

You may receive a chargeback if your fragile, collectible, or loose-piece products were not properly bubble-wrapped. A product secured only with tape is considered insufficiently protected. This page covers three related chargeback types: General, Internal, and External bubble wrap.

OVERVIEW — THREE CHARGEBACK TYPES

General

Prep-Bubble Wrap

Overall bubble wrap non-compliance — product not bubble-wrapped at all, or only secured with tape. Applies to fragile, collectible, or loose-piece products.

- Product not wrapped at all
- Tape used instead of bubble wrap
- Fewer than 2 layers applied

Internal

Prep-Internal Bubble Wrap

Components inside a multi-piece product or set are not individually wrapped, allowing items to damage each other during transit.

- Items in a set not wrapped separately
- Internal parts touching each other
- Components shift and collide inside

External

Prep-External Bubble Wrap

The outer wrap of the entire unit is missing or insufficient — product exterior is exposed to external impact and damage during handling.

- Outer wrap missing or incomplete
- Exposed product surfaces
- Fails 3-foot drop test

WHAT TRIGGERS THESE CHARGEBACKS

Bubble wrap chargebacks are triggered when fragile, collectible, or loose-piece products arrive at Amazon's fulfillment center **without proper bubble wrap protection**. A product secured **only with tape is considered loose** and will trigger a chargeback. All three types share the same core violation: insufficient physical protection.

Key triggers include: fewer than 2 layers of wrap, exposed product surfaces, void space inside the package, barcode covered by wrap (not scannable without opening), or internal components not individually wrapped within a set.

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

TYPE / REGION / SIZE	RATE
BUBBLE WRAP (GENERAL)	
 EU	€0.78 / unit
INTERNAL & EXTERNAL BUBBLE WRAP	
 US — Standard	\$1.50 / unit
 US — Oversized	\$2.50 / unit
 CA — Standard	\$2.15 CAD / unit
 CA — Oversized	\$3.58 CAD / unit

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

EXCEPTIONS

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

⚠ Operational Impact of Non-Compliance
Fragile, sharp, or loose-piece products without proper bubble wrap risk **damage during transit** — resulting in customer returns, poor experience, and additional Amazon prep costs charged back to the vendor. A product secured only with tape is considered loose and will trigger a chargeback.

HOW TO AVOID THESE CHARGEBACKS

- Minimum 2 layers of bubble wrap** on every unit. Each item in a set must be wrapped individually.
- Full coverage — no exposed parts.** Wrap internal components separately to prevent them from damaging each other.
- Eliminate all void space.** Fill gaps to prevent item movement. Package must pass the **3-foot drop test**.
- Barcode must be scannable without unwrapping.** Apply an external barcode label if wrap covers the original.

DETAILED REQUIREMENTS

- Wrap each unit individually** — even within a set (e.g. wine glasses), each item must be wrapped separately.
- Wrap internal components separately** to prevent items from damaging each other inside the unit.
- Minimum 2 layers of bubble wrap** — one layer is not sufficient regardless of product type.
- Full coverage** — no part of the item should be exposed after wrapping.

⚠ Tape-only is not accepted as a substitute for bubble wrap — it will trigger a chargeback.

- Pass 3-foot drop test** — packaging must withstand drops from 3 feet on a hard surface without product damage.
- Eliminate void space** — fill gaps inside the package to prevent item movement during transit.
- Barcode scannable without unwrapping** — if wrap covers the barcode, apply a new external label on the outside.
- Cover all unrelated or old labels** — remove or cover any incorrect barcodes before shipping.

⚠ For fragile liquids: if leakage occurs even with bubble wrap, add a cap seal and consider e-commerce-ready packaging.

RATE CARD

Chargeback type	Shipment mode	Rate	Quantity basis	Compliance required
Prep-Bubble Wrap — EU	All modes	€0.78 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Internal Bubble Wrap — US Standard	All modes	\$1.50 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Internal Bubble Wrap — US Oversized	All modes	\$2.50 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Internal Bubble Wrap — CA Standard	All modes	\$2.15 CAD / unit	Non-compliant units	Minimize — no fixed threshold
Prep-Internal Bubble Wrap — CA Oversized	All modes	\$3.58 CAD / unit	Non-compliant units	Minimize — no fixed threshold
Prep-External Bubble Wrap — US Standard	All modes	\$1.50 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-External Bubble Wrap — US Oversized	All modes	\$2.50 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-External Bubble Wrap — CA Standard	All modes	\$2.15 CAD / unit	Non-compliant units	Minimize — no fixed threshold
Prep-External Bubble Wrap — CA Oversized	All modes	\$3.58 CAD / unit	Non-compliant units	Minimize — no fixed threshold

DISPUTING THIS CHARGEBACK

REQUIRED DOCUMENTATION

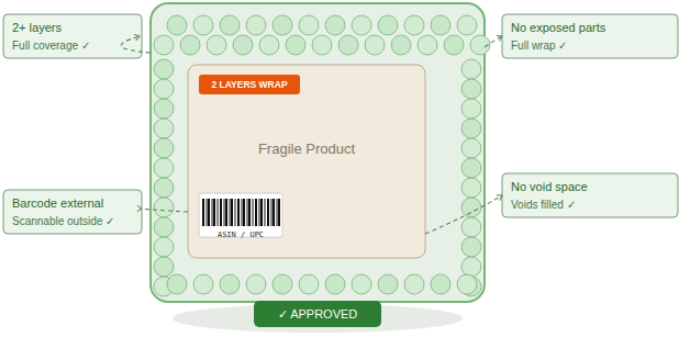
Include **all** of the following when disputing:

- Photos of prep:** Photos showing the product bubble-wrapped properly with barcode visible on the exterior — at least 2 layers, full coverage, no exposed surfaces.
- PO / shipping label:** A copy of the **purchase order** or **shipping label** confirming PO number, ASIN, and destination fulfillment center.
- Prep evidence:** Evidence that the product was **securely prepped and did not require Amazon to add bubble wrap** — internal prep checklist, prep service records, or warehouse photos.

DISPUTE EVIDENCE EXAMPLES

✓ Approved submission

APPROVED



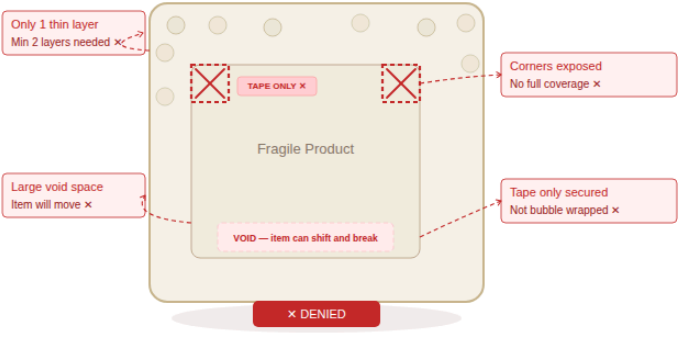
2 layers - full cover - external barcode - no voids

- ✓ 2+ layers of bubble wrap — full coverage, no exposed parts.
- ✓ Barcode label applied on exterior — scannable without unwrapping.
- ✓ No void space — item fully secured inside wrap.

✓ Photos clearly show **full bubble wrap coverage**, **external barcode**, and no voids — meeting Amazon's prep requirements.

✗ Denied submission

DENIED



1 layer - exposed corners - voids - tape only

- ✗ Only 1 thin layer — minimum 2 layers required.
- ✗ Corners exposed — no full coverage.
- ✗ Large void space — item can shift and break in transit.

✗ Submission shows **insufficient wrap layers**, **exposed areas**, and **void space** — chargeback denied.

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

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