

From the perspective of a professional Amazon logistics carrier, this guide provides a complete breakdown of the FBA shipping workflow. From the most basic labeling standards to the latest policy updates for 2025 – 2026, as well as Seller Central operational steps and inventory receiving tracking, this article will walk you through the entire process.

Amazon FBA Shipping: A Complete Professional Guide

As a professional Amazon logistics provider, we understand that for sellers, shipping to FBA is far more than simply sending goods overseas. It is a systematic process involving multiple operational steps and strict compliance standards. Any mistake may result in receiving delays, slower inventory check-in, or even additional penalty fees.

This guide provides a complete end-to-end walkthrough — from labeling and packaging to shipment creation and inventory receiving.

Part 1: The Lifeline of FBA – Labeling Standards and Printing

Labels are the only identifiers Amazon uses to recognize and manage your inventory. If the label is incorrect, the shipment may effectively become unusable.

1. Core Label: FNSKU (Amazon Barcode)

Every individual product must carry an FNSKU label.

How to obtain it:

When creating an FBA shipment in Seller Central, go to “Manage All Inventory”, select the relevant SKU, and click “Print Item Labels” to download the label file in PDF format.

Important Policy Update:

Starting March 31, 2026, Amazon will implement major barcode policy changes.

Although brand owners may still use manufacturer barcodes (GCID) without additional labeling, resellers must apply Amazon barcodes (FNSKU) even if the product packaging already contains a manufacturer barcode.

This means FNSKU labeling will become mandatory for more sellers.

2. Printing Requirements and Materials

Printer Requirements:

Amazon officially recommends thermal printers (such as Zebra models) or laser printers.

Inkjet printers are strictly prohibited because ink may smear due to moisture or friction, causing

scanning failures.

Resolution and Durability:

Print resolution must be no less than 300 DPI.

All labels must remain readable and scannable for at least 24 months, therefore waterproof synthetic labels or high-quality adhesive labels are strongly recommended.

Label Size:

Label dimensions must fall between: **25.4 mm × 50.8 mm (1" × 2") and 50.8 mm × 76.2 mm (2" × 3")**

3. Label Placement Requirements

Cover Original Barcodes:

FNSKU labels must completely cover any existing UPC/EAN manufacturer barcodes on the packaging.

Flat Placement:

Labels must be placed on a flat surface of the product packaging. Avoid curved surfaces, edges, corners, or seams.

Leave at least 6 mm (0.25 inch) between the label edge and the packaging edge.

Country of Origin Marking:

Every product and outer carton must clearly display “[Made in China](#)”. This is a mandatory requirement for customs clearance in most destination markets.

Part 2: Carton Packaging and Shipping Labels

The outer carton protects the goods during transit, while its labels serve as navigation markers for Amazon’ s receiving system.

1. Carton Requirements

Strength :

Use five-layer heavy-duty corrugated cartons to ensure durability during long-distance transportation and warehouse stacking.

Weight and Size Limits :

Maximum weight per carton: 22.68 kg (50 lbs)

If exceeded, “Team Lift” labels must be placed on both the top and side panels.

Maximum dimension per side: 63.5 cm (25 inches)

Exceptions apply only if the carton contains a single oversized unit.

Protective Packaging :

For bagged products, it is recommended to place bubble wrap or foam padding on top to prevent damage when the carton is opened with a cutter.

If a poly bag has an opening circumference greater than 5 inches, it must carry a suffocation warning label.

2. Shipping Label

The carton shipping label contains :

Receiving Fulfillment Center address

Ship-from address

FBA Shipment ID barcode

Label Application:

Laser or inkjet printing is recommended.

If thermal labels are used, cover them with clear tape to prevent damage from friction or moisture during transit.

Multiple Placements :

Apply at least two labels on adjacent sides of the carton to prevent scanning failures.

Remove Old Labels :

If the carton contains any old labels or markings, cover them with opaque tape to prevent confusion in Amazon's automated scanning system.

Part 3: Seller Central Operations – Creating FBA Shipments

After completing labeling and packaging, the next step is creating the shipment in Seller Central.

1. Create Shipment – “Send to Amazon”

This is the standard workflow.

Step 1: Select Inventory

Choose the SKUs to ship and configure packaging details such as units per carton.

For single-SKU shipments with fixed packaging, creating a packing template is recommended for future replenishments.

Step 2: Mixed-SKU Cartons

If cartons contain multiple SKUs, box content information must be provided either via web form or Excel upload.

2. Shipment Confirmation – Key Configuration Options

Inbound Placement Service Fee (Important Update)

Starting March 1, 2024, Amazon introduced the Inbound Placement Service Fee for the US

marketplace.

You will see the following options when creating shipments:

Amazon Optimized Shipment Split

Inventory is distributed to four or more fulfillment centers.

No inbound placement fee is charged.

However, carton quantities and configurations must remain consistent.

Minimal Shipment Split

Inventory is sent to a single fulfillment center.

Amazon redistributes the stock across its network.

This option is simpler but requires paying the inbound placement fee.

Shipping Mode

Choose either:

Small Parcel Delivery (SPD)

Less-than-Truckload (LTL)

Enter the shipping date and carrier name. If using a non-partnered carrier, select “Other” .

3. Label Printing and Shipment Tracking

Once the shipment is confirmed, carton labels can be downloaded.

After dispatch, always upload the tracking numbers in Seller Central so Amazon can monitor shipment progress and schedule receiving appointments.

Part 4: Logistics Perspective – Transportation and Receiving

作为专业的承运商，我们如何协助卖家走完最后一步？

1. First-Leg Transportation Options

Air Freight :

Suitable for high-value goods and urgent replenishment.

Rates are generally more competitive for shipments above 21 kg.

Transit time is typically around 7 days.

Ocean Freight :

Costs roughly half or less compared to air freight.

Ideal for large-volume or planned replenishment shipments.

Transit time is typically around 30 days or longer.

FCL (Full Container Load)

LCL (Less-than-Container Load)

Large cargo volumes use FCL, smaller shipments use LCL consolidation.

Express / Dedicated Logistics Lines :

UPS, DHL, FedEx and similar services offer fast delivery but higher costs.

2. Customs Clearance Documentation

- Professional logistics providers assist sellers in preparing the necessary customs documents:

Commercial Invoice : **including accurate HS Codes. HS code regulations will be updated in many**

regions by 2025. The United States requires full HTS codes after low-value exemption changes.

GCC countries are implementing 12-digit HS codes.

- Packing List
- Bill of Lading

3. Receiving and Inventory Tracking

Delivery Appointment :

Carriers must schedule delivery appointments through Amazon’ s Carrier Central system.

Shipment Status Tracking :

Sellers can monitor receiving progress in “Shipment Processing Status” in Seller Central.

If inventory is not checked in long after the estimated delivery date, sellers should open a case and

provide POD (Proof of Delivery) for investigation.

Final Recommendations

As professional Amazon logistics providers, we recommend sellers follow these key principles:

1. Labels Are Critical

Both FNSKU and carton labels must comply with Amazon standards regarding size, materials, and placement.

2. Packaging Is Protection

Five-layer corrugated cartons and adequate internal protection ensure goods arrive safely at fulfillment centers.

3. Policy Awareness Is Essential

Stay updated with Amazon logistics policies, including the 2024 Inbound Placement Fee and the 2026 barcode labeling rules.

4. Reliable Logistics Partnerships

Work with experienced logistics partners offering transparent pricing and stable service, and consider diversifying shipping channels to avoid stockouts caused by logistics disruptions.

By managing each step of the FBA shipping process effectively, sellers can significantly improve receiving efficiency, reduce operational costs, and ensure smoother cross-border e-commerce operations.