

FACTOR

Product Can't Be Identified

A **Non-Compliant Barcode** chargeback means that you either did not include a barcode on the products you shipped, or the barcode provided **could not be scanned** by Amazon's fulfillment center systems.

OVERVIEW

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WHAT TRIGGERS THIS CHARGEBACK

Triggered when Amazon's FC receives products where the **barcode is missing, unscannable, or the product identification number is not updated in the catalog**. The factor assessed is that the product cannot be identified.

Every product must have a scannable barcode (UPC, EAN, GTIN, or FNSKU) that matches a valid product identifier in your Amazon catalog. If the barcode cannot be read or doesn't match, the chargeback applies.

PENALTY

3%

of cost of the product (COGS)

COMPLIANCE REQUIRED

100%

all units must be scannable

✓

EXCEPTIONS

No chargeback if the barcode was damaged during transit by the carrier — confirmed with carrier documentation and photos taken before shipment.

There is **no compliance threshold** for automatic waiver — every unit with an unscannable or missing barcode is subject to the 3% COGS chargeback.

◆

HOW TO AVOID THIS CHARGEBACK

✓

Ensure the **product identification number from the barcode is updated in your catalog** before shipment.

✓

Use a **scannable, undamaged barcode** (UPC, EAN, GTIN, or FNSKU) on the exterior of every unit.

✓

Test scan barcodes before shipment to confirm they are **readable by standard scanning equipment**.

✓

Ensure labels are **not obscured, wrinkled, or placed under packaging material** that prevents scanning.

REQUIRED DOCUMENTS & RATE CARD

📄

REQUIRED DOCUMENTATION

Include the following when disputing:

1

Image(s) of the Label and ASIN Barcode

Clear photos of the product label showing the barcode and ASIN, confirming the barcode is present, undamaged, and correctly placed on the product exterior.

Rate: 3% of the cost of the product (COGS). Applied per unit where the barcode is missing or cannot be scanned by Amazon's systems.

CHARGEBACK TYPE	FACTOR	RATE	BASIS
Non-Compliant Barcode	Product can't be identified	3% of COGS	Per non-compliant unit

DISPUTE EVIDENCE EXAMPLES

✓ Approved submission

APPROVED

Vendor Central — Receiving Portal

Amazon Fulfillment Center

receiving-compliance@amazon.com

Receiving Report — Barcode Compliance Verified

To: vendor-logistics@yourcompany.com

Barcode Compliance Check

ASIN: B08XYZ12345

Barcode Type: UPC-A — scannable

Product ID in Catalog: Verified — matches ASIN

Label Placement: Exterior, unobstructed

Scan Result: PASS — all units identified

Status: COMPLIANT — no chargeback

✓ Barcode scanned successfully — product identified

✓

Label photo shows clear, scannable UPC-A barcode on product exterior — product ID verified in catalog.

✓

All units successfully scanned at FC. No chargeback applied.

✗ Denied submission

DENIED

Vendor Central — Receiving Portal

Amazon Fulfillment Center

receiving-compliance@amazon.com

Receiving Alert — Non-Compliant Barcode Detected

To: vendor-logistics@yourcompany.com

Barcode Compliance Check

ASIN: B09ABC67890

Barcode Type: Barcode not scannable

Product ID in Catalog: NOT updated — mismatch

Label Placement: Obscured / damaged

Scan Result: FAIL — product not identified

Status: NON-COMPLIANT — 3% COGS chargeback

✗ Barcode unscannable — product ID not in catalog

✗

Barcode label is damaged and unscannable — product ID not updated in catalog. FC unable to identify product.

✗

3% COGS chargeback applied. No pre-shipment barcode test photos provided to dispute.