



## Ships in Product Packaging (SIPP): Form-Factor Certification Rules

### Introduction

These rules define the criteria that physically similar ASINs must meet for Amazon to accept a single packaging test report for certification in the Ships in Product Packaging (SIPP) Program and Prep Free Packaging (PFP) enrollment instead of requiring transit testing to be conducted for each individual ASIN. These rules serve as an optional enrollment process for Selling Partners.

### Definition of Form-Factor Certification

Based on the rules described below, if an ASIN or a group of ASINs is similar to a Primary ASIN that is already certified or has been tested and ready to enroll, then they will be eligible for Form-Factor Certification for enrolling Secondary ASINs. Subject to approval, they would receive the same certification as the accompanying Primary ASIN.

### Certification Scope

The Form-Factor Certification process will be limited to ISTA 6-Amazon.com SIOC Type A, SIOC Self-test (non-fragile, non-liquid ASINs < 50 lbs.) certifications, and ISTA 6-Amazon.com Over-Boxing (PFP).

### Rules or Criteria Required for Approval

Amazon will consider physically similar products or ASIN Variations for Form-Factor Certification only if they meet the following criteria:

**Size/Weight Hierarchy: The Primary ASIN MUST Be Largest & Heaviest** item in the group. Secondary ASINs cannot exceed the Primary ASIN in any dimension or weight. If the Secondary ASIN is larger than the Primary ASIN, it does not qualify for Form-Factor Certification under this grouping. Please swap the Primary/Secondary designation or submit them separately.

1. **Size Variation:** The Secondary ASIN can be up to 25% smaller on one single dimension or up to 25% smaller in terms of total volume as compared to the Primary ASIN. Amazon will not accept ASINs that are more than 108" in length or 165" in girth for Form-Factor Certification.
2. **Weight Variation:** The weight of the Secondary ASIN may be up to 25% less than the weight of the Primary ASIN. Items that are 8oz or less will not be held to the 25% criteria. ASINs that are 50lbs or more in weight will not be eligible for certification through the Form-Factor Certification method and will require a separate ISTA 6-Amazon.com packaging test to be completed as a weight of 50lbs is the threshold where the SIOC test type required changes from Type A to Type B.

3. **Material Composition:** The Secondary ASIN must be identical to the Primary ASIN in terms of material composition to be eligible for this program. This is critical to ensure that the Primary ASIN and Secondary ASIN will exhibit identical performance in ISTA 6-Amazon.com transit testing.
4. **Packaging Type and Specifications:** The Secondary ASIN must have identical packaging type, design, and specifications as the Primary ASIN. For example, if the Primary ASIN is packaged in double-walled, C-flute, board-grade corrugate, then the Secondary ASIN must also be packaged using the same type and grade of corrugate.
5. **Product-to-Packaging Ratio:** The Product-to-Packaging Ratio, defined as the ratio of the volume of the product to the volume of the packaging, must be similar for the Primary and Secondary ASINs.
6. **Fragile Products:** Amazon will not accept products that contain fragile material for Form-Factor Certification. Fragile materials include ceramics, glass, porcelain, clay, delicate electronics, or easily breakable parts. Fragile products will require separate ISTA 6-Amazon.com SIOC or Over-boxing tests. Some examples of non-fragile items are bedding sets, towels, clothing, paper towels, toilet paper, feminine care products, and dryer sheets. Light bulbs that differ only for wattage (same bulb style and shape) or electronics containing fragile components but only differ for color or plug type (US, EU, etc.) are accepted as Secondary ASINs as these are variations for color, scent, flavor, or wattage/plug style.
7. **Liquid Content:** Amazon will not accept products that contain liquids for Form-Factor Certification (variation for color, scent, or flavor is allowed). Such products are highly susceptible to damage and leakage during the transit process and will require separate ISTA 6-Amazon.com SIOC or Over-boxing tests.
8. **Motorized Parts:** Amazon will not accept products that contain motorized parts (i.e. parts with a moving power component) and different number of components included or design variation. Examples of such products include table fans, kitchen blenders, and toys with motorized wheels. ASINs that are the same but have a different wattage or plug style are allowed as Secondary ASINs, as these are variations for color, scent, flavor, or wattage/plug style. A box fan that is 1 component and only difference is size, color, or wattage/plug style would be acceptable so long as the larger/heavier ASIN is tested.
9. **Pack Quantity:** The Primary and Secondary ASINs must have the same pack quantity to be considered for Form-Factor Certification. For example, if a Primary ASIN contains four units of an item, then the Secondary ASIN being submitted for Form-Factor Certification will be considered only if it also contains exactly four items. The only exception to this rule may be granted in the case of soft products such as diapers, textiles, toilet paper, and paper towels, but ASINs must still meet size and weight variation.

**Form-Factor Certification for Shoe Size Variations**

To certify shoe size variations, please package and seal the largest shoe in a box and send this to an ISTA certified lab to undergo ISTA 6-Amazon.com transit testing and receive a lab report. This largest shoe size becomes the Primary ASIN. If this Primary ASIN passes, then you may request certification, subject to Amazon approval, to use the same box to ship shoe sizes that are up to 25% smaller than the Primary ASIN and of the same type and design. The smaller shoe sizes are enrolled as Secondary ASINs.

For example, a Selling Partner sells running shoes that are available in sizes 2 to 13.5. The Selling Partner observes that sizes 9.5 through 13 are up to 25% smaller than size 13.5, sizes 5.5 through 8.5 are up to 25% smaller than size 9, and sizes 2 through 4 are up to 25% smaller than size 5. The Selling Partner selects the box size and shoes for sizes 13.5, 9, and 5 for ISTA testing at a certified laboratory and receives three

lab reports. The Selling Partner can now certify sizes 9.5 through 13 against size 13.5, sizes 5.5 through 8.5 against size 9, and sizes 2 through 4 against size 5, and submits an enrollment and certification request to Amazon. Amazon approves the request, and Selling Partner can now use the box for size 13.5 to package and seal shoes from size 9.5 through 13, and so on.

## **Performance Evaluation and Learning**

To deliver a positive customer experience, Amazon will continue to evaluate the performance of certified ASINs. The certification approval status of an ASIN as well as the certification rules in this document are subject to change at any time based on these learnings. To protect customer experience, Amazon reserves the right to modify the rules prescribed in this document or to cease all Form-Factor Certifications at any time and without prior notice.

## **Appendix**

FAQs, Successful Form-Factor Approvals, and Ineligible Form-Factor ASIN examples

### **Frequently Asked Questions**

#### **1. Why has Amazon published these Form-Factor Certification Rules?**

We understand that our Selling Partners ship many products that are physically similar to each other and may demonstrate predictably similar test results when subjected to ISTA 6-Amazon.com transit testing. We want to simplify and streamline the process for our Selling Partners to enroll in our Ships in Product Packaging (SIPP) Program by eliminating redundant transit testing where possible, and we believe that Form-Factor Certification is helpful to our Selling Partners in doing so.

#### **2. Why has the certification scope been limited to SIOC (Type-A or self-test) and PFP?**

ASINs that fall outside the SIOC Type A (e.g., oversized ASINs), SIOC self-test, PFP Over-boxing test, or other rules outlined in this document are more susceptible to damage during transit due to their physical characteristics. To protect the customer experience for such ASINs, Amazon is unable to provide SIPP Program certification without receiving a SIOC or Over-boxing transit test report that confirms that the ASIN has passed all the requirements for transit testing.

#### **3. Will you consider my ASINs for approval if they do not meet the criteria specified in this document, but if I believe that there is a compelling case for Form-Factor Certification?**

To protect the customer experience, Amazon will not consider Form-Factor ASIN variations that do not meet the criteria specified in this document. Please do not submit certification applications for such ASIN variations.

#### **4. Is there a separate enrollment process for Form-Factor Certifications?**

Selling Partners should follow the standard enrollment process for each Primary ASIN being enrolled and submit the relevant test report in the approved format. Please ensure that you include details on why the ASINs meet Amazon's criteria and that you include only one Primary ASIN and associated Secondary ASINs in one enrollment request.

More information can be found at <https://www.amazon-packaging.com/vendor-get-certified>

#### **5. Where can I learn more about testing requirements?**

Please refer to our packaging website for more information on test types and packaging requirements. You can find this information at <https://www.amazon-packaging.com/vendor-get-certified>

## **Examples of Successful Form-Factor Approvals**

### **1. Bed Linen**

A Selling Partner selected a variety of bed linen sizes for Form-Factor Certification approvals; those sizes included King, Queen, and Twin sizes. The King size bed linen was sent to an ISTA approved lab to undergo ISTA 6-Amazon.com SIOC Type A transit testing because it was the heaviest item of the form-factors – which indicates the King size bed linen as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA 6-Amazon.com SIOC testing, the Selling Partner received a lab report that indicated that the item had passed. Amazon then approved the form-factors due to the following: the products are similar in their physical design, the packaging composition was the same, the heaviest item of the form-factors was tested and passed, and the form-factor ASINs were all within 25% of the Primary ASIN's (King size) weight and dimensions.

### **2. Stuffed Animals**

A Selling Partner selected a variety of stuffed animals for Form-Factor Certification approvals; those included Large sizes, Small sizes, and different Animal themes (a unicorn, a bear, and a monkey). The largest-sized bear was sent to an ISTA approved lab to undergo ISTA 6-Amazon.com SIOC Type A transit testing because it was the heaviest item of the form-factors (the type of animal did not matter, the Selling Partner just selected a bear) – which indicates the Large Stuffed Animal Bear as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA 6-Amazon.com SIOC testing, the Selling Partner received a lab report that indicated that the item had passed. Amazon then approved the form-factors due to the following: the products are similar in its physical design, the packaging composition was the same, the heaviest item of the form-factors was tested and passed, and the form-factor ASINs were all within 25% of the Primary ASIN's (Large Stuffed Animal Bear) weight and dimensions.

### **3. Plastic Containers**

A Selling Partner selected a variety of non-brittle plastic containers for Form-Factor Certification approvals; those included 64-piece, 48-piece, 24-piece, and a 7-piece Plastic Container Set. After comparing the weights of all the Plastic Container Sets, the 64-piece Plastic Container Set was excluded from the form-factor list because it was 26% heavier than the smallest Plastic Container Set (form-factors can only be within 25% of the heaviest ASIN's weight and dimensions). Therefore, the 48-piece Plastic Container Set was sent to an ISTA approved lab to undergo ISTA 6-Amazon.com SIOC Type A transit testing because it was the heaviest item of the form-factors – which indicates the 48-piece Plastic Container Set as the Primary ASIN and all the other form-factors as Secondary ASINs excluding the 64-piece Plastic Container Set. After successfully passing the ISTA 6-Amazon.com SIOC test, the Selling Partner received a lab report that indicated the item had passed. Amazon then approved the form-factors due to the following: the products are similar in their physical design, the packaging composition was the same, the heaviest item of the form-factors was tested and passed, and the form-factor ASINs were all within 25% of the Primary ASIN's (48-piece Plastic Container Set) weight and dimensions. The 64-piece Plastic Container Set was tested individually on its own as a Primary ASIN. Please note: the same could have been done vice-versa, the 64-piece could have been the Primary ASIN while the smallest 7-piece ASIN could have been excluded and tested separately as a Primary ASIN. Although the ASINs in this case exhibit Pack Quantity variations, Amazon was able to certify these because the products were non-brittle in nature.

**Examples of Ineligible ASINs for Form-Factor Approval****1. Liquid Detergent**

A Selling Partner selected a variety of Liquid Detergent sizes for Form-Factor Certification approvals; those sizes included 255 Fl oz, 150 Fl oz, and 100 Fl oz. The 255 Fl oz Liquid Detergent was sent to an ISTA approved lab to undergo the ISTA 6-Amazon.com SIOC Type A transit testing because it was the heaviest item of the form-factors – which indicates the 255 Fl oz Liquid Detergent as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA 6-Amazon.com SIOC test, the Selling Partner received a lab report that indicated that the item had passed. However, Amazon did not approve the form-factors because the product line contained liquids. Products that contain liquid are not approved for form-factor eligibility (unless only variation is color, scent, or flavor) and would need to be tested on their own as Primary ASINs since products containing liquid are highly susceptible to damage.

**2. Kitchen Blender**

A Selling Partner selected a variety of Kitchen Blenders for Form-Factor Certification approvals; those included a 7-function Kitchen Blender, a 5-function Kitchen Blender, and a 3-function Kitchen Blender. The 7-function Kitchen Blender was sent to an ISTA approved lab to undergo the ISTA 6-Amazon.com SIOC Type A transit testing because it was the heaviest item of the form-factors – which indicates the 7-function Kitchen Blender as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA 6-Amazon.com SIOC test, the vendor received a lab report that indicated that the item had passed. However, Amazon did not approve the form-factors because the product line contained motorized parts where the ASIN designs are different. Products that contain motorized parts are not approved for form-factor eligibility and would need to be tested on their own as Primary ASINs since products with motorized parts are highly susceptible to damage.

**3. Glass Picture Frames**

A Selling Partner selected a variety of Glass Picture Frame sizes for Form-Factor Certification approvals; those included are 20x24", 16x20", 11x14", 8x10", and 5x7" Glass Picture Frames. The 20x24" Glass Picture Frame was sent to an ISTA approved test lab to undergo the ISTA 6-Amazon.com SIOC Type A transit testing because it was the heaviest item of the form-factors – which indicates the 20x24" Glass Picture Frame as the Primary ASIN and all the other form-factors as Secondary ASINs. After successfully passing the ISTA 6-Amazon.com SIOC test, the vendor received a lab report that indicated that the item had passed. However, Amazon did not approve of the form-factors because the product line contained glass. Products that contain fragile components are not approved for form-factor eligibility and would need to be tested on their own as Primary ASINs since products that are fragile are highly susceptible to damage. If Plexi-glass (i.e., non-brittle plastic), and other frame components are non-fragile these would be eligible for Form-Factor Certification.