

How to Design Packaging for Amazon's SIPP Program



The Amazon Ships in Product Packaging (SIPP) program is an initiative aimed at reducing waste and improving the customer experience by shipping products in their original manufacturer packaging, without additional Amazon boxes.

What Does Amazon SIPP Mean for Your Business?

Embracing the Amazon SIPP program can provide a strategic advantage and help your business align with the growing trend towards sustainability in the marketplace. Conversely, not participating in the SIPP program can have significant implications for your business's costs, competitive positioning, customer satisfaction, and overall sustainability efforts.



Four Steps for Designing SIPP-Compliant Packaging

1 Know Your Product

Understand your products' unique characteristics, including dimensions, weight, and vulnerability to damage. This knowledge will guide you in designing packaging that provides optimal protection.

2 Select the Right Materials

Choose packaging materials that balance durability and eco-friendliness. Recyclable and sustainable options meet SIPP requirements while resonating with today's socially aware consumers.

3 Reinforce Weak Points

Identify potential weak points and strengthen them. Reinforce seams, corners, and edges to ensure your package maintains its integrity as it moves along the supply chain.

4 Incorporate Tamper-Evident Features

Integrate seals, labels, and other visual indicators into your packaging design to prevent tampering.

Requirements for SIPP Packaging

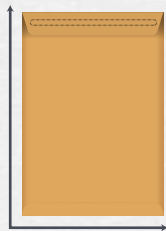


Amazon's SIPP requirements are divided into two categories:

Flexible SIPP Packaging
& **Rigid SIPP Packaging**

Flexible SIPP Packaging

Flexible SIPP Packaging includes those packaged with plastic, paper bags, or other flexible exterior materials or with sealed, 2-plus millimeter-thick rigid or padded mailers. Specific requirements include:

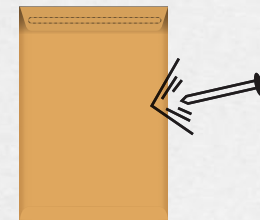
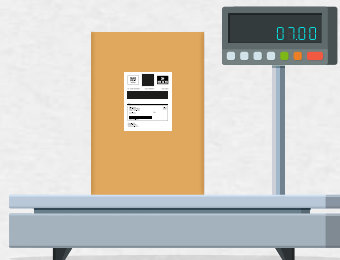


Packaging Size

Along with specific length, width, and height dimensions, packaging must also be “right-size,” (less than 2 inches of slack) to avoid excess interior movement.

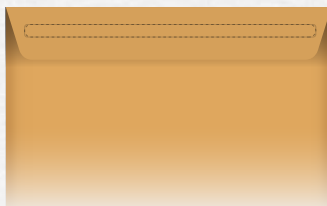
Weight

Must be 7 pounds or less.



Material Structure

Must be flexible but not spherical or cylindrical and must meet minimum tear strength requirements.



Seal/Closure

Must be tamper-proof with safeguards built in to provide visible evidence of tampering. All locking tabs and other open edges must be sealed with adhesive or tape.



Labeling

Must clearly designate contents, and “potentially sensitive” items must be concealed with discreet markings. Adhesive labels must hold stick under normal conditions, and scannable labels must fulfill product labeling guidelines.

FLEXIBLE SIPP PACKAGING

Recommendations

Packaging should be opaque — or obscure its contents in some other way — to facilitate positive customer experiences.

Packaging exclusions that render certain items ineligible for SIPP, including:

- ✗ Bags with ties
- ✗ Bags with handles
- ✗ Bags with protrusion hangers
- ✗ Packaging with plastic openings

Other excluded items include:

- ✗ Magnets and other dangerous goods
- ✗ Items with sliding zippers lacking anti-tamper seals
- ✗ Handles, hangers, knots, strings, cutouts, and other protrusions
- ✗ Granular products with small diameters (less than an inch)
- ✗ Liquid items in pouches
- ✗ Foods intended for human consumption



Rigid SIPP Packaging

Rigid SIPP Packaging include items shipped in boxes or other rigid, six-sided packaging. Packaging requirements for rigid packaging are similar to those for Flexible Packaging. Key requirements include:



Packaging Size

As with Flexible Packaging, there are dimensional limits and a right-size packaging mandate.

Weight

There are no weight limits.



Material Structure

Must be rigid, box-shaped, and capable of stacking with access holes or hand holes.



Seal/Closure

The same anti-tampering restrictions are in place for both types of SIPP Packaging.



Labeling

The same labeling requirements are in place for Rigid Packaging and Flexible Packaging.

RIGID SIPP PACKAGING



Recommendations

As with Flexible SIPP Packaging, exterior packaging should be obscured or opaque to provide better customer experiences.

Packaging exclusions for Rigid SIPP Packaging include the following ineligible items:

- ✗ Bags with ties
- ✗ Hang tag protrusions
- ✗ Cut-outs
- ✗ Windows
- ✗ Shrink-wrapping

Other excluded items include:

- ✗ Dangerous goods
- ✗ Items with non-hand-hole windows or cutouts
- ✗ Perforations not relevant to the packaging construction



Best Practices for Designing Effective SIPP

Branding

While SIPP is inherently minimalistic, it still presents valuable branding opportunities. Utilize available space for your logo, brand colors, and essential product information to convey your messaging and create satisfying unboxing experiences.



Graphics and Typography

Ensure your product information is easily visible and brand-forward by using legible typography and clear, high-quality graphics.

Sustainability Messaging

If your packaging is eco-friendly, incorporate symbols or text into your design to showcase your commitment to sustainability.



Bay Cities: Your Partner in SIPP Design

Certified experts in Amazon SIPP standards, Bay Cities will help you develop packaging that meets these requirements.

With in-house ISTA testing services, Bay Cities is equipped to provide packages with Amazon's necessary ASIN # (Amazon-registered barcode), enabling them to bypass Amazon fulfillment centers, therefore avoiding an Amazon Fulfillment Center fee.

SIPP success requires a thorough understanding of Amazon's packaging requirements and a strategic approach to packaging design. Bay Cities can help your business with both.

To get started contact us today, visit bay-cities.com



bay cities®
PACKAGING & DESIGN

