

You may receive a chargeback if a product does not have a valid, scannable ASIN barcode, or if the barcode is linked to an incorrect or inactive ASIN. These chargebacks exist to ensure accurate inventory tracking and prevent mis-scanning at Amazon's fulfillment centers.

OVERVIEW

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WHAT TRIGGERS THIS CHARGEBACK

An **ASIN stickering chargeback** is triggered when a product arrives at Amazon's fulfillment center without a **valid, scannable ASIN barcode**, or when the barcode is linked to an **incorrect or inactive ASIN**. Common causes include barcodes with low contrast (e.g. light print on light background), multiple visible barcodes causing scanner confusion, a barcode linked to an ASIN that is inactive or belongs to a different product, or a set product using the same barcode as its individual components.

Amazon requires only **one scannable item identifier barcode per unit**, and that barcode must uniquely identify the correct, active ASIN per GS1 standards.

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EXCEPTIONS

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No chargeback if non-compliance was caused by an **Amazon catalog error** or a confirmed ASIN mismatch introduced by Amazon's system, communicated in writing.

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Operational Impact of Non-Compliance

Without a valid, scannable ASIN barcode, a product unit **cannot be properly received or associated with the correct ASIN** in Amazon's system — disrupting inventory tracking, causing fulfillment errors, and preventing the product from being available for sale.

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HOW TO AVOID THIS CHARGEBACK

✓

Ensure every sellable unit has a **scannable barcode linked to the correct, active ASIN** — verify before shipping.

✓

Only one visible barcode per unit. Cover or render unscannable all other barcodes to prevent mis-scanning.

✓

Barcode must be **readable without opening the package** — place on a flat exterior surface with high contrast (black on white).

✓

For sets: use a **unique set ASIN barcode**, different from individual component barcodes — cover all individual item barcodes.

📋

DETAILED REQUIREMENTS

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Comply with GS1 Standards — barcode must meet GS1 size, format, and print quality requirements.

●

One scannable barcode per unit — only one item identifier barcode should be visible and scannable on the exterior.

●

High contrast print — barcode must contrast clearly with background (e.g. black bars on white). Low contrast causes scan failures.

●

Avoid duplicate identifiers — each barcode must be linked to only one ASIN. If multiple ASINs share a barcode, apply an ASIN sticker to prevent mis-scanning.

●

Barcode linked to correct, active ASIN — verify ASIN status in catalog before shipment. Inactive or wrong ASINs trigger chargebacks.

●

Readable without opening — barcode must be on the exterior surface, flat, not folded or on a corner.

●

Cover unrelated barcodes — all irrelevant, old, or incorrect labels must be fully covered or rendered unscannable.

Valid item barcode types:

UPC

ISBN

EAN

GTIN

ASIN

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Set-created products must have a unique set barcode, different from the individual items ("eaches") — cover all individual barcodes.

RATE CARD

Chargeback type	Shipment mode	Rate	Quantity basis	Compliance required
Prep-ASIN Stickering — US	All modes	\$0.71 / unit	Non-compliant units	Minimize — no fixed threshold
Prep-ASIN Stickering — EU	All modes	€0.30 / unit	Non-compliant units	Minimize — no fixed threshold

DISPUTING THIS CHARGEBACK

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REQUIRED DOCUMENTATION

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

✓

Images of barcode:

Images showing **scannable barcode on product exterior** with the barcode visibly linked to the correct ASIN — high contrast, readable, single barcode visible.

✓

Catalog record:

Catalog record showing barcode-ASIN match — screenshot of Vendor Central catalog confirming the barcode is correctly mapped to the active ASIN.

✓

Compliance confirmation:

Confirm that the **barcode was valid, active, and compliant at time of shipment** — include shipment date and ASIN activation records if available.

DISPUTE EVIDENCE EXAMPLES

✓

Approved submission

APPROVED

Product
SKU-XXXXX

High contrast print
Black on white ✓

One scannable barcode
Correct active ASIN ✓

Old barcode covered
No duplicates ✓

AMAZON ASIN LABEL

Exterior placement
Readable without opening ✓

Valid ASIN · one barcode · high contrast · exterior

✓

One scannable barcode — high contrast, exterior placement.

✓

Barcode linked to correct, active ASIN — catalog match confirmed.

✓

Old barcode covered — no duplicates visible.

✓

Images clearly show **one valid barcode** on exterior linked to **correct active ASIN** with old barcode covered.

✗

Denied submission

DENIED

Product
SKU-XXXXX

Inactive ASIN barcode
Wrong/expired ASIN ✗

Low contrast print
Not scannable ✗

DUPLICATE
not covered

Duplicate barcode
Not covered — mis-scan ✗

INACTIVE ASIN

LOW CONTRAST
General scan ✗

✗ DENIED

Inactive ASIN · duplicate uncovered · low contrast

✗

Inactive ASIN barcode — wrong or expired ASIN linked.

✗

Duplicate barcode visible and not covered — causes mis-scan.

✗

Low contrast print — barcode not reliably scannable.

✗

Submission shows **inactive ASIN, uncovered duplicate, and low-contrast barcode** — chargeback denied.

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

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