Amazon Package Certification Update

Presented by Andrew Thomas
Lab Manager
WESTPAK

December 2018
What we will cover

• Overview
  o Introduction: Amazon’s Frustration-Free Packaging Program
  o Latest Updates from Amazon Affecting Vendors and Suppliers

• Certification Benefits and Overview
  o Overview: ISTA 6-Amazon TestProtocols
  o Amazon Certification Process
  o APASS Network
  o ISTA Certified Test Laboratory – What to Look For
  o Frequently Asked Questions

• Q&A Session
Safe Harbor Statement

- 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

- **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.)

- 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
  - Minimal Damage/Defect Rates
  - 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

Image Credit: Amazon
Amazon Packaging Certification Tiers

Amazon Frustration-Free Packaging Program

Certification Tiers

 Tier 1:
- Curbside Recyclable Packaging Materials
- Easy to Open
- Minimal Packaging
- Ships without an Amazon Overbox

 Tier 2:
- Protective Vendor Packaging
- Minimal Damage/Defect Rates
- No Prep Required by Amazon

 Tier 3:
- Overbox Required
- Prep Free

Image Credit: 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.

<table>
<thead>
<tr>
<th>BENEFITS:</th>
<th>Amazon Packaging Certification Tiers</th>
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<tbody>
<tr>
<td></td>
<td>Tier 1 (FFP)</td>
</tr>
<tr>
<td>Reduction/Removal of Amazon Prep Chargebacks</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to Reduce Packaging costs</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to Reduce Inbound Transportation costs</td>
<td>✓</td>
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</table>
ISTA 6-Amazon Test Standards

- 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-Amzazon Ships in Own Container (SIOC)

- 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

<table>
<thead>
<tr>
<th>Sequence Number</th>
<th>Test Category</th>
<th>Test Type</th>
<th>Test Level</th>
<th>For ISTA Certification</th>
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<tr>
<td>1</td>
<td>Atmospheric Preconditioning</td>
<td>Temperature and Humidity</td>
<td>Ambient</td>
<td>Required</td>
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<td>TEST BLOCK 1</td>
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<td>2</td>
<td>Atmospheric Conditioning</td>
<td>Controlled Temperature and Humidity</td>
<td>Temperature and Humidity chosen from chart</td>
<td>Optional</td>
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<tr>
<td>3</td>
<td>Shock</td>
<td>Drop</td>
<td>9 Drops</td>
<td>Required</td>
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<td></td>
<td>TEST BLOCK 2</td>
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<td></td>
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</tr>
<tr>
<td>4</td>
<td>Vibration</td>
<td>Random</td>
<td>Overall $G_{rms}$ level of 0.53</td>
<td>Required</td>
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<td></td>
<td>TEST BLOCK 3</td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>Shock</td>
<td>Drop</td>
<td>8 Drops</td>
<td>Required</td>
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<td>TEST BLOCK 4</td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>Integrity</td>
<td>Leak Test</td>
<td>8 hours</td>
<td>Required for Liquids ONLY</td>
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<td>TEST BLOCK 5</td>
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</table>
Acceptance Criteria for ISTA Tests

- 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 several examples of packaging re-designs to reduce packaging components, volume of shipper, and decrease in air shipped.

Image Credit: Amazon
Packaging Certification Overview

Amazon Vendor Packaging Certification Process

Image Credit: Amazon
APASS

- 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

• Select the best lab for your needs

ISTA Certified Labs search page

• APASS vs ISTA Certified Labs
Certification Process

Vendor Portfolio
Untested / Overbox Items

Vendor-Performed
Initial ISTA 6 Amazon-SIOC
Test Method via ISTA
Certified Lab or APASS Lab

PASS
ENROLL
Certification enrollment in Vendor Central via Contact Us
PASS

FAIL
Testing/Design
Help Needed?

APASS

Set as:
Enforce Overbox (EOB)

PASS
ENROLL
Certification enrollment in Vendor Central via Contact Us

FAIL

Certified 'Ready-to-Ship'

Image Credit: Amazon
Certification Process (cont’d.)

Set as: Enforce Overbox (EOB)

FAIL

-tier 1: FFP
-tier 2: SIOC

Vendor Portfolio Certified Items

Machine Learning Damage Monitor
(Protecting Customer Experience)

PASS

Image Credit: Amazon

Certified ‘Ready-to-Ship’
Why Test at WESTPAK?

- 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

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

• 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

- 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
- Must meet a set of specific requirements
- Primary ASIN goes through certification test
  - Secondary ASIN(s) will be covered under Primary certification
WESTPAK’s First Webinar on ISTA 6-Amazon Package Testing

• Topics Covered
  – How to Pass Testing the 1st time
  – Failure Avoidance Strategies
  – Common Failure Modes

• Webinars page (Past Webinars section)
Frequently Asked Questions

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 (con’t.)

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 (con’t.)

Q3: What happens if my package fails certification testing?

A3: Identify Root Cause
    Redesign
    Retest
FAQ (con’t.)

Q4: Does Westpak provide design services?

A4: Westpak does not design packaging

  – Contact us for a short list of packaging designers and suppliers whose work we admire.
FAQ (con’t.)

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

A5: 3 – 5 business days is typical
FAQ (con’t.)

Q6: What does a typical report look like?

A6: Depends on test 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 (con’t.)

Q7: Can I see a test demonstration?

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

- WESTPAK’s Amazon Package Testing webpage
- Amazon Webpages
  - Amazon’s Packaging Blog
  - Amazon Seller Resources
  - Packaging and Prep Requirements
- Amazon Documentation
  - Amazon Packaging Certification Guidelines
  - Common Failure Modes
Acronyms

- 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

Philips Norelco One Blade
Standard vs Frustration Free
Unboxing Experience and Waste Metrics

Standard

- 13 Packaging components
- 709 Package volume (in3)
- 686 Air Weight (oz)

Frustration-Free

- 9 Packaging components
- 144 Package volume (in3)
- 121 Air Weight (oz)

Image Credit: Amazon
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 Credit: Amazon
Questions?
More Questions Later? Need a Quote?

Past Webinars

Contact Us

Call Us:
408-224-1300  San Jose lab
858-623-8100  San Diego lab
# Test Services Available

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<thead>
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<td>Packaging</td>
<td>Conditioning</td>
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<tr>
<td></td>
<td>Distribution</td>
</tr>
<tr>
<td></td>
<td>Impact / Drop / Horizontal</td>
</tr>
<tr>
<td></td>
<td>Incline Impact</td>
</tr>
<tr>
<td></td>
<td>HALT / HASS</td>
</tr>
<tr>
<td></td>
<td>ISTA 6-Amazon</td>
</tr>
<tr>
<td>Supply Chain</td>
<td>Package Validation</td>
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<tr>
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<td>Cushion Curve Analysis</td>
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<td>Cobb Test</td>
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<td>Pin Adhesion</td>
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<tr>
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<td>Edge Crush</td>
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<tr>
<td></td>
<td>Tensile / Pull</td>
</tr>
<tr>
<td></td>
<td>Coefficient of Friction</td>
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<td>Tensile Adhesion</td>
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[www.westpak.com](http://www.westpak.com)
## Test Services Available (cont’d.)

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<td>Temperature, Humidity</td>
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<td>Mechanical Shock, Vibration</td>
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<td>HALT / HASS</td>
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<tr>
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<td>UV Accelerated</td>
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<tr>
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<td>Thermal Shock</td>
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<td>Custom Testing</td>
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<td>Gross Leak / Bubble</td>
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<tr>
<td></td>
<td>Dye Penetration</td>
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<td></td>
<td>Accelerated Aging</td>
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<td>Real Time Aging</td>
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[www.westpak.com](http://www.westpak.com)
WESTPAK

Two Locations

San Jose Laboratory
83 Great Oaks Boulevard
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408-224-1300

San Diego Laboratory
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www.westpak.com

Contact Us