

Stickerless: Eliminate Amazon barcode labelling by using product GTINs

Overview:

This guide shows sellers how to use manufacturer barcodes with Fulfillment by Amazon, or FBA, virtual tracking.

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Seller Central FBA inventory tools

Watch [FBA inventory requirements](#) and [Packaging, prep, and labelling requirements](#) before using this guide to better understand how the Stickerless program can benefit your business.

For more information, review:

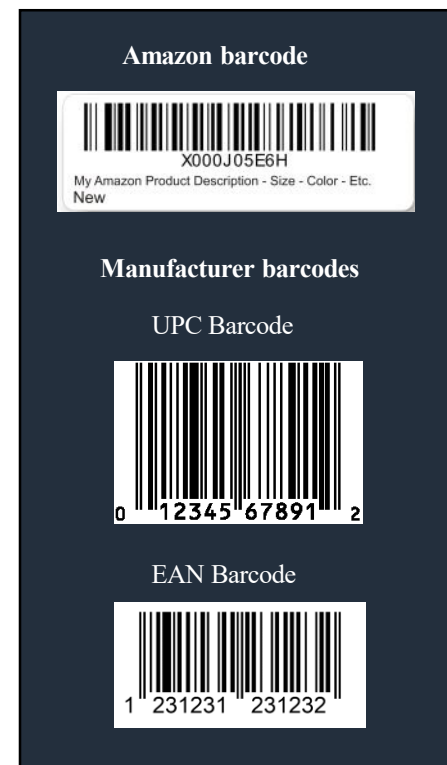
- [FBA product barcode requirements](#), and
- [Using manufacturer barcodes with FBA virtual tracking](#)

Amazon's Stickerless program and how it works

The Stickerless program at Amazon lets you inbound inventory to FBA using the manufacturer barcodes on individual product packaging.

This keeps you from printing and applying an additional barcode label for each unit of inventory.

Amazon permits the following manufacturer barcodes: Global Trade Item Numbers (GTINs), such as UPC, EAN, or ISBN. These standardized codes are assigned by the manufacturer to identify unique products.



The benefits of manufacturer barcodes

Virtual tracking allows Amazon to use manufacturer barcodes to trace the source of the products through our fulfillment process.

Let's review the benefits of using manufacturer barcodes.

#1 Cost savings.

You may save up to \$0.55/unit by skipping additional barcode labelling. (Note: this estimate is when you use FBA Label Services; if you label your inventory another way, cost savings may vary.)

#2 Faster delivery.

Amazon may be able to deliver your customer orders more quickly because of a distributed network.

#3 Simplify operations.

You can use the same inventory across marketplaces, retail channels, or other ecommerce platforms without re-labelling.

#4 Reduce inventory movement.

You can reduce shipping distances and save on the number of physical transfers of your inventory within the FBA fulfillment network.

Tip:

When numerous sellers use the same ASIN for Stickerless, Amazon can share inventory among those sellers. When this happens, Amazon keeps records of whose inventory was used to fulfill which customer orders.

Stickerless program eligibility criteria

Not all products are eligible for the Stickerless program.

If a product is ineligible for manufacturer barcodes and you send it to a fulfillment center with only the manufacturer barcode, you may be charged an [unplanned-service fee](#) to add an Amazon barcode.

If you're a brand owner or authorized reseller of a brand, you're automatically exempt from using manufacturer barcodes for ASINs associated with the registered brand. There's no formal process to request the exemption.

To be eligible to use manufacturer barcodes, a product must:

- Be in [new condition](#)
- Have a single, [scannable UPC, EAN, or ISBN barcode](#) matching a single ASIN in the Amazon catalog

These products, however, aren't eligible for manufacturer barcodes:

- [Restricted products](#) and [dangerous goods](#)
- [Expiration-dated products](#)
- Consumables and topical products
- Media products, and
- Products related to infants or children



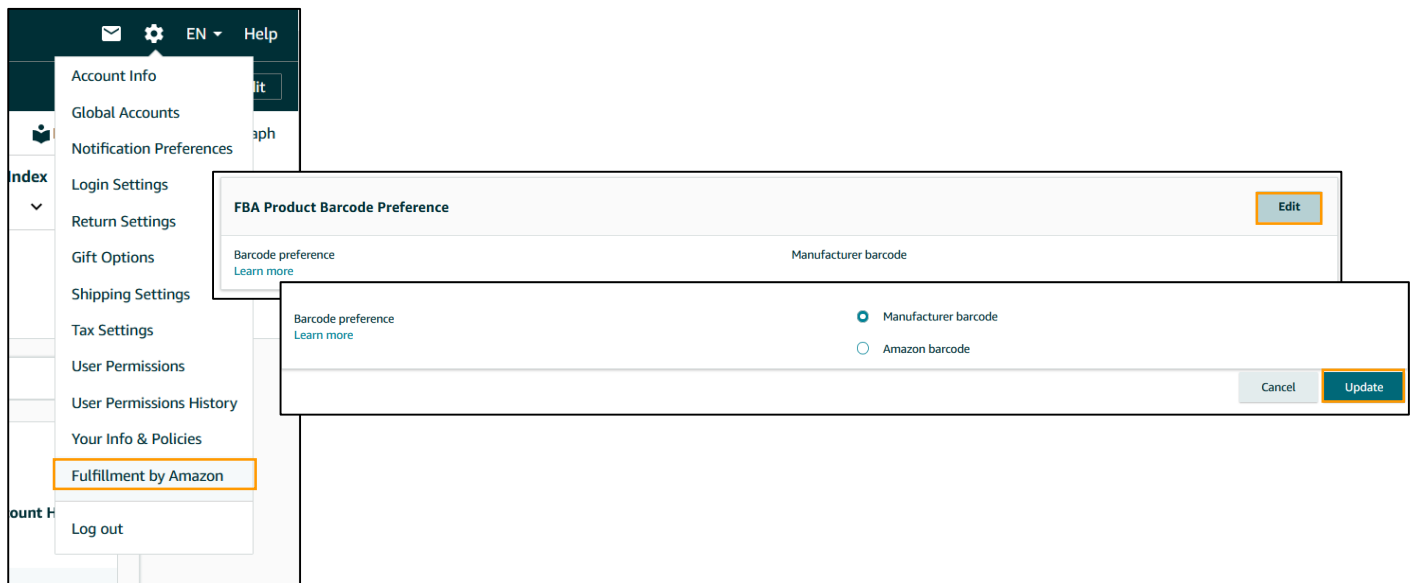
Note that brand owners or authorized resellers can use manufacturer barcodes for any of the ineligible products listed above.

Tip:

Most products enrolled in the [Transparency](#) program are eligible for manufacturer barcodes. Review the [Transparency serial number barcode requirements](#) to check which ones.

Four ways you can use manufacturer barcodes:

To change preferences for your barcode options for all future offers, click **Fulfillment by Amazon** from the **gear drop-down menu** in Seller Central. Scroll to **FBA Product Barcode Preference** and click **Edit**. Then, select **Manufacturer barcode**, and click **Update**.



Here are the four ways you can use manufacturer barcodes.

#1 Change listings in bulk.

To do this, go to the page, [Manufacturer barcode: Convert eligible offers](#).

1. Click **Generate download file**.
2. Click **Download file**.
3. Read the **Help instructions**.
4. Click the **Manufacturer Barcode** tab.
5. Enter a new SKU in the column, **SKU: Manufacturer barcode**.
6. Type **Yes** in the column, **Enable manufacturer barcode tracking**.
7. Upload the file on [this page](#) to convert your eligible offers.

Add Products
Explore Services
Seller University

Manufacturer barcode: Convert eligible offers [Learn more](#)

Step 1: Download manufacturer barcode eligibility file: FBA offers

This Excel file contains the manufacturer barcode tracking eligibility status of FBA SKUs in your inventory. You can enable any eligible SKUs.

[Generate download file](#)

Download file status (requested on 2023-09-14):

[Download file](#)

Step 2: Upload file

Once you have made your changes, upload the edited Excel file below.

[Choose file](#) No file chosen

[Upload](#)

1	How to manage FBA SKUs for manufacturer barcode tracking
2	Step 1: Review FBA SKU eligibility and enable SKUs
3	Review the FBA SKUs in the Manufacturer barcode tab to see which products are eligible and ineligible. If you've done this already, you can also see SKUs that are enabled. Note that the list doesn't include products that are self-fulfilled.
4	Step 2: Enable eligible SKUs
5	On the Manufacturer barcode tracking tab, enable any eligible SKU by entering Yes in the Enable manufacturer barcode tracking column.
6	Step 3: Create new SKU for enabled item
7	In addition, you must create a new SKU if inventory of an item that uses the Amazon barcode is on the way to, or is already in, a fulfillment center. Enter the new SKU in the SKU: Manufacturer barcode column, and a new listing of this item for manufacturer barcode tracking will be created.
8	Tip: Make sure that name of the new SKU and the SKU that uses an Amazon barcode are easy to tell apart.
9	Step 4: Save and upload
10	Once you've completed your changes, save the file in the same format (.xlsx), and upload it on the Manufacturer barcode: Convert eligible offers page. It's the same page where you downloaded this file: https://sellercentral.amazon.com/c2c/feeds

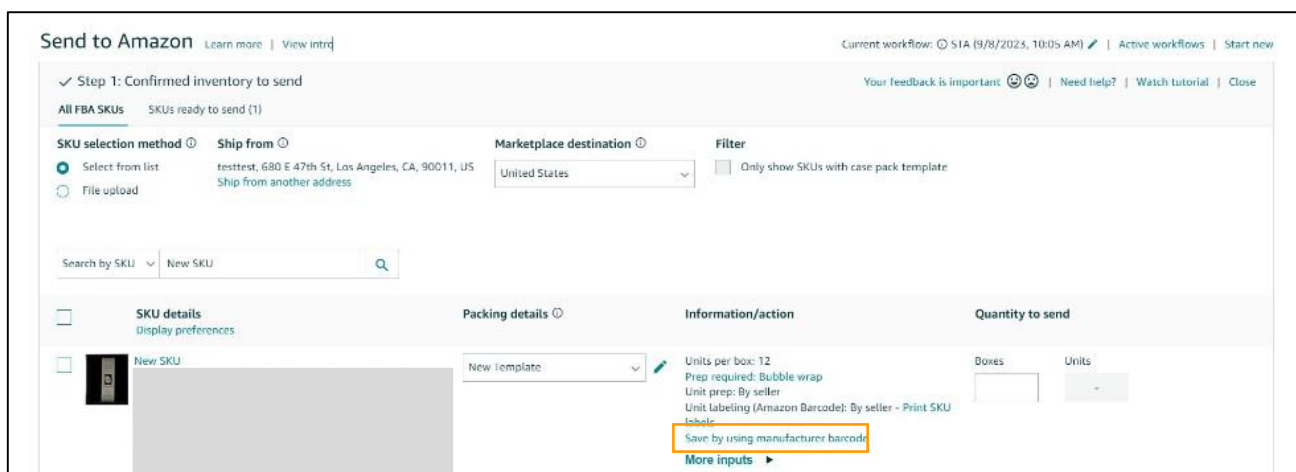
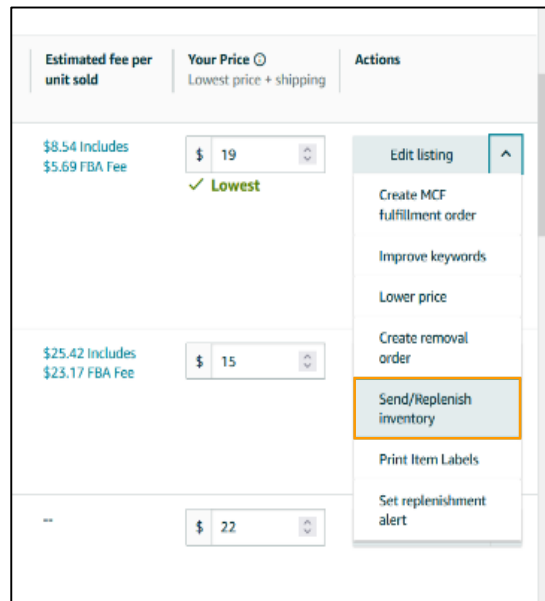
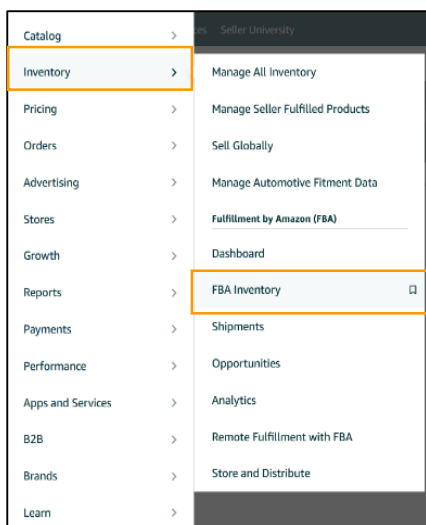
Brand	Product name	ASIN	Condition	Total quantity	SKU: Amazon barcode	SKU: Manufacturer barcode	Eligibility: Manufacturer barcode tracking	Reasons	Enable manufacturer barcode tracking
Yaetm	Yaetm Live Laugh Love Collage Hanging Picture Frame 4x6, Solid Wood 3 Photo Frames Set, Wall Mount Vertical Display, Rustic Grey	B078R3H5	New	0	014KDS-GAHO	Enter new SKU here	--	--	Yes Enter 'Yes' here
Generic	Wooden Picture Frame 14x6 Painted Black (2)	B07RZPYS6Q	New	0	2packframe	--	Ineligible	This item isn't eligible for the manufacturer barcode because it's missing a UPC, EAN, JAN, or ISBN barcode	--

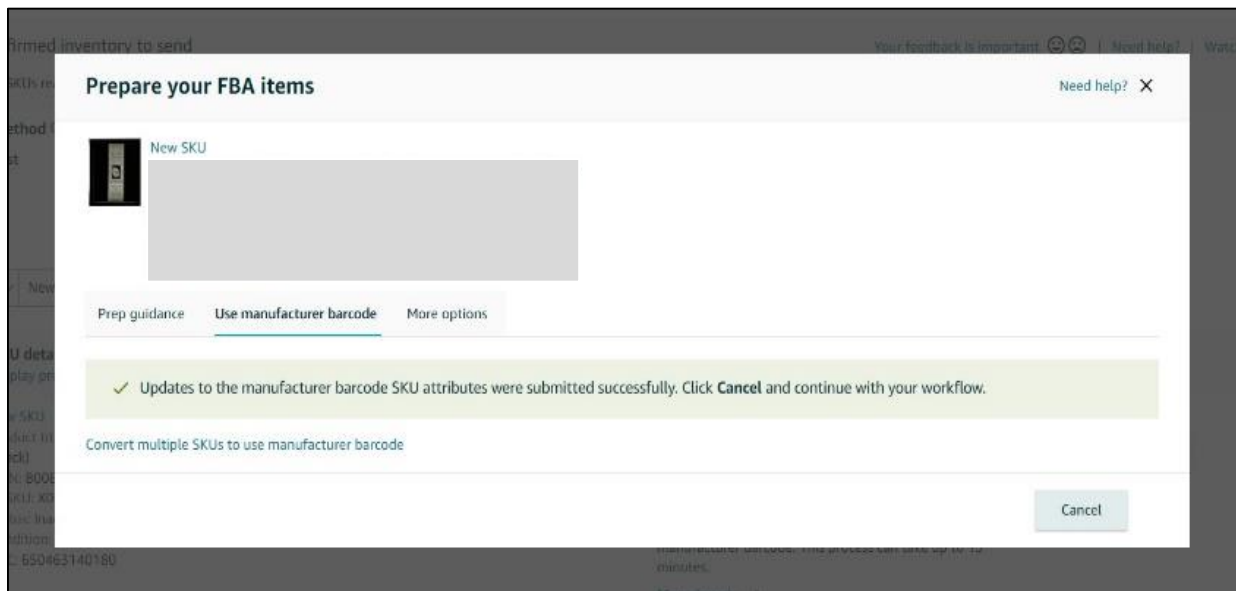
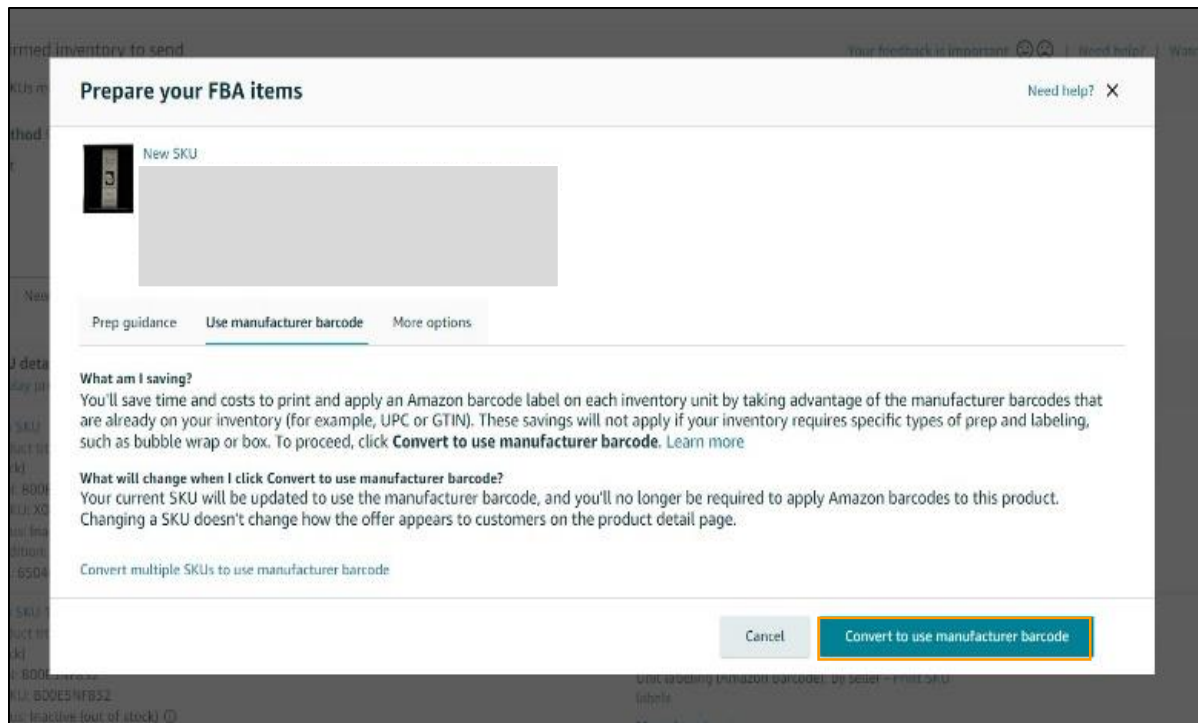
Tip:

Some SKUs can't be converted and will need to be relisted as a new SKU. This might happen if you have open FBA shipments that contain the SKU, or if the SKU has sellable or unsellable inventory in any Amazon warehouse.

#2 Use the Send-to-Amazon workflow to convert an individual listing.

1. Select **FBA Inventory** from the Seller Central menu.
2. Under **Actions**, click the **Edit listing** drop-down arrow.
3. Select **Send/Replenish inventory**. On this page your eligible SKUs will display **Save by using manufacturer barcode** under **Information/action**.
4. Click **Save by using manufacturer barcode** and follow the instructions to switch your barcode preferences.



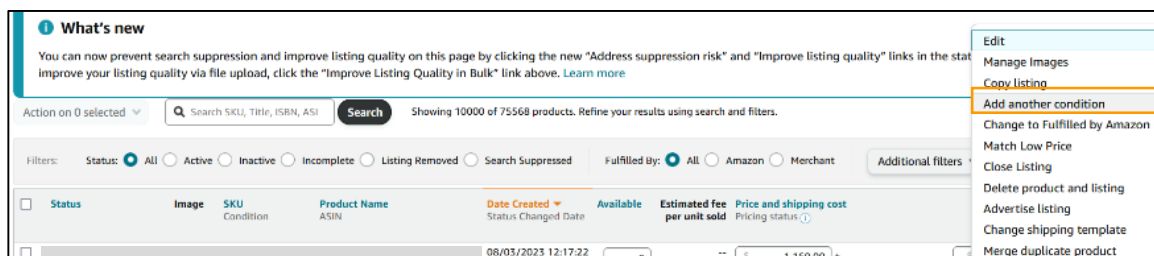
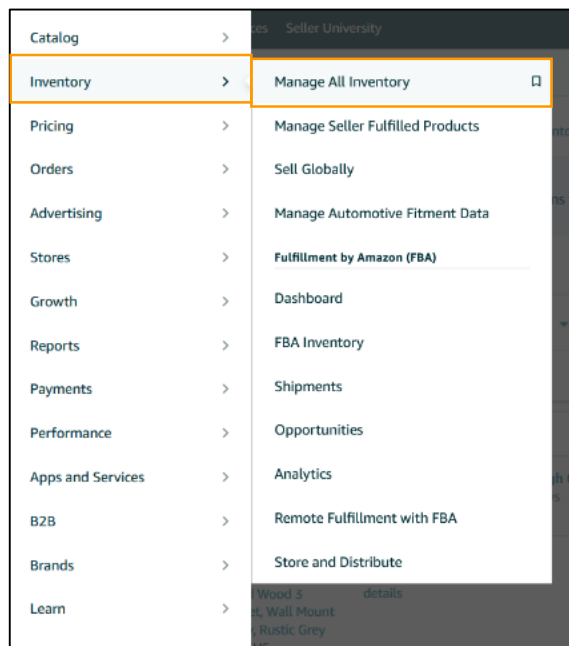


Tip:

If **Save by using manufacturer barcode** is unavailable, the product might be ineligible for virtual tracking with a manufacturer barcode.

#3 Change barcode preferences for individual listings one at a time by creating a new SKU.

1. Select **Manage All Inventory** from the Seller Central menu.
2. Click the **Edit drop-down arrow**.
3. Select **Add another condition** and you'll be taken to the **Offer** page.
4. Enter a new **Seller SKU** and complete the remaining required fields.
5. Click **Save and finish**.
6. Go to **Choose barcode type** on the **List as FBA** page.
7. Select **Manufacturer barcode** from the drop-down menu and click **List as FBA and Send to Amazon**.



Offer

Attributes ②

- ☐ Required
- ☒ Recommended
- ☐ All attributes

Seller SKU ② 

Once submitted, this field cannot be changed

* Your Price ②

* Item Condition ②  

Once submitted, this field cannot be changed

Fulfillment Channel ②

☐ I will ship this item myself (Merchant Fulfilled)

☒ Amazon will ship and provide customer service (Fulfilled by Amazon)


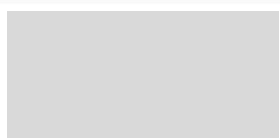

① You have chosen to have Amazon fulfill orders for this item. Your item will be available for sale, when Amazon receives it. Fulfillment by Amazon fees will apply. [Learn More](#)


List as FBA

[Learn More](#) | [Rate this page](#)

The new List as FBA workflow is a simpler and more comprehensive workflow that will make conversion of products easier. On this page, we verify that your products are eligible for FBA before you list and send them as FBA inventory. You may be required to provide additional information to complete some listings.

✓ 1 / 1 of your selected listings are ready to List as FBA
Proceed to send inventory.

Image	Product name	Fulfillment method	Actions
		Merchant → FBA	<p>✓ Ready to list as FBA</p> <p>Barcode type selected: use Manufacturer barcode </p> <p>Fulfillment by Amazon requires a single, scannable, correct barcode that can be clearly read by our scanners. You can set your default preferences for the barcode.</p> <p><input checked="" type="radio"/> Manufacturer Barcode Save on labeling time and cost as an Amazon barcode label is not required on individual units. Your inventory will be enrolled in virtual tracking. Learn more</p> <p><input type="radio"/> Print and apply Amazon barcodes myself</p>

Fulfillment method	Actions
Merchant → FBA	<p>✓ Ready to list as FBA</p> <p>Barcode type selected: use Manufacturer barcode </p> <p>Fulfillment program: Standard FBA Why?</p>

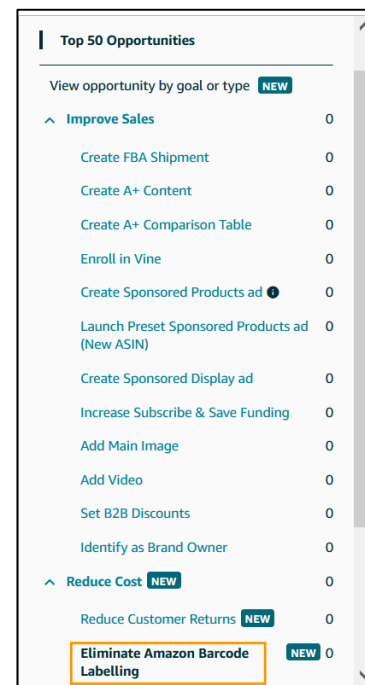
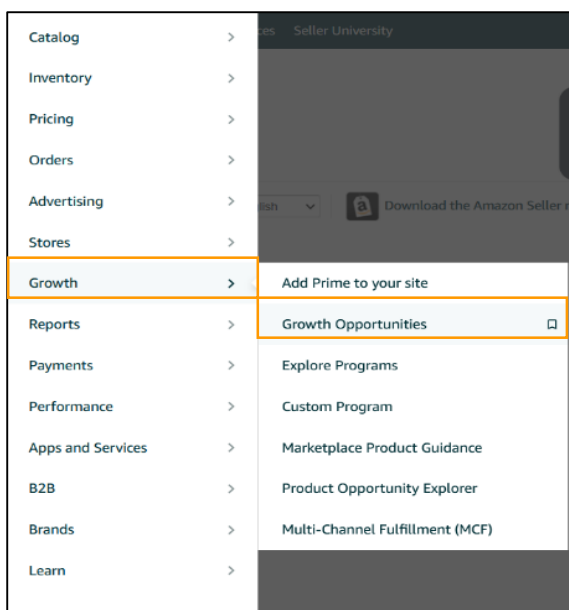
Once a product is Listed as FBA, the offer will be inactive until we receive inventory at an Amazon fulfillment center.

Tip:

Product reviews won't be impacted if you create a new SKU since reviews are at the ASIN level.

#4 Follow the recommended action on the Growth Opportunities page.


1. Select **Growth Opportunities** from the Seller Central menu.
2. Click **Eliminate Amazon Barcode Labelling** under the **Top 50 Opportunities** menu.
3. Select **Eliminate Amazon Barcode Labelling** for each ASIN and follow the instructions.



Eliminate Amazon Barcode Labelling [Learn More about Eliminate Amazon Barcode Labelling](#)

All opportunities are refreshed daily and completed recommendations will be removed within 24 hours.

[Download Report](#)

Title ASIN	Impact ↓	Average for the last 30 days (8/4/23 to 9/2/23)				As of Now	
		Daily Sessions ↑	ASIN Conversion Rate ↑	Category Conversion Rate ↑	Sales Rank ↑	Inventory Count ↑	
 [Redacted ASIN]	Net Proceeds Gain \$1,052	1,574 ↑ 8.7%	7.7% ↑ 10.9%	1.4% 0.0%	# 2 ↑ 1	5,907	

Eliminate Amazon Barcode Labelling

[Snooze](#) [Provide feedback](#)

Net Proceeds Gain calculation:
This estimate (for your upcoming 90 days) was modeled using your inbound volume for SKU 832533 in the past 90 days and an average cost savings of \$0.11 per unit (considering estimated domestic costs) when you avoid putting on a label/sticker to show Amazon barcode and use the manufacturer's barcode that is already available on each unit.

Why this recommendation improves net proceeds: This ASIN currently uses a separate Amazon barcode label. Use this recommendation to enroll for using manufacturer's barcode directly for FBA in-bounding and save on labelling cost for each unit.

[After you switch to manufacturer barcodes](#), use this section of the Help page to learn about changes and recommendations for your new SKU.