Small and Light Pan-EU Guide

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SECTION 1 : What did we launch?

Small and Light offers are now eligible for 3 additional programs:

1. Pan-European FBA,
2. European Fulfillment Network,
3. Stickerless inventory.

Pan-European FBA for Small and Light

The Pan-European FBA program helps you sell across Amazon’s European marketplaces by enabling placement of your inventory closer to customers. The Small and Light program previously required you to have dedicated offers in each marketplace and to manage your inventory separately. Moving forward, you will be able to use the same inventory to fulfill Small and Light offers across all eligible marketplaces thanks to Pan-EU. Wherever you inbound, Amazon will distribute your eligible inventory across the countries that you selected for placement at no additional cost to you. Domestic Small and Light fulfilment fees will apply. See Pan-European FBA : How it works and Pan-European product eligibility.

European Fulfillment Network for Small and Light

Small and Light Products that are not enrolled in the Pan-European FBA program will be eligible for the European Fulfillment Network (EFN). EFN allows inventory to be stored in your local fulfillment centre while fulfilling orders coming from other European marketplaces from the same local inventory pool.

For a breakdown of fees per marketplace, download the Fulfillment by Amazon ratecard and refer to the “Small and Light” page. You will also be able to sell your products in Sweden, Poland, and the Netherlands for Small & Light EFN rates.

Stickerless Inventory

To align with standard FBA, Small and Light offers will become eligible for Stickerless inventory. You will be able to send inventory to our fulfillment centres using manufacturer barcodes on each unit, rather than Amazon labels. To move your inventory to stickerless, see Use the manufacturer barcode to track inventory.

To help you stay informed of changes related to Brexit, please visit our Prepare your Amazon Business for Brexit help page.
SECTION 2 : Get Started Now :
Boost your Small and Light sales across EU!

To facilitate inbound and optimise your inventory management, you need to use the same SKU per product across amazon.de, amazon.fr, amazon.it, amazon.es. If you do not wish to synchronize your offers across European marketplaces, you have no action to take. Please note that listing your ASINs under different SKUs in multiple marketplaces will prevent your Pan-EU enrollment.

Step 1 : List your offers across all European marketplaces using the same FNSKU

Offers must have the same SKU per ASIN across amazon.de, amazon.fr, amazon.it, amazon.es to benefit from Pan-European FBA or EFN. To use existing Small and Light offers, synchronize your existing SKUs across the European marketplace using our Build International Listing Tool OR manually create your offers in new marketplaces using the same SKU per ASIN across European marketplaces.

Important:
- If your offers are already listed across European marketplace but were deactivated by our system, see Section 4 to reactivate them.
- If you wish to create new offers for the program, do so prior to following these steps. We recommend that you create new offers for the program to move to manufacturer barcode settings; see FAQ 5.

Using BIL to synchronise your offers across EU marketplace [recommended when products exist in target marketplaces]

1. Go to BUILD International Listing Tools

1 To help you stay informed of changes related to Brexit, please visit our Prepare your Amazon Business for Brexit help page.
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2. Click on “Add target marketplaces” if you have not already added all your desired marketplaces

3. Select a target marketplace and click on “Edit connection” in your Connection Settings

4. Select all target marketplaces that apply and click on “Save and Continue”
5. Select "Apply same rules by region" if this applies, and choose the type of offers that you would like to propagate in other marketplaces (FBA and Seller Fulfilled). Save and continue.

6. Select "Apply same rules by region" if this applies and select your preferred pricing rules\(^1\) in the drop down menu. Save and continue.

7. Review your inputs, save and continue. Wait for 4 hours for your catalog to refresh and synchronise. If you face any difficulties, please reach out to Selling Partner Support.

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\(^1\) For Pan-European pricing rules, we recommend to select the same price as the source marketplaces, adjusted for fees and tax.
Synchronise your offers manually [recommended when products do not exist in target marketplaces]

1. Select your target marketplace in the drop-down menu of your Seller Central homepage at the top of the page
2. Go to “Add a Product” under the Inventory Tab
3. Type the ASIN you would like to synchronise in the search bar
4. Select the condition of the product displayed and click on “Sell this product”. (FBA Small and Light only accepts products in ‘New’ condition. More on Small and Light product eligibility here)
5. Insert the name of your offer, using the same SKU as the one your are using in your home marketplace. Select FBA as the fulfillment channel. Save and finish. Go back to step 1 to replicate this action across all target marketplaces.
Step 2: Enroll your offer on the Small and Light program in each desired marketplace

Enroll your offer on the program in each desired marketplace to benefit from domestic Small and Light fees by repeating this process for every marketplace:

1. Select your target marketplace in the drop-down menu of your Seller Central homepage at the top of the page
2. Select the “Small and Light” program in “Fulfillment programs” under “Growth”

3. To enroll less than 100 offers: select “Quick enroll”, paste your SKU in the textbox (1 line per SKU) with no space, check eligibility, select all, and click on “Enroll selected products”. Replicate these steps action across all target marketplaces.

4. To enroll more than 100 offers:
   a. Scroll down and click on “Download template”
b. Paste your desired SKU in the “Upload” tab of the downloaded template. Save the file.

c. Upload the file in the Small and Light page under “Upload your Small and Light” enrolment file. Check the package and weight dimension requirements.

d. Make sure you also enroll your SKU in other marketplaces. To do so, you can use the same template, remain on page and select a different marketplace in cell B1 of your template. Repeat step c.
**Step 3 : Enable Inventory Storage in desired marketplaces and send inventory to our fulfillment centers**

Enable inventory storage* in desired marketplaces to activate inventory distribution and fee benefits in marketplaces where inventory storage is allowed. Send inventory to our fulfillment centres! For help preparing and packaging your Small and Light products, see our prep & packaging guide. Please contact Selling Partner Support if you face any issues.

*By enabling countries for inventory placement, you authorise Amazon to move any of your FBA inventory in any or all of those countries, at no additional cost to you. Storing goods in a country outside your home store country will trigger additional VAT registration and reporting obligations for your business, as well as Intrastat and other reporting requirements. Please visit our VAT Education pages for more information.
Section 3 : Frequently Asked Questions

1. I am already familiar with Pan-European FBA. How is it different for Small and Light offers?

Pan-European requirements do not change for Small and Light offers. See Pan-European product eligibility requirements. To benefit from Pan-European FBA for Small and Light offers, the only additional requirement is to enroll your eligible offers on the Small and Light program in each desired marketplace. To do so, refer to Step 2 of this guide.

2. I am new to Pan-EU. How do I launch my existing Small and Light offers on Pan-European FBA?

Follow the steps from Section 2. To benefit from domestic Small and Light fees thanks to the Pan-European program, your listing must be active in all marketplaces where your ASINs are eligible for domestic fees with the Pan-European program and under the same SKU across EU. Click here for Pan-European product eligibility. For countries not enabled for placement, you will incur EFN fees. Download the Small and Light Ratecard.

3. How Can I View My Offers Status?

- Your offers that are enrolled on Small and Light program are available on the Small and Light Inventory report. Click here to enroll your SKUs in the Small and Light program in new marketplaces and benefit from the Small and Light fees.

- You will find the enrollment status of your Pan-European offers in the Pan-European FBA reports. Listings must be active for qualifying products in ALL required marketplaces to receive the Pan-European program benefits. Click here for more information on the Pan-European FBA product eligibility. You can also check which marketplace is required for enrollment on the Pan-European FBA Inventory page under the ‘Inventory’ Tab. Scroll down to check the number of missing offers per SKU.
4. **How do I use EFN for my Small and Light offers?**

EFN requirements do not change for Small and Light offers. Your offers will be included in the EFN Network when listed in multiple marketplaces without enabling inventory storage. To benefit from Small and Light fees, your offers must be enrolled on the Small and Light program in each desired marketplace. You will benefit from domestic Small and Light fees where you have local inventory, and from EFN fees when fulfilling orders from a remote (non local) inventory.

5. **How do I use stickerless inventory on my Small and Light offers?**

To use stickerless inventory, your offer needs to have a manufacturer barcode. As you cannot edit the barcode settings of an offer that has once been received to our fulfillment centers, we suggest to change your FBA settings to 'manufacturer barcode' preference, create a new SKU, and deplete your inventory on the previous offers (i.e. Stop replenishing your inventory). Creating a new SKU won’t affect your ratings and reviews on the product. Then, follow steps from Section 2. See changing your commingling settings for help.

6. **What are the barcode requirements for Small & Light offers?**

Small and Light barcode requirements are aligned with standard FBA. As such, individual barcodes are required on each unit. According to our FBA barcode requirements, products that do not use a manufacturer barcode for tracking require an Amazon barcode. You can print Amazon barcodes from within your seller account and apply the barcodes yourself. If you do not want to apply the barcodes yourself, you can sign up for the FBA Label Service and have Amazon apply the labels for you.

7. **Where can I find the Small and Light Ratecard?**

Click here to see the fulfilled by Amazon Ratecard per marketplace and go to the “Small and Light” Section.

8. **I am only selling in one European marketplace and want to continue doing the same. How will this impact me?**

You have no action to take. If you decide to sell in other European marketplaces using the Small and Light Program in the future, refer to Section 2.
9. Can I enrol my Small and Light offers to Poland, the Netherlands, and Sweden?

Today, Small and Light benefits are not extended to Poland, the Netherlands, and Sweden. Offers in these marketplaces will be subject to standard FBA fees. You can take this into account by adjusting the price of these offers manually in the 'Manage your Inventory' page, or by defining default pricing rules to adjust for taxes and fees when synchronising your offers with the 'Build International Listing tool'.

10. What products are eligible to the Small and Light program?

Products must be in new condition, measure 33 x 23 x 5 cm or less, weigh 225 g or less, and be priced at £9 or €10 or less (including VAT). The product types listed below are not eligible (Crushable products such as crisps and glass are eligible if they are properly packaged):

- Category, Product and Content Restrictions
- FBA Prohibited Products
- Adult products
- Dangerous goods (hazmat)
- Meltable FBA inventory products
- Temperature-sensitive products (such as chocolates) between May 1 and October 14
- Slow-selling products—either ASINs offered on Amazon for more than four weeks that have sold fewer than 10 units in the last four weeks. Or ASINs that are not expected to sell at least 10 units in the next four weeks, if the ASIN was created in the last 90 days. Not included are new items (items that have never been introduced to or sold on Amazon) or items that have only been seller-fulfilled. These items enjoy a 90-day trial period in Small and Light while they onboard and up level in terms of sales velocity required to participate in the program.

For more information, visit our Small and Light page.
Section 4 : Offers previously blocked by our system

Offers must have the same SKU per ASIN across all European marketplaces to benefit from Pan-European FBA or EFN. Prior to enabling Pan-European FBA and EFN, our systems were blocking Small and Light SKUs outside your source marketplace when created across multiple marketplaces. To participate in Pan-European FBA or EFN using your existing Small and Light offers, your blocked offers must be reactivated to have a single SKU per ASIN across Europe. Alternatively, you can create a new SKU (recommended if you wish to use manufacturer barcodes, see FAQ5) and follow steps from Section 2.

To reactivate your deactivated offers, you have 3 options:

A. Automatic refresh (recommended if you are currently using Small and Light in 1 marketplace)

If you decide to reactivate previously deactivated offers, the easiest way is to indicate your preference on our dedicated page before September 1st to have Amazon reactivate them on your behalf on September 3rd. If you prefer to reactivate these offers yourself (recommended if you are currently using Small and Light in more than 1 marketplace) or the date has passed, choose between i) manual refresh or ii) bulk refresh detailed below.

B. Manual refresh (recommended for <10 offers):

1. Download the list of your deactivated offers here
2. Go to ‘Manage your Inventory’ on the ‘Inventory’ tab
3. Select your inactive offer and click on ‘Edit’
4. Confirm that the prices and information are correct, scroll down, and click on ‘Save and Continue’.

![Image of the interface with marketplace details]

5. Replicate these steps across inactive offers and marketplaces. To change marketplace, select your target marketplace in the drop-down menu of your Seller Central homepage at the top of the page.

**Important:** Offers that had been synchronised to other marketplaces were not automatically enrolled in the Small and Light program in each marketplace. To benefit from the Small and Light fees, make sure you enrol them in each marketplace (see Step 2 of Section 2).

### C. Mass upload (recommended for >10 offers, if you are currently using Small and Light in more than 1 marketplace):

For large catalogs, you can reactivate your offers using files:

1. Go to 'Inventory Reports' on the ‘Inventory’ Tab and download your ‘Inactive listing report’.
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2. Since the report contains all inactivated listings, import them into excel and remove listings that you do not want to reactivate or that do not apply to Small and Light

3. Save the file to a text format

4. Upload your file: go to “Add Products via Upload” under the Inventory tab select ‘Inventory Loader File’, and upload your file

5. Replicate these steps for each marketplace