

# Amazon Package Certification Update

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Andrew Thomas  
Lab Manager

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Lab Manager



# INTRODUCTIONS

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PRESENTER



ANDREW THOMAS

LAB MANAGER

MODERATOR



ANDREW BEVIL

ENGINEERING SERVICES MANAGER



# WHAT WE WILL COVER

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- Overview
  - Introduction: Amazon's Frustration-Free Packaging Program
  - Latest Updates from Amazon Affecting Vendors and Suppliers
- Certification Benefits and Overview
  - Overview: ISTA 6-Amazon Test Protocols
  - Amazon Certification Process
  - APASS Network
  - ISTA Certified Test Laboratory – What to Look For
  - Frequently Asked Questions
- Q&A Session



# SAFE HARBOR STATEMENT

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- This presentation was prepared with the best, most accurate, and current information from Amazon and the ISTA known to WESTPAK at the time it was prepared and presented, however WESTPAK makes no guarantees as to its accuracy or correctness in any way.
- WESTPAK assumes no obligation for the use or misuse of the information contained in this presentation.





# AMAZON'S FRUSTRATION-FREE PACKAGING PROGRAM

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## ➤ Background

- Initiated by Amazon in 2008
  - Frustration-Free Packaging (FFP)
- Goals
  - Reduce waste
  - Lower cost
  - Increase customer satisfaction with packaging
- Results
  - > 244,000 tons of packaging / > 305 million shipping boxes eliminated in 2017
  - Per Amazon, September 2018



## ➤ 2018

- Vendor Incentive Program



# AMAZON'S FRUSTRATION-FREE PACKAGING PROGRAM (cont'd.)

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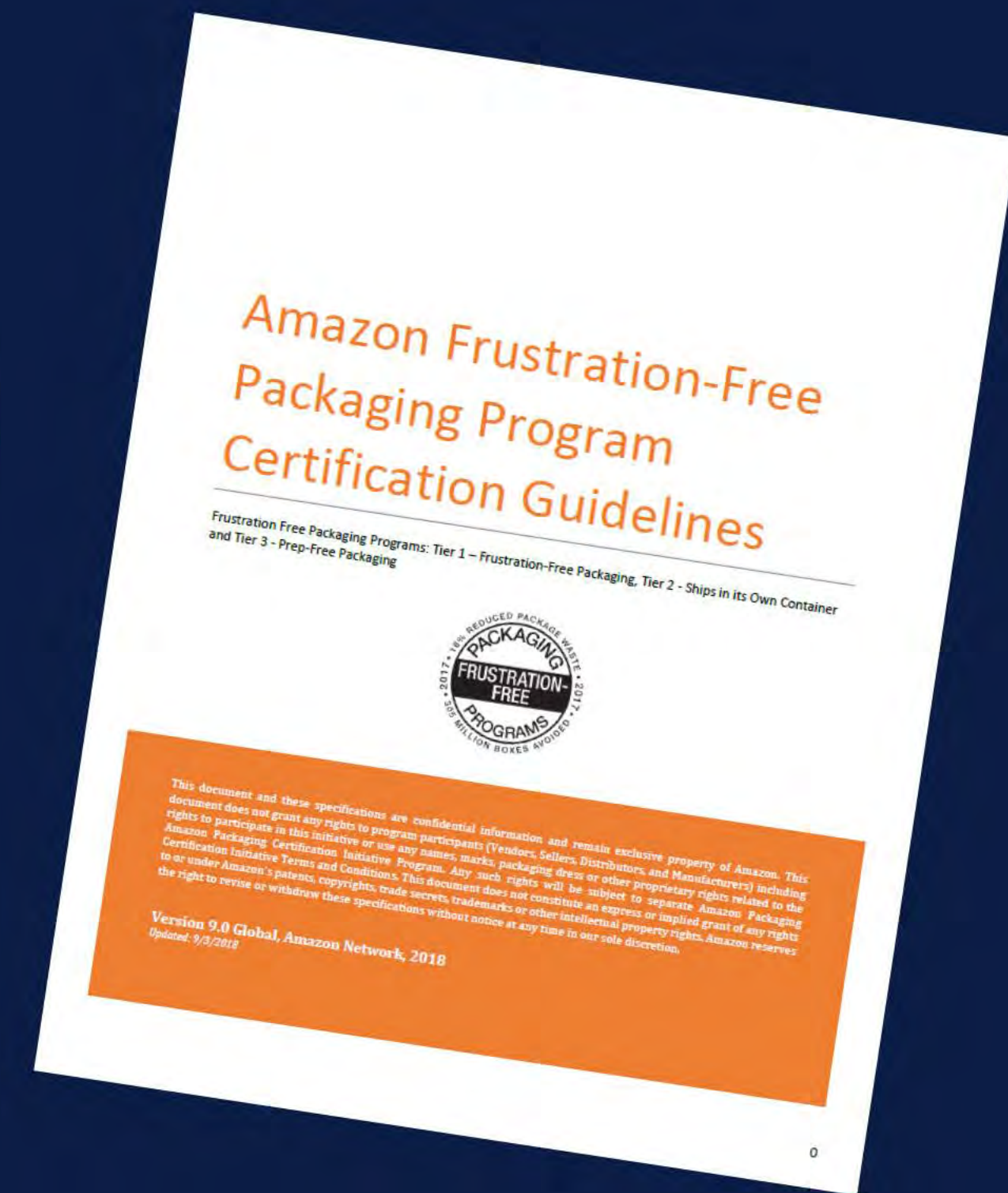
## ➤ September 2018

- Vendor Incentive Program Announcement
- By August 1, 2019 items > 18" x 18" x 8" or ≥ 20 pounds and sold through Amazon must be designed and certified as ready-to-ship (Tier 1 – FFP or Tier 2 – SIOC)
- Any packaged item with its longest side > 18", its shortest side > 8", or its median side > 14"
- Early Adopters receive \$1 credit for all items certified from September 17, 2018 until July 31, 2019 and received in Amazon's fulfillment network up until the launch date of August 1, 2019



# AMAZON PACKAGING CERTIFICATION GUIDELINES

Visit [About Amazon Design Section](#)  
for guideline documentation





# TIER SUMMARY

## ➤ Tier 1 - Frustration-Free Packaging (FFP)

- Curbside recyclable materials
- Easy to open, minimal packaging
- ISTA 6-Amazon SIOC Test Compliant
- Ships without an Amazon Overbox (>9" x 6")
- No prep required by Amazon
- Minimal damage / defect rates



## ➤ Tier 2 - Ships in Own Container (SIOC)

- Ships without an Amazon Overbox (>9" x 6")
- No prep required by Amazon
- ISTA 6-Amazon SIOC test compliant



## ➤ Tier 3 - Prep-Free Packaging (not covered by Vendor Incentive Program)

- Ships in an Amazon Overbox (OB)
- No prep required by Amazon
- ISTA 6-Amazon OB test compliant



# AMAZON PACKAGING CERTIFICATION TIERS

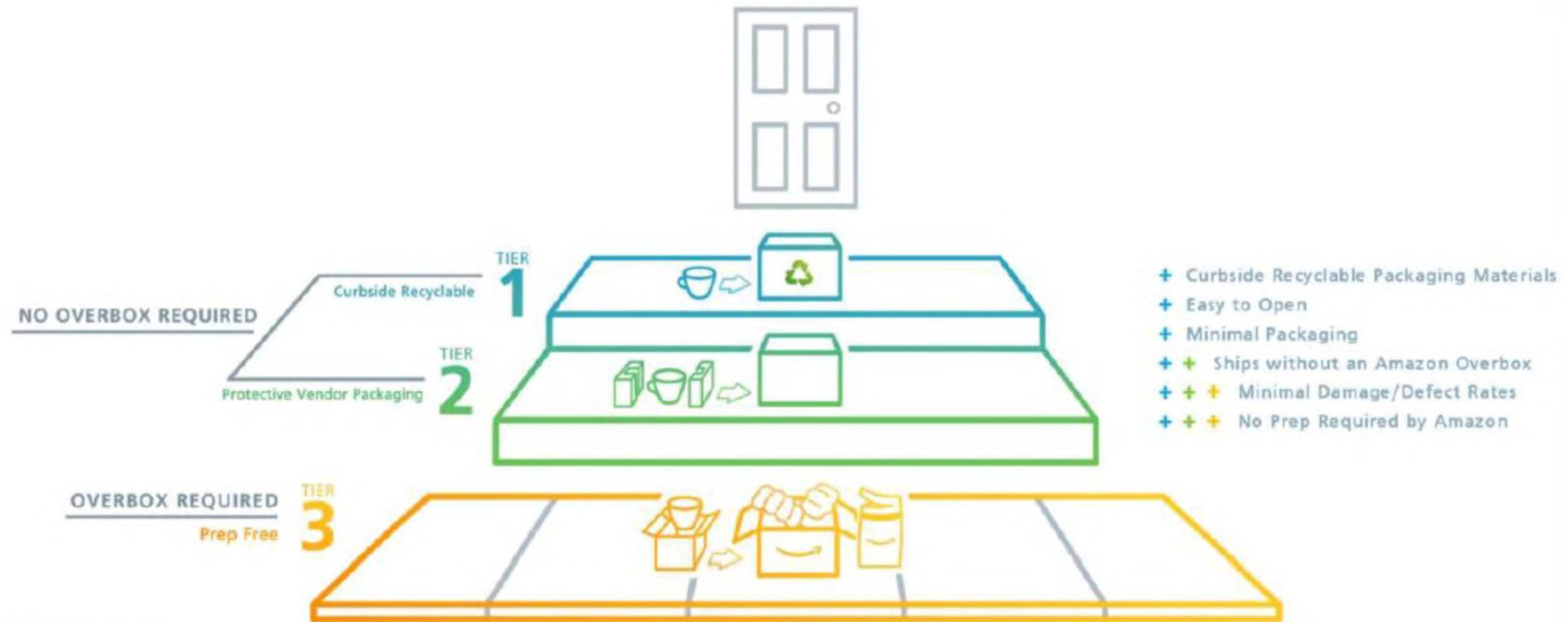


Image: Amazon



# PACKAGE CERTIFICATION BENEFITS

- Reduced costs associated with fees
- Reduced costs associated with packaging materials
- Greater confidence that you will see an undamaged product during shipment
- Required to avoid \$1.99 chargeback for non-certified products

BENEFITS:	Amazon Packaging Certification Tiers		
	Tier 1 (FFP)	Tier 2 (SIOC)	Tier 3 (PFP)
Reduction/Removal of Amazon Prep Chargebacks	✓	✓	✓
Opportunity to Reduce Packaging costs	✓	✓	
Opportunity to Reduce Inbound Transportation costs	✓	✓	



# ISTA 6-AMAZON TEST STANDARDS

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- Worked with ISTA (International Safe Transit Association) to develop ISTA 6 project series
- Standardized, repeatable test series
- Increased confidence product will arrive undamaged
- Acceptance criteria determined by vendor





# ISTA 6-AMAZON SHIPS IN OWN CONTAINER (SIOC)

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## ➤ For FFP and SIOC

- Test Types: determined by weight and girth
  - Type A-C: Parcel
  - Type D-F: LTL (Less-Than-Truckload)
  - Type G-H: TV (new for 2018)



# ISTA 6-AMAZON – OB 2018

OB = Overbox for PFP (typical Amazon brown boxes)

- For Overbox shipments 70lbs or less
  - Similar to ISTA 3A
- Two test configurations
  - Single item shipment
  - Multiple item shipment
- Correct-sized Overbox
- Dunnage, fill, and cushioning
  - Air pillows
  - Hazard boxes
- Item orientation
  - Damage-prone area facing the bottom corner





# OVERBOX (OB) TEST SEQUENCE 2018

Sequence Number	Test Category	Test Type	Test Level	For ISTA Certification
1	Atmospheric Preconditioning TEST BLOCK 1	Temperature and Humidity	Ambient	Required
2	Atmospheric Conditioning TEST BLOCK 1	Controlled Temperature and Humidity	Temperature and Humidity chosen from chart	Optional
3	Shock TEST BLOCK 2	Drop	9 Drops	Required
4	Vibration TEST BLOCK 3	Random	Overall G <sub>rms</sub> level of 0.53	Required
5	Shock TEST BLOCK 4	Drop	8 Drops	Required
6	Integrity TEST BLOCK 5	Leak Test	8 hours	Required for Liquids ONLY



# OVERBOX (OB) TEST SEQUENCE 2018

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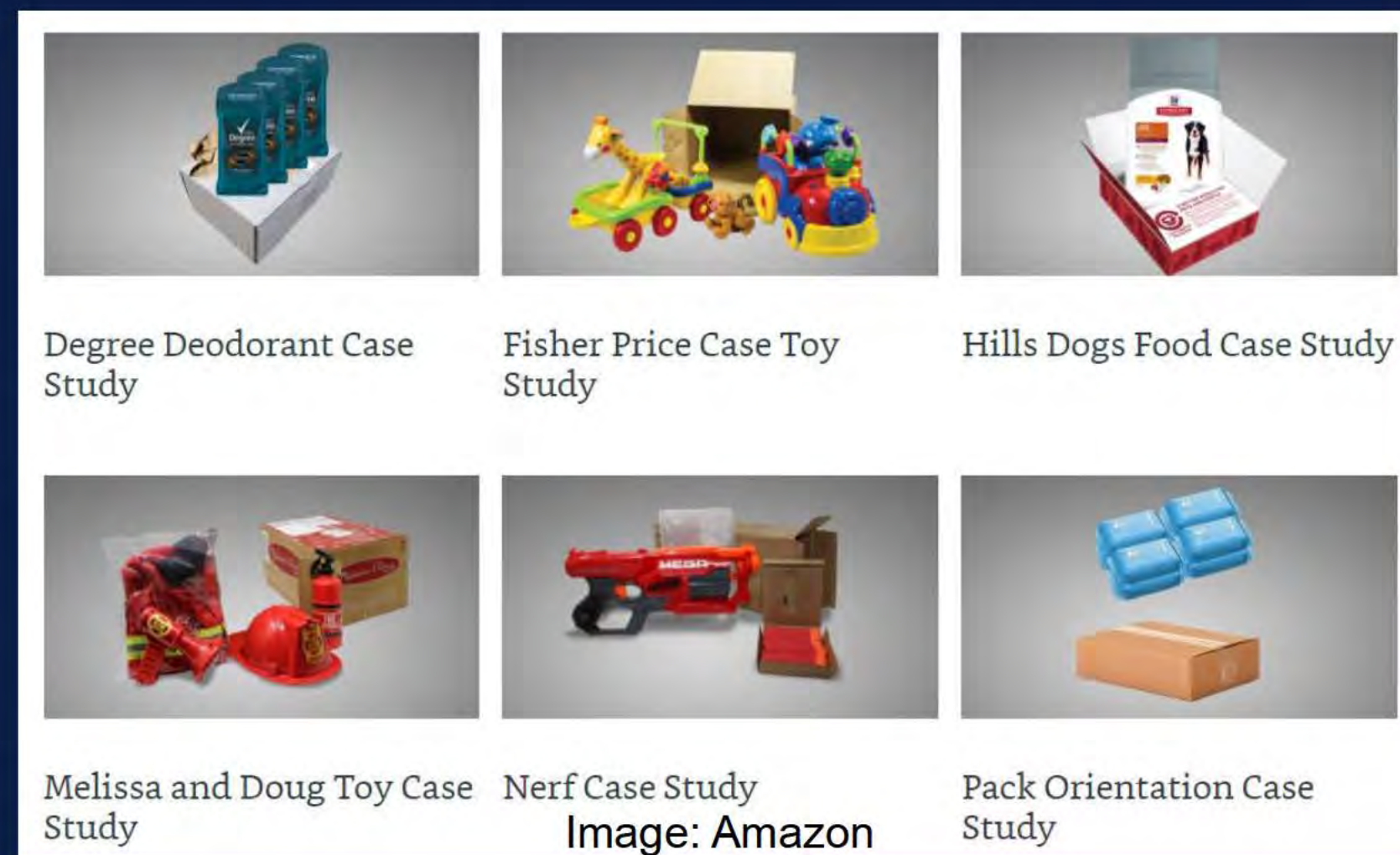
- Must be defined and agreed upon before testing starts
  - Vendor/Seller must decide what is acceptable
- Product damage (broken product)
- No leaks allowed (if product is liquid)
- End Customer perspective





# EXAMPLE OF PACKAGE DESIGNS

- Link to [Amazon Case Studies](#)
  - Provides examples of packaging redesigns to reduce packaging components, volume of shipper, and decrease in air shipped.





# PACKAGE CERTIFICATION OVERVIEW

## Amazon Vendor Packaging Certification Process

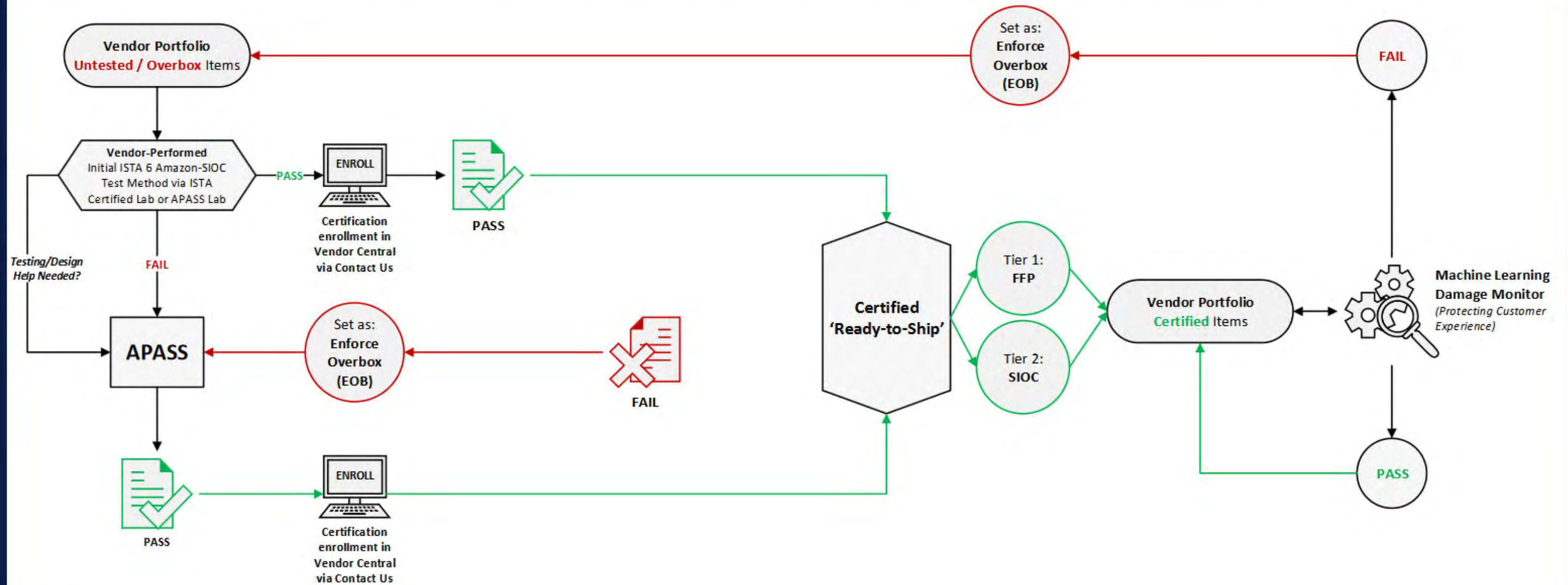


Image: Amazon



# APASS

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- Amazon Packaging Support and Supplier Network (APASS)
  - Network of third-party test labs approved by Amazon to conduct testing and provide certification
  - Designed to help sellers, vendors, and manufacturers certify their products in the Amazon network
  - WESTPAK is a member, attended Amazon's APASS training in Seattle





# ISTA CERTIFIED LABS

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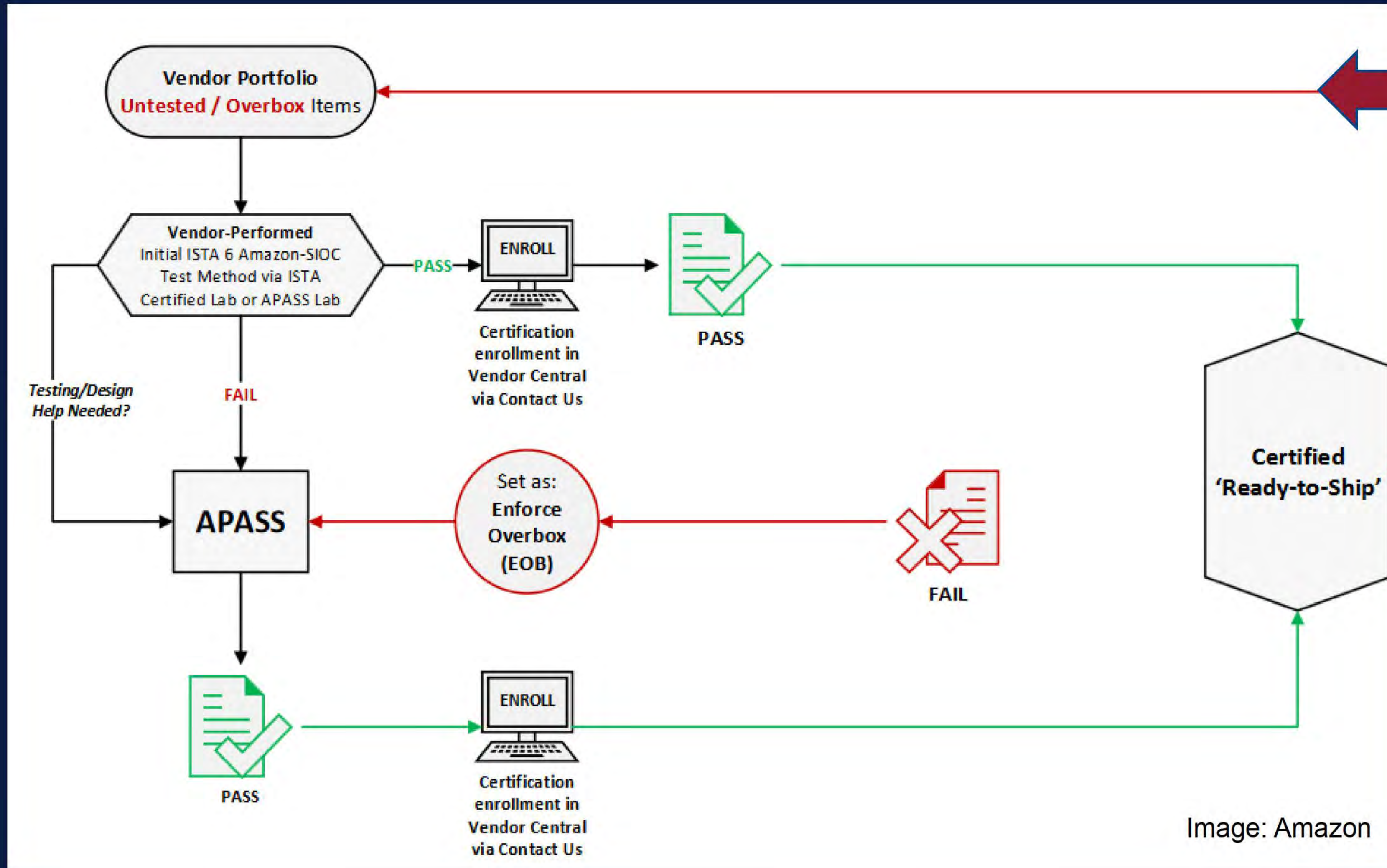
- Select the best lab for your needs

[ISTA Certified Labs search page](#)

- APASS vs ISTA Certified Labs

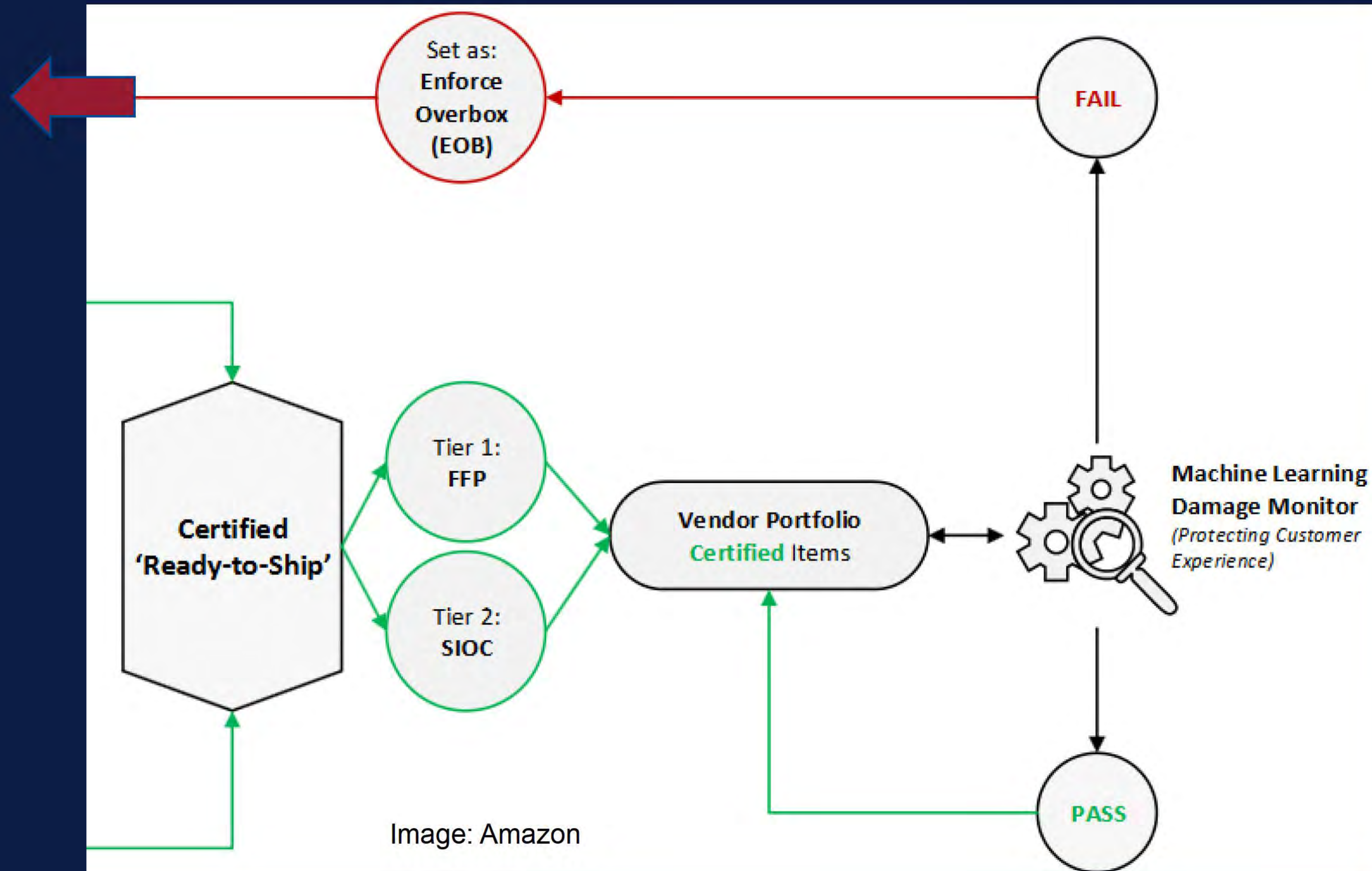


# CERTIFICATION PROCESS





# CERTIFICATION PROCESS (cont'd.)





# WHY TEST AT WESTPAK?

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- ISTA Certified Testing Laboratory, APASS Member
- 30+ years experience testing package systems
- 100% Employee Owned company = We Care!
- Shorter Lead Time than most labs





# ISTA 6-AMAZON CERTIFICATION PROCESS STEPS

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1. [Contact WESTPAK](#) to request and receive a quote
2. Send test samples to WESTPAK
  - Ensure samples received are new and undamaged
3. WESTPAK will provide you with test report and certification document
4. Submit WESTPAK's certification document to Amazon



# TIPS TO MAINTAIN CERTIFICATION

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- Changes to packaging must be re-certified (construction or material)
- Changes to product design must be re-certified
- Observing damage during shipment to customer – re-think packaging and re-certify
- De-certification is a possibility (!)



# FORM FACTOR CERTIFICATION

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- If you have several similar products that have multiple ASINs, they may be able to be covered under one certification
  - Example: Different colors or sizes
- Primary ASIN goes through certification test
  - Secondary ASIN(s) will be covered under Primary certification
  - Must meet a set of specific requirements



# WESTPAK'S FIRST WEBINAR ON ISTA 6-AMAZON PACKAGE TESTING

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## ➤ Topics Covered

- How to Pass Testing the 1<sup>st</sup> time
- Failure Avoidance Strategies
- Common Failure Modes

## ➤ [Webinars page](#) (Past Webinars section)



# FREQUENTLY ASKED QUESTIONS

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Q1: What is the sample size requirement for testing?

A1: Depends on type

- SIOC: 1 sample minimum
- OB: 2 – 5 samples, depending on product fragility and weight



## FAQ (cont'd.)

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Q2: If the package is damaged and does not look appealing to the customer but the product is not damaged and functional, is that considered a "Pass"?

A2: Depends on what the Seller defines as Pass / Fail



# FAQ (cont'd.)

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Q3: What happens if my package fails certification testing?

A3: Identify Root Cause





# FAQ (cont'd.)

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Q4: Does WESTPAK provide design services?

A4: No, WESTPAK does not design packaging

- [Contact Us](#) for a short list of packaging designers and suppliers whose work we admire.





## FAQ (cont'd.)

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Q5: What is the typical Lead Time to begin testing at WESTPAK?

A5: 3 to 5 business days is typical





## FAQ (cont'd.)

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Q6: What does a typical test report look like?

A6: Depends on the test and results

- Pass
  - Amazon-provided template, includes list of each test input with results and images
- Fail
  - WESTPAK test report listing each test input, where failure occurred, and suggested improvements



# FAQ (cont'd.)

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Q7: Can I see a test demonstration?

A7: Absolutely! [Contact WESTPAK](#) for a tour of our clean, accredited, ISTA Certified Laboratories.





# REFERENCES

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- [WESTPAK's Amazon Certification Testing website](#)
- Amazon webpages
  - [Amazon Packaging Blog](#)
  - [Amazon Seller Resources](#)
  - [Packaging and Prep Requirements](#)
- Amazon documentation
  - [Amazon Packaging Certification Guidelines](#)
  - [Common Failure Modes](#)



# ACRONYMS

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- APASS – Amazon Packaging Support and Supplier Network
- ASIN – Amazon Standard Identification Number
- FBA – Fulfillment by Amazon
- FFP – Frustration-Free Packaging
- OB – Overbox
- PFP – Prep-Free Packaging
- SIOC – Ships in Own Container



# TIER 1 – FFP EXAMPLE





# TIER 2 – SIOC EXAMPLE

## Samsung 49" Series 5 TV Standard vs SIOC Unboxing Experience and Waste Metrics

### Standard



**23**  
Packaging  
Components

**36,696**  
Package  
Volume  
(in3)

**28,056**  
Air Shipped  
(in3)



### Tier 2: SIOC



**14**  
Packaging  
Components

**11,254**  
Package  
Volume  
(in3)

**3,614**  
Air Shipped  
(in3)

Image: Amazon



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QUESTIONS?



# MORE QUESTIONS LATER? NEED A QUOTE?

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[www.westpak.com/contactus.aspx](http://www.westpak.com/contactus.aspx)

or

Call Us:

408-224-1300 San Jose lab

858-623-8100 San Diego lab



# TEST SERVICES AVAILABLE

Area	Test Type
Packaging	Conditioning
	Distribution
	Impact / Drop / Horizontal
	Incline Impact
	HALT / HASS
	ISTA 6-Amazon
	Supply Chain
	Package Validation

Area	Test Type
Material	Scuff & Abrasion
	Cushion Curve Analysis
	Cobb Test
	Pin Adhesion
	Edge Crush
	Tensile / Pull
	Coefficient of Friction
	Tensile Adhesion

[www.westpak.com](http://www.westpak.com)



# TEST SERVICES AVAILABLE (cont'd.)

Area	Test Type
Reliability	Altitude
	Salt Fog
	Temperature, Humidity
	Mechanical Shock, Vibration
	HALT / HASS
	UV Accelerated
	Thermal Shock
	Custom Testing

Area	Test Type
Life Science	Conditioning
	Distribution
	Peel
	Burst
	Gross Leak / Bubble
	Dye Penetration
	Accelerated Aging
	Real Time Aging

[www.westpak.com](http://www.westpak.com)





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for Every Industry



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Service Delivered



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Owned and Operated