

# Frustration-Free Packaging: Amazon Vendor Enrollment and Contact SOP

## Purpose and Scope

This document serves as the Standard Operating Procedure for Vendors to enroll and certify their ASINs, request their ASIN portfolio packaging certification status, and contact Amazon with other general questions about Amazon’s Frustration-Free Packaging Certification Program.

## Key Changes

In order to streamline the enrollment process for Vendors, a new enrollment process has been created. The previous Amazon Packaging Certification enrollment portal and dashboard in Vendor Central has been deprecated. Vendors will now need to use the “Contact Us” functionality under “Support” in Vendor Central to enroll and certify their ASINs.

## Vendor ASIN Enrollment and Contact Procedure

1. Vendors must log in to Vendor Central at <https://vendorcentral.amazon.com/> and select “Support” at the top of the webpage.
2. Scroll to the bottom of the page and click on the “Contact Us” button.

Still need help?



3. Select your business group e.g. “Beauty”, “Consumer Electronics”, etc. Any business group can be selected.

[← Back to Support](#)

Contact Amazon support



4. Vendors will now see a list of support topics under “What can we help you with?” Scroll down and select “Amazon Packaging Certification”.
5. Vendors will now have the ability to select one of three options: Enroll and Certify ASINs, Portfolio Certification Status Update, and Other Packaging Certification Questions. We will describe each of these cases below.



## Case A: Enroll and Certify ASINs

Selecting this case enables Vendors to submit their ASIN(s) and a completed ISTA6 packaging test report from a third-party testing lab for enrollment and certification by Amazon. Vendors must enroll only ONE Primary ASIN per contact form submission. Refer to **Appendix 1** for more instructions on filling the Amazon Vendor Enrollment Template. 1. Select “Enroll and Certify ASINs” and click on “Send an email”.

**Amazon Packaging Certification** [Change issue](#)

Enroll and Certify ASINs

[Send an email](#)

2. Enter Vendor’s details as described in the callouts below. Subject format must be followed as described in the callout: PrimaryASIN VendorName, for e.g. XYZ1234567 ABC Inc.

**Amazon Packaging Certification** [Change issue](#)

Enroll and Certify ASINs

**Subject (required)**  Enter email subject describing your communication. Format PrimaryASIN Vendor Name, for e.g. XYZ1234567 ABC Inc.

**Vendor Company Name (required)** [What's this?](#)  Enter Vendor company name

**Vendor Point of Contact (required)** [What's this?](#)  Provide a person as point of contact with Amazon

**Vendor contact email (required)**  Enter email for communication with Amazon

3. Enter enrollment and certification request.

**Primary ASIN to Enroll. One Primary ASIN per Form Submission (required)** [What's this?](#)  Enter the Primary ASIN to be certified. Primary ASIN is the ASIN that was physically tested and detailed on the completed ISTA 6 test report.

**Vendor code(s) to certify against Primary ASIN (required)** [What's this?](#)  Enter Vendor Codes separated by commas, don't leave space. Vendor Codes must be the specific vendor codes with which the ASIN(s) to be certified are associated.

**Certification Tier Requested for Primary ASIN (required)** [What's this?](#)  Enter requested tier e.g. “Tier 1 – FFP”, “Tier 2 – SIOC”, or “tier 3 – PFP”

Please refer to Amazon’s packaging sustainability website for more information on the three certification tiers at <https://www.aboutamazon.com/sustainability/packaging/design>

4. Please upload the required files: the completed ISTA6 third-party lab packaging test report for the Primary ASIN being enrolled and the completed Amazon Vendor Enrollment Template for the Primary ASIN. Please note that each Primary ASIN being enrolled needs its own Enrollment Template and submission. Secondary ASINs being submitted for bulk certification against the Primary ASIN may be included in the same Enrollment Template and submission. You can find more information on approved test report formats and download the Enrollment Template on Amazon’s packaging sustainability website. **Instructions to fill Amazon Vendor Enrollment Template in Appendix 1.**

Amazon ISTA6 Packaging Test Report Templates:

<https://www.aboutamazon.com/sustainability/packaging/testing>

Amazon Vendor Enrollment Template:

<https://www.aboutamazon.com/sustainability/packaging/certification>

The screenshot shows a web form with the following elements:

- Question: "Is the completed ISTA6 Packaging Test Report attached? (required) What's this? ▾"  
Answer:  Yes
- Question: "Is the completed Amazon Vendor Enrollment Template attached? (required) What's this? ▾"  
Answer:  Yes
- Text input field: "Describe your issue (required)"
- Attachments section: "Attachments" with a "Browse" button and the text "No file is selected."

Three red callout boxes provide instructions:

- Callout 1: "Confirm that you have uploaded the approved and completed Amazon ISTA6 Packaging Test Report from a third-party lab" (points to the first question).
- Callout 2: "Confirm that you have completed and uploaded the Amazon Vendor Enrollment Template" (points to the second question).
- Callout 3: "Please include a brief description of your request" (points to the "Describe your issue" field).

5. Click on “Submit” to send your communication to Amazon.

### **Case B: Portfolio Certification Status Update**

Selecting this case enables Vendors to submit a request to Amazon to provide a packaging portfolio certification status update.

1. Select “Portfolio Certification Status Update” and click on “Send an email”.

The screenshot shows a web form with the following elements:

- Section header: "Amazon Packaging Certification" with a "Change issue" link.
- Dropdown menu: "Portfolio Certification Status Update" with a downward arrow.
- Button: "Send an email" (in blue text).

2. Enter Vendor details and Vendor Codes for requesting ASIN portfolio certification status.

**Subject (required)**

**Vendor Company Name (required)** [What's this?](#)

**Applicable Vendor Codes (required)** [What's this?](#)

**Describe your issue (required)**

**Attachments**  
 No file is selected.

**Callouts:**

- Enter subject describing your status request. Format: VendorName Cert Status, for e.g. ABC Inc Cert Status
- Enter Vendor company name
- Enter desired codes separated by comma, don't leave space. Vendor Codes are defined as the specific vendor codes associated with a vendor's ASIN portfolio
- Briefly describe your portfolio status request
- Do NOT upload any attachment

3. Click on "Submit" to send your communication to Amazon.

### Case C: Other Packaging Certification Questions

Vendors are encouraged to review the wealth of information provided on Amazon's packaging sustainability website (<https://www.aboutamazon.com/sustainability/packaging/>) to answer questions they may have on testing requirements, enrollment process, and certification tiers. If Vendors have questions that are not answered after referring to Amazon's website, please submit those questions here.

1. Select "Other Packaging Certification Questions" and click on "Send an email".

**Amazon Packaging Certification** [Change issue](#)

Other Packaging Certification Questions

[Send an email](#)

2. Enter Vendor details as well as the relevant Vendor Code(s) and ASIN(s). Enter a brief description of your question. Do NOT submit any attachments on this form.

**Subject (required)**

Enter subject describing your question or issue. Format:  
VendorName Issue e.g. ABC Inc Help on xyz

**Vendor Company Name (required)** [What's this?](#) ▾

Enter Vendor company name

**Vendor Code(s) (required)** [What's this?](#) ▾

Enter one or more vendor codes separated by commas, with no spaces.

Vendor Code(s) separated by comma, do not leave space

**ASIN(s) (optional)** [What's this?](#) ▾

ASIN pertaining to your question

**Describe your issue (required)**

Describe your question briefly here

**Attachments**

No file is selected.

Do NOT submit any attachments

3. Click on “Submit” to send your communication to Amazon.

## **Appendix 1: Amazon Vendor Enrollment Template Instructions**

Vendors must complete and upload the Amazon Vendor Enrollment Template as part of the process to enroll and certify ASINs as described in the section sub-titled “Case A: Enroll and Certify ASINs” in this document.

Each Primary ASIN being enrolled needs its own Enrollment Template to be completed. Secondary ASINs being submitted for bulk certification against the Primary ASIN may be included in the same Enrollment Template.

Vendors may download the Amazon Vendor Enrollment Template on Amazon’s packaging sustainability website here:

<https://www.aboutamazon.com/sustainability/packaging/certification>

**File Naming Requirement:** Please download and rename the Enrollment Template using the following format: VendorName\_PrimaryASIN\_EnrollmentDate. For example, if the Vendor’s name is ABC Inc, the Primary ASIN being enrolled is XYZ1234567, and the enrollment date is September 22, 2018, then the appropriate file name would be as follows: ABCInc\_XYZ1234567\_09222018. The enrollment date is the date the Vendor submits the completed Amazon Vendor Enrollment Template to Amazon via Vendor Central.

### **Please complete all columns as described in this section:**

1. **ASIN Type:** This column will specify the type of ASIN being entered in each row. Each Enrollment Template can be used to enroll only one Primary ASIN. Secondary ASINs to be bulk certified against this Primary ASIN may be entered in the same Enrollment Template and must be identified as such in this column.
2. **Marketplace:** Select the appropriate Marketplace from the menu.
3. **ASIN to certify:** Please enter the appropriate ASIN(s) in this column. As described earlier, this column in each Enrollment Template must contain only one Primary ASIN and any related Secondary ASINs being submitted for bulk certification against the Primary ASIN. To submit a new Primary ASIN, Vendor must complete and submit a new Enrollment Template.
4. **Item Name:** Please enter the item name in this column.
5. **Vendor Code:** Please enter the Vendor Code to be certified against the ASIN listed in the “ASIN to certify” column. Each Vendor Code must be entered on a new row. If several Vendor Codes are being requested for enrollment against the Primary ASIN or any Secondary ASIN(s), each Vendor Code must be entered on a new row in the Enrollment Template.
6. **Secondary ASIN Type (if applicable):** For each row, if the corresponding entry in the ASIN Type column is Primary ASIN, then select “N/A - Primary ASIN”. If the ASIN Type column entry is Secondary ASIN, then select the required variation type. Secondary ASINs being enrolled will be bulk certified against the Primary ASIN.

7. Certification Type: Please enter the type of certification desired: Tier 1 - FFP, Tier 2 - SIOC or Tier 3 - PFP. Refer to Amazon's packaging sustainability website for the requirements and more information: <https://www.aboutamazon.com/sustainability/packaging/design>
8. Enrollment Date: Please enter the Enrollment Date or the date of contact form submission on Vendor Central in the mm/dd/yyyy format.
9. Lab Name: Please enter the name of the ISTA certified third-party lab that provided the test report for the Primary ASIN being enrolled. For a list of ISTA certified third-party labs and approved ISTA6 report templates please refer to the APASS network on Amazon's packaging sustainability website: <https://www.aboutamazon.com/sustainability/packaging/design>
10. Lab Report File Name: Please enter the file name of the test report that has been submitted on Vendor Central as part of this submission. Use the format PrimaryASIN\_VendorCode. For example, if the Primary ASIN being enrolled is XYZ1234567 and the Vendor Code is ABC12, then an appropriate file name would be XYZ1234567\_ABC12.pdf
11. Additional Comments: Please provide any relevant details as needed.
12. Vendor Name: Please enter the Vendor's company name in this column.
13. Vendor Point of Contact: Provide the name of the Vendor point of contact who is responsible for communication with Amazon.
14. Vendor Contact Email: Provide the email address of the Vendor point of contact.

## **FAQs**

### **1. What is a Primary ASIN?**

A Primary ASIN refers to a product with unique dimensions and packaging design that requires its own ISTA6 packaging test report. Each Primary ASIN being enrolled with Amazon needs its own Enrollment Template to be completed and its own enrollment contact form to be submitted on Vendor Central.

### **2. What is a Secondary ASIN?**

A Secondary ASIN refers to a product that is identical to the Primary ASIN in terms of dimensions, form, and packaging design. A Secondary ASIN may only differ from the Primary ASIN in terms of non-dimensional qualities like color, formulation, scent or flavor or it may be sold in identical packaging in a different Marketplace. A Secondary ASIN is a true ASIN variation of the Primary ASIN and does not require its own ISTA6 packaging test report but may be submitted for certification against the Primary ASIN. Please include all Secondary ASINs being submitted for enrollment in the corresponding Primary ASIN's enrollment template.

### **3. I have multiple Primary ASINs to be enrolled with Amazon. Can I include and submit all of them in the same submission?**

No, each Primary ASIN requires its own Enrollment Template to be submitted on Vendor Central. One submission for each Primary ASIN.

### **4. Do I need to ship physical samples of my packaging products to Amazon?**

No, please do not send any physical samples to Amazon. You must submit an ISTA6 certified third-party lab testing report for each Primary ASIN being enrolled through Vendor Central. Please refer to the Amazon Packaging Sustainability website for more information and approved ISTA6 lab test report formats.

### **5. How can I get help if I have a problem?**

Please refer to Amazon's packaging sustainability website located at <https://www.aboutamazon.com/sustainability/packaging/> for a wealth of information on design, testing, and certification. If your question is still unresolved, please submit it using the Vendor Central "Contact Us" functionality using the instructions provided in this document.