exposed, either in shoe boxes or in poly bags with a suffocation warning.

Sold as Set

Bundled items must be **clearly marked** to stay together:

- Add labels such as "Sold as Set" or "Do Not Separate".
- Ensure bundles are sealed so items cannot be removed individually.
- If bundled units have their own barcodes, cover them to avoid scan errors.

Boxed Units

All boxed products should:

- Be **six-sided** and resistant to collapse under moderate pressure.
- Stay closed during handling—secure with tape, glue, or staples if needed.
- Pass **a 3-foot drop test** (one drop on each side and one corner).
  If the test is failed, place the unit in a sealed polybag with a warning label.

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Poly-bagged Units

Poly bags protect products from dust, moisture, and damage:

- Must be **transparent** and at least **1.5 mil thick.**
- Bags 5 inches or larger (flat width) need a **printed or labeled suffocation warning.**
- Barcode must be scannable through the bag or applied externally.
- Seal completely and ensure the bag does not extend more than 3 inches beyond the product.
- Use **opaque bags** for adult products.

Bubble Wrap

Bubble wrap is used for fragile, heavy, or damage-prone items:

- Wrap tightly and tape securely.
- Apply barcode on the outside.
- Must pass the **3-foot drop test** without damage.
- Avoid using bubble wrap for sharp objects (e.g., knives, scissors).

Over-Boxing

Over-boxing provides extra protection:

- Required for fragile items that fail drop tests, certain hazardous liquids, or vinyl records.
- Use double-wall corrugated boxes for items over 10 lbs.

Special Handling

- Hanger Removal: Remove all standard-size hangers. Baby hangers are allowed.
- Extra Taping: Secure products that may leak, fall out, or open during handling.
- Mattress Packaging: Use corrugated boxes and list products in the correct Amazon category.

Case-Packed Products

Case packs must:

- Contain identical products with matching SKUs and conditions.
- Have equal quantities in each box (up to 150 units per case).
- Be packed by the manufacturer, not mixed with other products.

Expiration-Dated Products

- Dates must be in MM-DD-YYYY or MM-YYYY format.
- Apply expiration date labels to both the outer carton and each unit.
- Perishable products are not permitted.

Prohibited Packaging & Materials

- Do not include marketing materials, pamphlets, or price tags.
- Avoid packaging that is unsafe, non-compliant, or requires rework.

Quick Compliance Checklist

- ☑ Unique FNSKU per variation
- ☑ Barcode in correct position and free of obstructions
- ☑ Secure packaging for all products
- ☑ Proper labeling for bundles, polybags, and expiration dates
- ☑ Special requirements met for fragile, hazardous, or bulky items

⬙ Need Help Preparing Your Amazon Shipments?

ShipTo3PL ensures every shipment meets Amazon's packaging standards—saving you time, money, and frustration.

✉ **Email:** hello@shipto3pl.com
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