

How to label products



Barcode options

There are two kinds of barcodes that you can use to identify your products:

- [Manufacturer barcodes \(eligible barcodes include GCID, UPC, EAN, JAN, or ISBN\)](#)
- [Amazon barcodes \(ASIN, FNSKU, or MSKU\)](#)

If your inventory requires an Amazon barcode, you can sign up for the [FBA Label Service](#) and have Amazon apply barcodes to your eligible inventory for you (a per-item fee applies).

FBA product barcode requirements

Each item you send to Amazon needs a scannable barcode. Amazon uses these barcodes to process and track your inventory in our fulfillment centers. For more information, see [FBA product barcode requirements](#).

FBA product barcode preference

By default, your seller account is set to use the manufacturer barcode to track your eligible inventory throughout the Amazon fulfillment process. You can change this default barcode preference at any time. You have the option to change your barcode preference for each offer you create. You can also change your barcode preference for a product when you change a listing from **Fulfilled by Merchant** to **Fulfilled by Amazon**.

Print Amazon barcodes

You can print product labels when you create a shipping plan in Seller Central. For more information, see [Use an Amazon barcode to track inventory](#). Remember:

- Put the correct barcode on each item
- Cover all other visible barcodes
- Place the barcode on the outside of any prep materials
- Do not place the barcode on a curve or corner of the package
- Allow .25" between the edge of the label and the edge of the packaging
- Ensure each item in a case pack has an Amazon barcode, and any barcodes on the case have been removed

Printer recommendations

- Use a direct thermal or laser printer. Do not use ink jet printers
- Periodically test the scannability of your barcodes with a tethered scanner
- Clean your printer. Run test prints and replace printer heads on a regular basis

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Common errors to avoid

- Barcode label missing
- Item mislabeled
- Barcode cannot be scanned
- Product or shipment preparation errors

Label sizes

The online inventory management tools support eleven label sizes. We recommend removable adhesive labels for your customers' convenience. Seller Central supports the following label templates. Be sure to print the labels without scaling.

- 21 labels per page (63.5 mm x 38.1 mm on A4)
- 24 labels per page (63.5 mm x 33.9 mm on A4, 63.5 mm x 38.1 mm on A4, 64.6 mm x 33.8 mm on A4, 66.0 mm x 33.9 mm on A4, 70.0 mm x 36.0 mm on A4, 70.0 mm x 37.0 mm on A4)
- 27 labels per page (63.5 mm x 29.6 mm on A4)
- 30 labels per page (1" x 2 5/8" on US Letter)
- 40 labels per page (52.5 mm x 29.7 mm on A4)
- 44 labels per page (48.5 mm x 25.4 mm on A4)

Label elements

- FNSKU:** An identifier used by Amazon fulfillment centers to identify individual offers of a specific ASIN



- Name:** Product name
- Condition:** A description of the condition of the item

Label placement

When applying a barcode, make sure you cover the original manufacturer's barcode (UPC, EAN, JAN, ISBN or GTIN) completely. Failure to do so can cause errors in the receiving process.

