

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 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 costs
- Make packages easy to open
- Get to 100% curbside-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.

*Amazon's Packaging Guidelines are established by Amazon and are subject to change at any time.

What are Amazon's Requirements?

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-Amazon 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.

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-Amazon 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's 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 read 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 only Hybrid Packaging Supplier[®] of plastic, glass, and metal containers and closures. The site GreaterFaster.com shows how the company exists to help people and companies excel. With 40,000+ available SKUs, 200+ packaging consultants and 100+ sales and warehouse locations across North America, Europe and South Africa, the company has the right products, expertise, and geographic proximity to help customers increase their net income through packaging products and services. Berlin Packaging supplies billions of containers and closures annually as well as warehousing and logistics services for customers of all sizes in all industries. Berlin Packaging also offers an array of services and specialty-product divisions to be the true one-stop shop for rigid packaging. The company can be reached at 1.800.2.BERLIN and BerlinPackaging.com.