

## Berlin Packaging is working with Amazon to be better for the environment, and better for your bottom line.

As a certified member of **Amazon Packaging Support and Supplier (APASS)** network, we can ensure your packaging meets the new sustainability packaging guidelines.



## What is APASS?

Amazon's mission is to optimize the overall customer experience by collaborating with manufacturers worldwide to invent sustainable packaging that delights customers, eliminates waste, and ensures products arrive intact and undamaged.

APASS is a network of packaging experts that have been certified by Amazon to help you successfully navigate their new packaging regulations. **Berlin Packaging is an APASS certified network member.**

## How does this affect my business?

Amazon is serious about their sustainable packaging initiative to help customers and the environment. So much so, that if you don't comply with their regulations, **you could incur fees and up-charges of \$1.99 per item.**

### Amazon is trying to:

- Reduce waste and part handling
- Lower cost
- Make packages easy to open
- Get to 100% curb-side recyclable
- Delight customers

### I don't sell through Amazon. Does this affect me?

Yes! Even if you do not sell via Amazon, there may be 3rd party vendors who do. So, if your product is available through Amazon and the product arrives damaged, your brand image will be negatively impacted.

# What are Amazon's Requirements?

**Ships in Product Packaging (SIPP)**  
Applicable to box sizes larger than  
18" X 14" X 8", or > 20lbs

## Tier 1

### Frustration-Free Packaging (FFP)

- Curbside recyclable packaging materials
- Easy to open
- Minimal packaging

## Tier 2

### Ships In Own Container (SIOC)

- Ships without an Amazon overbox
- ISTA 6-Amaon SIOC test compliant

**\$1.99 charge per unit after August 1, 2019.** Products that are not Tier 1 or Tier 2 certified will be subject to an additional charge on/after August 1, 2019.

**Prep-Free Packaging**  
Applicable to box sizes smaller than  
18" X 14" X 8", or < 20lbs

## Tier 3

### Prep-Free Packaging (PFP)

- No preparation required by Amazon
- Minimal damage/defect rates
- Ships in an Amazon overbox
- ISTA 6-Amaon overbox test compliant

**Chargebacks for labor & materials for any prep.** Even if you don't sell via Amazon, 3rd party vendors do. If your product arrives damaged, it could negatively impact your brand

## We understand Amazon packaging guidelines and can help you.

**Berlin Packaging is now APASS certified.** Our trained consultants can help you make sure your packages comply. We will work with your existing supply chain to help make the transition seamless and your business more profitable.



Design within  
Amazon's guidelines



Ensure your product is ready  
for e-commerce business



Improve brand experience and  
Amazon customer ratings



Find sustainable  
packaging solutions



Reduce  
costs



Eliminate repack  
and overpack



Reduce consumer  
frustration



Lower returns due to  
damaged/leaking product

## E-commerce changes the game

Packaging for e-commerce means not packaging for:

- Consumer attention
- Theft prevention
- Brand-building

**Berlin can help you succeed on Amazon and other e-commerce outlets. APASS certification is just one of the income-boosting services that we offer to help our customers Package More Profit®.**



Berlin Packaging is the world's largest Hybrid Packaging Supplier® of glass, plastic, and metal containers and closures. The company supplies billions of items annually along with package design, financing, consulting, warehousing, and logistics services for customers across all industries. Berlin Packaging brings together the best of manufacturing, distribution, and income-adding service providers. Its mission is to increase the net income of its customers through packaging products and services.