



Labeling & Barcode Requirements

FNSKU Labels

- Amazon uses FNSKUs to track inventory within their fulfillment network.
- Place on a flat, scannable surface and cover any existing UPC or EAN barcode.
- Do not place over edges, seams, or corners.
- Black ink on white background; resolution of 300 dpi or higher.

Shipping Labels

- Each carton must have a unique Amazon shipment ID label.
- Place on top or side of carton, not over a seam.
- If palletized: affix 4 pallet labels — one on each side.

Barcode Requirements

- All sellable units must have one scannable barcode (UPC, EAN, ISBN, or FNSKU).
- Barcode must be clear and unobstructed.
- Avoid glossy surfaces or shrink wrap glare — if necessary, use a matte label.

Common Mistakes to Avoid

- Placing labels on curves or corners.
- Wrinkled, faded, or blurry barcodes.
- Not covering manufacturer barcodes when using FNSKU.
- Using tape over labels (causes scanning issues).