



Ships in Product Packaging Certification Guidelines for Vendors

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Summary of latest changes

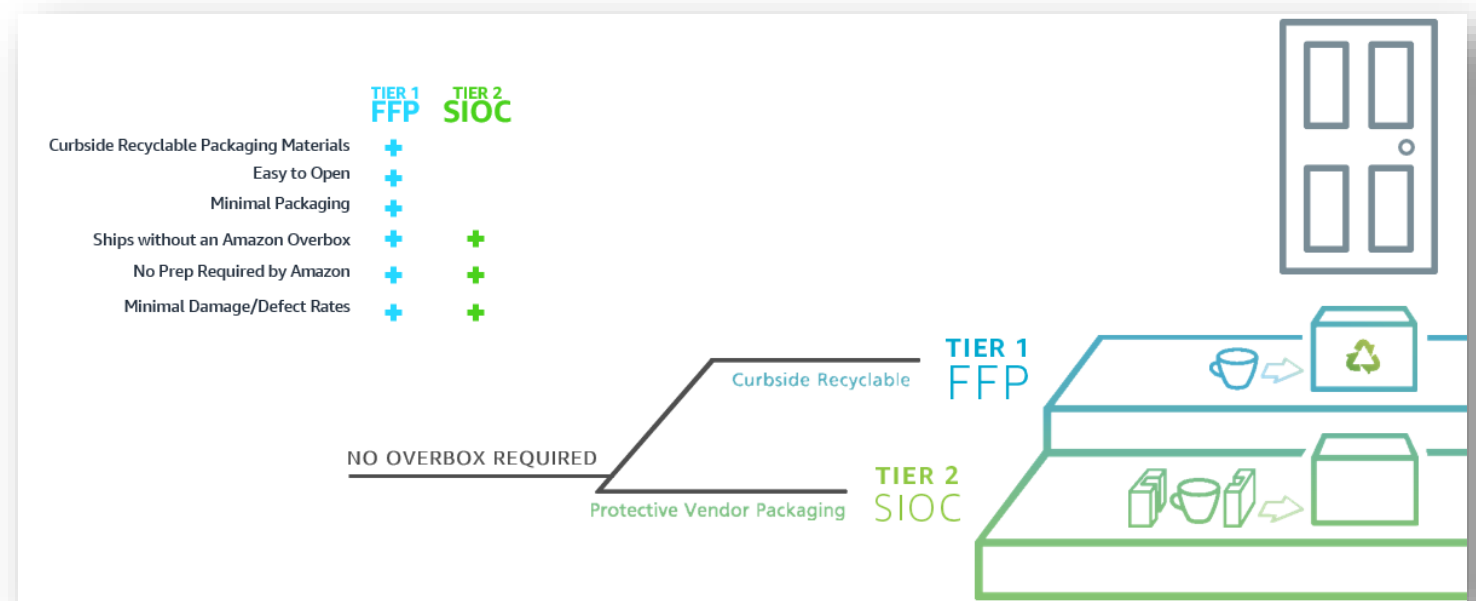
Version	Release Month	Comments
Version 11.0 Global, Amazon Network 2023	December 2023	Amazon Frustration Free Packaging Program has changed its name to “Ships in Product Packaging” (SIPP) program; updated manual encompasses global guidelines (NA & EU) and includes Flexible SIOC

Introduction

At Amazon, it’s our mission to be the world’s most customer-centric company, and we continue to raise the bar by providing customers with what they want: minimal, protective, and functional packaging. Our goal is to engage with Selling Partners worldwide to reduce the need for additional Amazon packaging when shipping to customers. The Ships in Product Packaging (SIPP) program improves customer experience with less waste, increases branding for the selling partner upon customer receipt, and lowers supply chain costs. This guide will help you understand the breakdown of our SIPP program by material, weight and dimensions, and reviews the required tests to get your ASINs certified. More information on how to design, test, and enroll can be found on Amazon’s Packaging website (see Appendix for your country’s website).

1. Amazon Ships in Product Packaging (SIPP) Program Certification Tiers

1.1 Tier Breakdown There are two tiers for the Ships in Product Packaging Program: Tier 1 - Frustration Free Packaging (FFP) and Tier 2 - Ships in Own Container (SIOC). The following diagram illustrates the basic requirements for each tier. Tier 2 (SIOC) is defined as a sellable unit that can be safely shipped with minimal damage in its own manufacturer’s package without additional Amazon prep or overbox. Tier 1 (FFP) requires meeting all of the standards of SIOC, with additional recyclability and customer experience requirements as laid out in section 1.2.



1.2 Tier 1 Frustration Free Certification additional requirements:

1.2.1 Recyclable Packaging For Tier 1 (FFP), packaging must be made of 100% curbside recyclable materials. Acceptable materials include: corrugated and other paper-based materials, and/or plastic components marked with SPI codes 1 (PET), 2 (HDPE), 4 (LDPE), and 5 (PP). In the U.S., packaging must follow the FTC's Green Guides for the Use of Environmental Marketing Claims, (www.ftc.gov; Section 260.12). For the EU, please follow local regulation for packaging. The following are examples only, and Selling Partners are responsible for complying with all applicable laws. Printing and/or treatments must not affect the recyclability of the package. Additionally:

- Plastic film or bags on products are only allowed in situations where the product requires abrasion and dust protection, small parts containment, or provide barrier properties to maintain product quality or freshness. Only plastic film printed with SPI codes 2 (HDPE) and 4 (LDPE) are acceptable.
- Twist ties are allowed to manage cord organization only, and cannot be used to secure the product to its packaging.
- Silica gel bags are allowed.

1.2.2 Easy-To-Open Tier 1 (FFP) packaging must be easy-to-open by the customer with minimal use of scissors or box cutter. Packaging must not contain blister packs, plastic inserts, packaging peanuts, shredded paper, or welded clam shells. All contents must be removable from the package within 120 seconds.

2. Packaging Dimensional Requirements

2.1 Minimum Packaging Dimensions (Rigid & Flexible Packages) Product packaging must meet the dimensions listed below, with no exceptions to certify your products as Tier 1 FFP or Tier 2 SIOC. Products with outermost packaging that are less than this size requirement are currently ineligible for certification as they cannot accommodate the standard 6" x 4" shipping label.

Minimum Acceptable Packaging Dimensions – NA & EU		
Length	Width	Height
6.0" (15.24 cm)	4.0" (10.16 cm)	0.375" (0.95 cm)

2.2 Maximum Packaging Dimensions (FLEXIBLE PACKAGING ONLY) Item and package dimensions, when laid flat, must be within the maximum dimensions listed below.

FLEXIBLE PACKAGING ONLY Maximum Acceptable Package Dimensions & Weight						
Region	Length	Width	Height	Length + Height	Width + Height	Weight
NA	18.0" (45.72 cm)	14.0" (35.56 cm)	6.0" (15.24 cm)	≤ 21" (53.24 cm)	≤ 23.6" (60 cm)	7lbs (3.17 kg)
EU	17.91" (45.5 cm)	13.38" (34 cm)	9.25" (23.5 cm)	≤ 23.6" (60 cm)	≤ 18.9" (48 cm)	11lbs (5 kg)

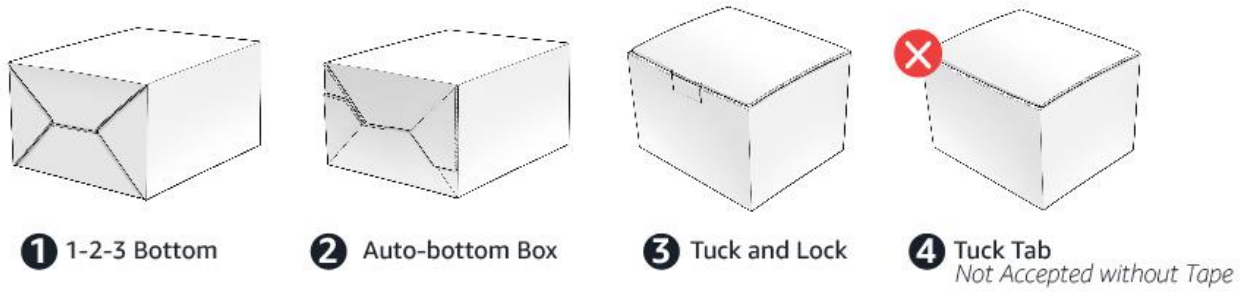
2.3 Packaging Measurements ASINs are measured in our Fulfillment Centers by cubiscan. Any loose material and/or bulging cases (manufacturer's glue joint assembly, material cuts, etc.) will be included in the measurement scans.

3. Packaging Structure Classifications

3.1 Rigid Packaging

3.1.1 Rigid Packaging Construction In order to be certified, rigid packaging must be a six-sided shape, either cube or rectangular. L-shaped boxes do not meet SIPP requirements as they are not 6-sided. Items where the box is part of the product (e.g., collectables) should consider a right-sized overbox. Packaging must be free of any protrusions (e.g., hang tabs and handles), windows, and cut-outs. Hand holes for the purpose of carrying the item are allowed but cannot exceed dimensions of 3.5" x 1.0" (8.89 cm x 2.54 cm) standard size.

3.1.2 Rigid Packaging Sealing All open edges must be adequately sealed to ensure the product remains protected while in the fulfillment center and throughout its distribution to the customer. Staples are not allowed as a sealing method, but are permitted on the manufacturer glue joint. It is recommended that cartons with 1-2-3 bottoms, auto-lock bottoms, and/or tuck and lock tabs have tape added to the closure. However, they can be approved if they pass ISTA 6-Amazon.com SIOC testing without tape. Tuck tab without a locking mechanism require tape regardless of test method.



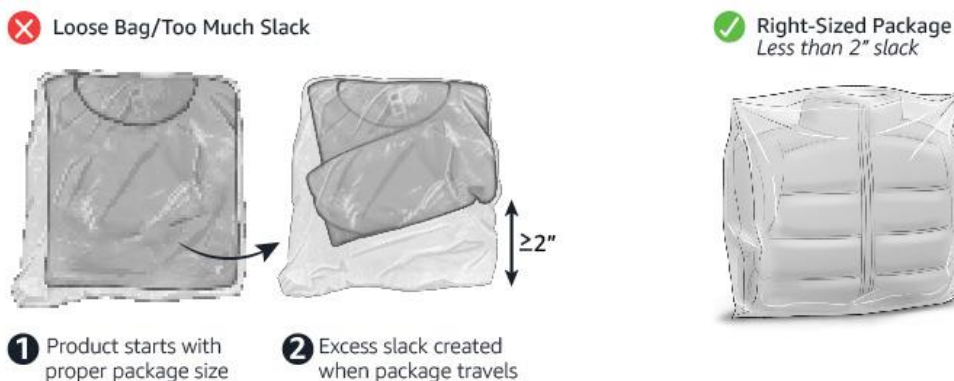
For heavy/bulky products only, non-metal straps/bands are permitted if they are tightly fitted around outer shipper to provide structural integrity, see Section 5, Figure 5.4 for heavy/bulk weight and dimensions. Bundling multiple packages together with straps or bands is not permitted. Shrink wrap is not permitted on the exterior of the rigid carton. Perforations in the outer shipper are generally not allowed unless taped. Exceptions will be made (i.e., tear strips) if the perforations do not rupture during certification testing.

3.2 Flexible Packaging

3.2.1 Flexible Package Material If the exterior packaging is flexible (e.g., bag, stand up pouch, padded mailer, envelope), then it will be deemed flexible SIPP. The flexible material must be of good quality and strength as to provide protection against static and dynamic loads during sortation and distribution. The material thickness must be ≥ 2 mils Low Density Polyethylene (LDPE) or demonstrate a minimum tear strength of ≥ 130 grams (ASTM D1922). The bag material must not contain holes larger than 0.25" (6.4 mm). Small vent holes (≤ 0.25 ") are permitted to prevent ballooning/swelling and puncture during distribution.

3.2.2 Flexible Package Sealing Package must be sealed with contents fully enclosed (all open edges must be sealed). The seal must withstand pressure and impact likely to occur under normal sorting and distribution conditions. Sealing options include heat sealing, tape, or adhesive (seal strength of ≥ 5.7 lbs./in (1 N/mm) ASTM F88-15) Tail Holding Method A). For resealable closures (e.g., sliding zippers), a security seal that provides tamper evidence when broken is recommended (e.g., tamper evident seal). The package must not contain any protrusions (e.g., clothes hangers, pop-open clasps, carrying handles, drawstrings, dangling zippers, see appendix for illustration).

3.2.3 Slack-fill The package must be right-sized for the product, and products should be folded to reduce footprint of the overall bag size. The package must contain no excess slack-fill. The cumulative slack-fill must not exceed 2" (50.8 mm) in any direction when the bag is lifted at the corner. Slack-fill is the difference between the actual capacity of the bag and the volume of product contained therein. Rigid and padded mailers are exempt from slack-fill requirement.



3.2.4 Flexible Packaging and Product Exclusions Items that are packed in flexible packaging have additional exclusions:

- Granular or loose filled products with a diameter < 1" (25.4mm) (e.g., play sand, kitty litter, soil, dog food).
- Liquid items (e.g., hand soap, cleaning products, machine lubricants).
- Cylindrical or spherical items and packaging (e.g., items likely to roll on conveyance systems). Items that are packaged in a rigid, non-cylindrical inner pack before bagging are eligible. See figure 8.3 for examples.
- Foods intended for human consumption.
- Sharp or pointed loose items (e.g., nails, screws, screwdriver).
- Magnetic items.

4. Special Product Classifications

4.1 Fragile & Liquid Products Fragile and liquid products include, but are not limited to, items containing:

- Glass, ceramic, porcelain, or clay.
- Liquid/semi-liquids; Solids that can become liquid at temperatures experienced during the distribution cycle (between 70°F and 140°F or 21.1°C and 60°C).

If a product contains any of the materials listed above, the product will be deemed fragile and 5 complete samples will be required to pass ISTA 6-A testing. Please contact us if there are questions regarding fragile status of an ASIN prior to testing (see FAQs for contact information).

4.2 Sensitive Products Potentially sensitive products are eligible for SIPP certification, but they must be marked/labeled and packaged discreetly to avoid a negative customer experience. Packaging that is opaque and does not indicate the sensitive product within is ideal for the best customer experience. Sensitive items include (but are not limited to): adult / youth diapers (not infant/toddler), bed wetting materials (where bed wetting is mentioned), personal hygiene, and other adult products.

4.3 HAZMAT Products

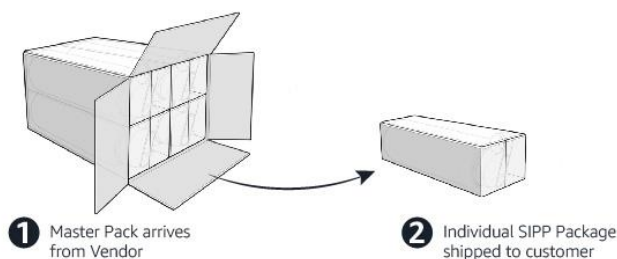
HAZMAT products (ASINs with a UN number) and/or if the packaging has any transportation regulated symbols or markings cannot be SIPP certified. Examples include products with lithium batteries, flammable gases, most magnetized materials, and some household cleaning products. More information about dangerous goods/hazmat can be found in Vendor Central [here](#).

5. Packaging Certification Testing Requirements/ Evaluation

5.1 Packaging Certification Testing Requirements Packaging certification testing depends on the dimensions and weight of the item being tested, product type, and packaging type. See Figure 5.4 for categories, correlating certification levels, and test methods for the various factors.

5.2 Package Configuration Selling Partners may choose to pack multiple units in a master pack (also referred to as case packs) for delivery to Amazon. SIPP enrolled ASINs can be packed in master packs, although not required. SIPP testing and certification is intended for the individual ASIN or the selling unit delivered to the customer. Amazon encourages Selling Partners to also conduct testing and evaluation on their master packs. All inbound packaging (including SIPP certified ASINs) must meet Amazon inbound packaging and transportation requirements (see FAQ #5).

Master Pack Multiple SIPP Items



5.3 Additional Resources Additional information regarding testing and certification can be found on Amazon’s Packaging website (links in resources section); including test procedures, forms, and enrollment process. Selling Partners needing earlier design validation can perform the testing on their own or leverage an approved third-party lab under the APASS network or any ISTA certified lab. The APASS network list can be found [here](#).

5.4 Packaged Product Test Procedures

	Product Type	Weight Requirements	AND/OR	Dimensions Requirements	Testing Procedures	Test Samples Required
Rigid Packaging	Non-Fragile	< 50 lbs. Or 23 kg	AND	NA & EU: > 6.0” x 4.0” x 0.375” or ≥ 15.24 cm x 10.16 cm x 0.95 cm <i>(Longest dimension cannot exceed 108” or 274 cm)</i>	Amazon Self-drop test (Rigid) OR ISTA 6-Amazon.com (SIOC) Type A	1
Rigid Packaging	Fragile	< 50 lbs. or 23 kg	AND	NA & EU: > 6.0” x 4.0” x 0.375” or ≥ 15.24 cm x 10.16 cm x 0.95 cm <i>(Longest dimension cannot exceed 108” or 274 cm)</i>	ISTA 6-Amazon.com (SIOC) Type A: ISTA Certified lab test ONLY	5
Flexible Packaging**	Non-Fragile Non-Granular Non-Sharp (See 3.2.4 for additional exclusions)	Under 7 lbs. (3.17 kg) for NA Under 11 kg (11lbs) for EU	AND	NA & EU: > 6” x 4” x 0.375” or 15.24 cm x 10.16 cm x 0.95 cm NA: ≤ 18.0” x 14.0” x 6.0” or 45.7 cm x 40.64 cm x 15.24 cm Length + Height ≤ 21” (53.24 cm), Width + Height ≤ 23.6” (60 cm) EU: ≤ 17.91” x 13.38” x 9.25” or 45.5 cm x 34 cm x 23.5 cm Length + Height ≤ 23.6” (60 cm), Width + Height ≤ 18.9” (48 cm)	Amazon Self-drop test (Flexible) and hazard box drop test	1
Heavy/Bulky		> 50 lbs. or 23 kg	OR	Any Dimension ≥ 108” (274 cm) or > 165” (419 cm) Girth*	ISTA 6-Amazon.com (SIOC) Type B -Type F	Non-Fragile: 1 Fragile: 5
Televisions & Monitors		< 150 lbs. or 68kg	AND	≤ 165” (419 cm) Girth*	ISTA 6-Amazon.com (SIOC) Type G	1
Televisions & Monitors		> 150 lbs. or 68kg	OR	> 165” (419 cm) Girth*	ISTA 6-Amazon.com (SIOC) Type H	1

*Girth = Length + 2*Height + 2*Width

**As measured when item & package are lying flat

5.5 Post-test Evaluation Criteria

ALL samples must pass damage-free in order for the test to be considered a pass.

STEP 1: Objective Fail Would it Pass?

- Visible item damage
- Visible item breakage
- Loss of function (doesn't work)
- Loss of use (ex. cracked cap)
- Collectible items with any outer package wear
- Seal integrity is not intact
- Tamper evident application is compromised
- Tertiary packaging is slit, torn edges, tape failure

Ask Yourself, **Would our customers accept this?**
if the answer is yes, move to **STEP 2**


STEP 2: Customer Focused Fail Would it Pass?

- Wear, denting or scuffs on the outer package
- Small/minor dents on the product itself

To determine if the above would be deemed a failure, focus on the customer...

- Amazon Customer Packaging Experience Team will identify this if we perform the testing in our lab
- 3rd party testing labs will rely on the Vendor to decide
- The Vendor has final decision making authority on testing it performs or 3rd party lab testing results as to whether it qualifies as a Customer Fail

Ask Yourself, **Would our customers accept this?**
if the answer is no, then it is a **Customer Fail**



6. FAQs

1. Who do I contact if I have additional questions?
 - A: *US & EU Vendors: Submit a 'contact us' ticket through Vendor Central*
2. I have previously heard of the Frustration Free Packaging (FFP) program or Ship in Own Container (SIOC) program, is this the same program?
 - A: *Yes, we have recently rebranded to Ships in Product Packaging (SIPP) to better reflect the program's objective. You will still see FFP or SIOC terminology utilized within program materials, as these represent differences in certification tiers.*
3. Where can I find examples of SIPP packaging designs?
 - A: *Reference our [Packaging Solutions Library](#) on our Amazon Packaging Website. Case studies can also be found on our website.*
4. Where can I find more information on common failure modes?
 - A: *Reference our [common failure modes](#) document on our Amazon Packaging Website.*
5. Where can I find information on requirements for labeling and shipping my products inbound to Amazon?
 - A: *Package markings and labeling must clearly indicate contents and communicate any unique handling instructions. All certified packages must also follow the labeling and carton marking requirement For Vendors outlined in the 'Vendor Shipment Preparation and Receive Manual' available within [Vendor Central](#) under Support, select 'Shipping' > 'Vendor Manual'.*
6. Where can I find the status of my ASINs and current enrollment status?
 - A: *A list of your eligible ASINs and current certification status can be found in Vendor Central via the Operations dashboard or the Product Prep and Packaging dashboard.*
7. Why is my ASIN decertified?
 - A: *Amazon continues to monitor for damages and compliant packaging; this may result in decertification. There are four events that trigger a decertification: (1) There is 90% confidence that the damage rate of an ASIN is 0.5% worse in SIPP than with Amazon added packaging. (2) There is 90% confidence the damage rate of an ASIN is >5% when shipped SIPP. (3) There is 90% confidence that the packaging non-compliance rate is above 5%. (4) A standard escalation process confirmed that the packaging of the product inbounded is not SIPP compliant. Best practice is to monitor your portfolio, modify and recertify your packaging when needed. There is a two-month grace period prior to a SIOC chargeback for non-sortable items beginning.*
8. I am receiving prep chargebacks; how can I reduce or eliminate those fees?
 - A: *(1) Consider updating packaging to meet SIPP certification requirements as these certifications remove prep requirements and eliminate prep fees. (2) See Vendor Central for further details about prep fees and how to action or to contact the prep team, prep details by ASIN are available in the product prep and packaging dashboard.*
9. Why are some of my ASINs already enrolled as SIOC or FFP?
 - A: *In order to improve customer experience with less packaging, Amazon monitors for eligible ASINs that meet SIPP requirements and will enroll ASINs through Fulfillment Center testing and Machine Learnings.*
10. How can I have an ASIN package remeasured?
 - A: *ASINs are measured in our Fulfillment centers by cubiscan. Any loose straps, bags, etc. and/or bulging cases or actual packaging tolerances (manufacturer's glue joint assembly, material cuts, etc.) will be included in the measurements captured. If you are experiencing a concern with dimensional inaccuracies, you can submit a re-measurement request on Vendor Central Support under Vendor Operational Performance.*
11. Do I need to certify my ASINs for each Vendor Code?

- *A: Yes, ASINs need to be certified for each vendor code, each marketplace, and each region that has SIPP compliant packaging.*

12. Do I need to test all ASIN variations of similar products?

- *A: Not necessarily. If an ASIN or a group of ASINs is similar in size, material, weight, and pack quantity to the Primary ASIN and is NOT fragile, liquid or contains motorized parts, then they will be eligible for [Form Factor Certification](#). Subject to approval, they would receive the same certification as the accompanying Primary ASIN. When filling out SIPP enrollment form, list the Primary ASIN first, then choose either 'secondary ASIN- color, flavor, scent, or formula variation' for same dimensions/ weight/packaging materials or choose 'Secondary ASIN- form- factor variation' if size or weight varies by no more than 25% (i.e., queen sheet set & king sheet set). For additional information, including instructional videos can be found on our website under the [enroll tab](#).*

7. Glossary of Terms

Amazon Standard Item Number (ASIN): A unique identifier for each product in the Amazon retail catalog.

Fulfillment Center (FC): An Amazon warehouse designed to hold goods for long-term storage and to ship them directly to Amazon customers when ordered.

Frustration Free Packaging (FFP): A sellable unit that meets all of the requirements of Tier 2 SIOC with additional requirements of being curbside recyclable materials and easy to open. Also known as Tier 1 of the SIPP program.

International Safe Transit Association (ISTA): A leading industry developer of testing protocol and design standards that define how packages should perform in the global distribution environment. See the [ISTA website](#) for more information.

Non-Sortable: ASINs with item package dimensions greater than 18" x 14" x 8" (45.5 cm x 34.0 cm x 26.5 cm) or greater than 20lbs (12.3 kg); meaning any packaged item with its longest side greater than 18" (45.5 cm) and its shortest side greater than 8" (26.5 cm) and its median side greater than 14" (34.0 cm). Non-Sortable ASINs are eligible for SIOC or FFP certification and subject to SIOC chargebacks (with some exceptions).

Ship in Own Container (SIOC): A sellable unit that can safely be shipped from a distributor to an Amazon FC and then on to the customer in its own manufacturer packaging without additional boxing. Also known as Tier 2 of the SIPP program.

Sortable: ASINs with item package dimensions less than or equal to 18" x 14" x 8" (45.5 cm x 34.0 cm x 26.5 cm) and less than or equal to 20 lbs. (12.3 kg). Only Sortable ASINs that meet the minimum package dimensions (6.0" x 4.0" x 0.375" or 15.24 cm x 10.16 cm x 0.95 cm) can qualify as SIOC or FFP eligible; meaning any packaged item with its longest side at a minimum of 6.0" (15.24 cm) and its shortest side at a minimum of 0.375" (0.95 cm) and its median side at a minimum of 4.0" (10.16 cm). Sortable ASINs are not eligible for SIOC chargebacks.

8. Appendix

- Amazon's [Packaging Website \[UK/DE/FR/IT/ES\]](#)
- [APASS](#) (Amazon Packaging Support and Supplier): Network provides a list of companies and labs that can help test, design, and supply packaging in line with Amazon's packaging certification guidelines.
- [ISTA](#) (International Safe Transit Association): Physical performance testing for the e-commerce supply chain. Selling partners looking for external testing services to perform the ISTA 6-Amazon.com SIOC test method can leverage the Find a Lab search tool through the ISTA website.

Figure 8.1

Rigid SIPP Approved and Excluded Examples

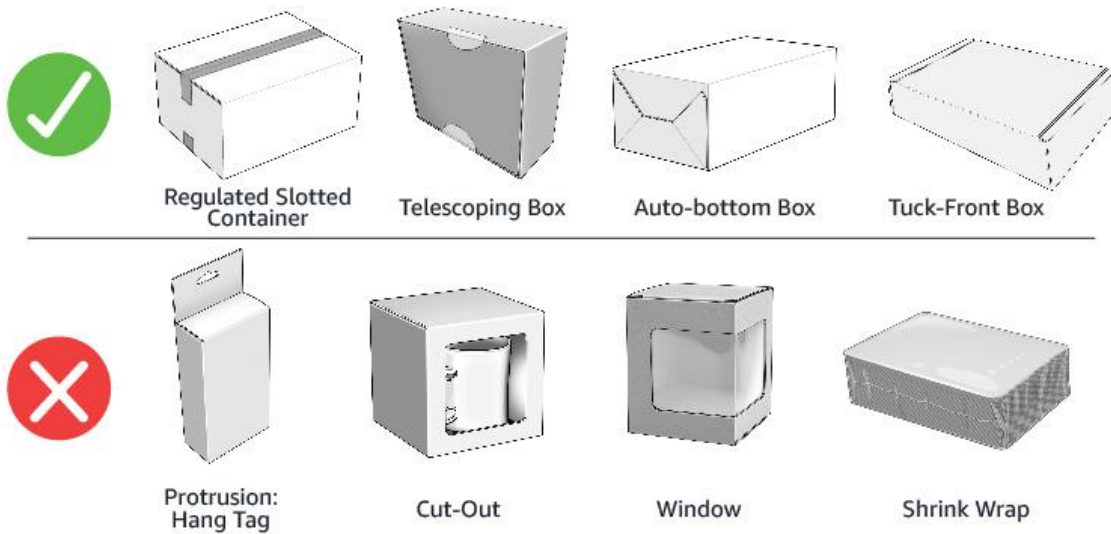


Figure 8.2

Flex SIPP Approved and Excluded Examples



Figure 8.3

Cylindrical or Spherical Items Required Structures

