

Pallet and carton labeling requirements for North America

Starting **July 1, 2024**, vendors shipping to North American warehouses must follow these new requirements for labeling pallets and cartons.

Labeling requirements for palletized shipments

All single-SKU and mixed-SKU pallets **must** have a label containing:



- Unique license plate (LP) barcode, which can be either the serial shipping container code (SSCC) or Amazon container code (AMZNCC)
- Ship-from and ship-to addresses
- Purchase order text and barcode
- For single-SKU pallets, provide a product identifier text, such as the UPC, GTIN-12, EAN, ISBN, GTIN-14, ASIN, or SKU. For mixed-SKU pallets, provide a "Mixed SKU" placard, instead.
- For single-SKU pallets, provide the expiration date, if applicable. All units within a single-SKU pallet must have only one expiration date.

If available, also provide the following information on each pallet label:



- Bill of lading (BOL)
- Progressive rotating order/progressive number (PRO)
- Pallet number and total number of pallets (for example, "pallet 1 of 13")
- Total count of cartons on the pallet
- Amazon reference number (ARN) (for collect vendors only)

Vendors transmitting the advance shipment notifications (ASN) via EDI or API **must** provide pallet LP information at the tare level.

The following templates demonstrate how to label single and mixed-SKU pallets. Note that the format of your labels doesn't need to exactly match the below examples. We will accept any label format as long as all mandatory information is included.

SHIP FROM: Happy Publisher 12 Bestseller Ln Pubsville, US 54321	SHIP TO: AMAZON.COM 123 Main Street Anytown, US 12345
<i>Optional</i> — CARRIER: Name BOL #: 654321 PRO #: 123456789 ARN: 98765431	PO(s):  A1234567
<i>Optional</i> — Pallet 1 of 5	Cartons on Pallet: 15 <i>Optional</i>
SINGLE ASIN - B001234567 Expiration Date: Jan 1 2024 <i>If applicable</i>	
Pallet SSCC  (00) 012345678101112131	

Single-SKU Pallet Label

SHIP FROM: Happy Publisher 12 Bestseller Ln Pubsville, US 54321	SHIP TO: AMAZON.COM 123 Main Street Anytown, US 12345
<i>Optional</i> — CARRIER: Name BOL #: 654321 PRO #: 123456789 ARN: 98765431	PO(s):  A1234567
<i>Optional</i> — Pallet 1 of 5	Cartons on Pallet: 15 <i>Optional</i>
MIXED SKU	
Pallet SSCC  (00) 012345678101112131	

Mixed-SKU Pallet Label

Labeling requirements for single-SKU cartons within palletized shipments

For all single-SKU (identical) cartons *within* single- and mixed-SKU pallets, the carton label **must** have a 1) logistic barcode, 2) an item description and 3) quantity, and follow these requirements:

- The logistic barcode must be any **one** of the following:
 - Serialized shipping container code (SSCC)
 - Amazon container code (AMZNCC)
 - 2D-barcode packaging slip (BPS)
 - Global Trade Item Number–14 (GTIN-14)

The carton license plate is preferred but not mandatory. If the carton contains only one unit of the ordered SKU, GTIN-12 (UPC) or GTIN-13 (ISE EAN) is an acceptable barcode. Refer to the vendor manual for correct barcode symbology.

- Vendors using GTIN-14 as a logistic barcode must register each identifier by completing and emailing the [Gold List template](#) to gtinlibrary-na@amazon.com at least four weeks before the arrival of the first physical shipment with that barcode to Amazon. **You can use cartons with pre-printed GTIN-14 barcode, item description, and quantity.**
- Purchase order, ship-from, ship-to, and carrier details (such as PRO, BOL, and ARN) are **optional** on the carton labels within palletized freight

Here is the template for labeling single-SKU cartons within palletized shipments:

<i>Optional</i>	SHIP FROM: Happy Publisher 12 Bestseller Ln Pubsville, US 54321	SHIP TO: AMAZON.COM 123 Main Street Anytown, US 12345	<i>Optional</i>
<i>Optional</i>	CARRIER: Name BOL #: 654321 PRO #: 123456789 ARN: 98765431	PO(s):  A1234567	<i>Optional</i>
Item Description: ABC Product			
Quantity: 12 units			
Carton Logistic Barcode  (00) 012345678101112131			

Single-SKU Carton Label within Palletized Shipment

Labeling requirements for single-SKU cartons in non-palletized (floor-loaded) shipments

All single-SKU cartons shipped in non-palletized (floor-loaded) form **must** have a label containing the following information:

- Any one of the following logistic barcodes: serialized shipping container code (SSCC), Amazon container code (AMZNCC), or 2D-barcode packaging slip (BPS)
 - GTIN-14 logistic barcodes can be included but are no longer sufficient.
- Ship-from and ship-to addresses
- Purchase order text and barcode
- Product identifier text (such as the UPC, GTIN-12, EAN, ISBN, GTIN-14, ASIN, or SKU)
- Item description
- Quantity
- Expiration date, if applicable

If available, also provide the following information on each carton label:

- Bill of lading (BOL)
- Progressive rotating order/progressive number (PRO)
- Amazon reference number (ARN) (for collect vendors only)

Here is the template for labeling single-SKU cartons in non-palletized shipments:

SHIP FROM: Happy Publisher 12 Bestseller Ln Pubsville, US 54321	SHIP TO: AMAZON.COM 123 Main Street Anytown, US 12345
<i>Optional</i> — CARRIER: Name BOL #: 654321 PRO #: 123456789 ARN: 98765431	PO(s):  A1234567
SINGLE ASIN - B001234567 Expiration Date: Jan 1 2024 — <i>If applicable</i>	
Item Description: ABC Product Quantity: 12 units	
Carton Logistic Barcode  (00) 012345678101112131	

*Single-SKU Carton Label in
Non-Palletized Shipment*

Requirements for other shipment formats

- Labels on all multi-SKU cartons, regardless of whether they arrive in palletized or non-palletized form, **must** include the following information:
 - Any one of the following logistic barcodes: serialized shipping container code (SSCC), Amazon container code (AMZNCC), or 2D-barcode packaging slip (BPS)
 - Ship-from and ship-to addresses
 - Purchase order text and barcode
- Labels on all cartons in Direct Import shipments **must** have 1) a license plate barcode (SSCC or AMZNCC), 2) ship-from, 3) ship-to, and 4) purchase order text and barcode.
- Small Parcel shipments **must** have a carrier tracking number on individual cartons.

Additional information

For a more detailed outline and examples of our updated requirements, refer to the following help pages:

- [EDI/API advance shipment notification for single-SKU and mixed-SKU pallets](#)
- [Create an advance shipment notification via online spreadsheet](#)

For end-to-end supply-chain information, refer to the [Vendor manual](#).