

You may receive a chargeback if a product that requires a bag is missing the required suffocation warning — either printed on the bag or attached as a label. These chargebacks exist to protect consumer safety and ensure compliance with Amazon's mandatory packaging standards.

OVERVIEW



WHAT TRIGGERS THIS CHARGEBACK

A **suffocation warning chargeback** is triggered when a product that requires a bag with a suffocation warning arrives at Amazon's fulfillment center with the warning **missing, illegible, or non-compliant** — identified as a **lack of suffocation warning**.

This applies when the bag opening is **≥ 5 inches** (measured flat). The warning must use the exact required language, be placed prominently on the bag, printed in a legible font size appropriate for the bag width, and use contrasting colors to ensure readability. A warning that is present but too small, low-contrast, or incorrectly worded may still trigger a chargeback.



EXCEPTIONS

No chargeback if non-compliance was caused by an **Amazon processing error** or confirmed ambiguity in Amazon's packaging requirements communicated in writing.

⚠ Operational Impact of Non-Compliance

A suffocation warning is a **mandatory safety requirement** for any bag with an opening of 5 inches or more. Missing warnings put children at risk and expose vendors to compliance violations — impacting customer safety and Amazon's product safety standards.



HOW TO AVOID THIS CHARGEBACK



Use a **transparent bag** (min 1.5 mil) and ensure the **suffocation warning is printed on the bag or attached as a label** in a prominent, legible location.



Seal the bag securely. The warning must use **contrasting color and legible font size** appropriate for the bag width — easily readable at a glance.



Barcode must be scannable through the bag without opening it. Warning and barcode must both be clearly visible from the exterior.



PENALTY
PENALTY — PER UNIT
(EFFECTIVE JUL 21, 2025)

REGION / SIZE	RATE
 US — Standard	\$0.71 / unit
 US — Oversized	\$1.10 / unit
 CA — Standard	\$1.02 CAD / unit
 CA — Oversized	\$1.58 CAD / unit

US/CA Oversized: >18×14×8 in or >20 lbs



DETAILED REQUIREMENTS



Mandatory exact warning text — must use the precise language required by Amazon (see box on the right).



Prominent placement — warning must be in a visible location on the bag, not hidden or obscured by other printed matter.



Contrast requirement — use contrasting color, layout, or typography so the warning stands out clearly from the background.



Font size standard — font must be legible and meet Amazon's print size requirements based on bag width.

⚠ Required when bag opening is ≥ 5 inches (measured flat). A warning that is present but too small or low-contrast may still trigger a chargeback.

REQUIRED WARNING TEXT (EXACT LANGUAGE)

"WARNING: To avoid danger of suffocation, keep this plastic film away from babies and children. Do not use this bag in cribs, beds, carriages, or play pens. This bag is not a toy."



Printed or labeled: Warning may be printed directly on the bag or applied as a separate label on the exterior.



Barcode + warning together: Both must be visible from the outside — include a clear view of both in dispute photos.



Mention bag thickness in dispute submission (min 1.5 mil) and confirm warning placement.

RATE CARD

Chargeback type	Shipment mode	Rate	Quantity basis	Compliance required
Prep-Suffocation Warning — US Standard	All modes	\$0.71 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Suffocation Warning — US Oversized (>18×14×8 in / 20 lbs)	All modes	\$1.10 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Suffocation Warning — CA Standard	All modes	\$1.02 CAD / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Suffocation Warning — CA Oversized (>18×14×8 in / 20 lbs)	All modes	\$1.58 CAD / unit	Non-compliant units	Minimize — no fixed threshold

DISPUTING THIS CHARGEBACK



REQUIRED DOCUMENTATION

Include **all** of the following when disputing:



Images of warning:

Clear images showing the **suffocation warning and barcode** visible through the bag or applied on the outside — warning must be legible, prominent, and in a contrasting color.



PO / shipping label:

A copy of the **purchase order or shipping label** confirming PO number, ASIN, and destination fulfillment center.



Compliance details:

Mention **bag thickness (min 1.5 mil)** and **placement of warning** — confirm the warning meets Amazon's font size, contrast, and exact text requirements.

DISPUTE EVIDENCE EXAMPLES



Approved submission



Transparent bag 1.5 mil+ sealed ✓

Contrasting print Warning stands out ✓

Suffocation warning Prominent & legible ✓

Barcode visible Scannable through bag ✓

Warning present · legible · contrasting · bag sealed



Suffocation warning clearly printed on bag — prominent and legible.



Exact required warning text present with contrasting colors.



Barcode visible through transparent sealed bag.

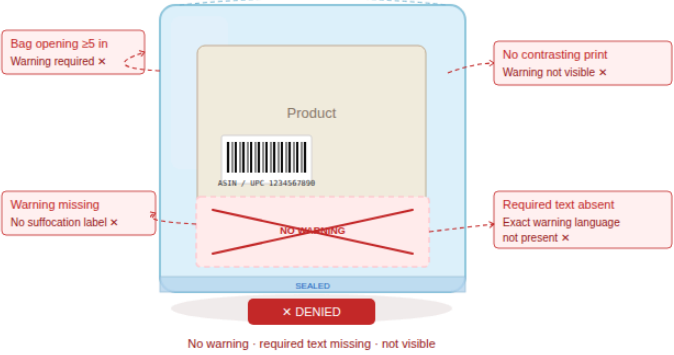


Images clearly show **compliant warning text, contrasting placement,** and visible barcode — meeting Amazon's suffocation warning requirements.

APPROVED



Denied submission



Bag opening ≥5 in Warning required ✗

No contrasting print Warning not visible ✗

Warning missing No suffocation label ✗

Required text absent Exact warning language not present ✗

No warning · required text missing · not visible



No suffocation warning on bag — required label missing.



Required exact warning text not present on packaging.



No contrasting print — warning not visible or legible.



Submission shows **no suffocation warning** and **missing required text** — chargeback denied.

DENIED

For more information, visit the **Operational Performance Dashboard** training course in Vendor Central.

[pacvue.com](#)