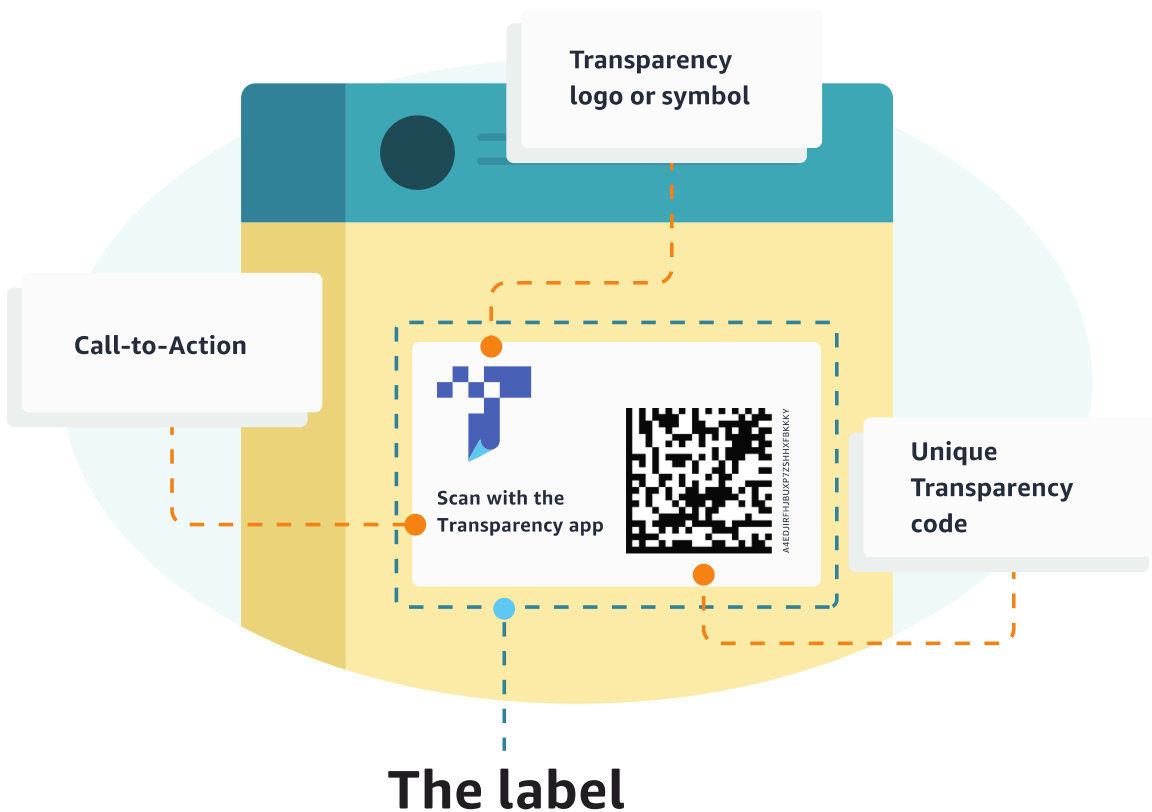


Transparency

Onboarding Guidelines

Global Version 3

The purpose of this document is to provide an overview and guidance while onboarding with Transparency.

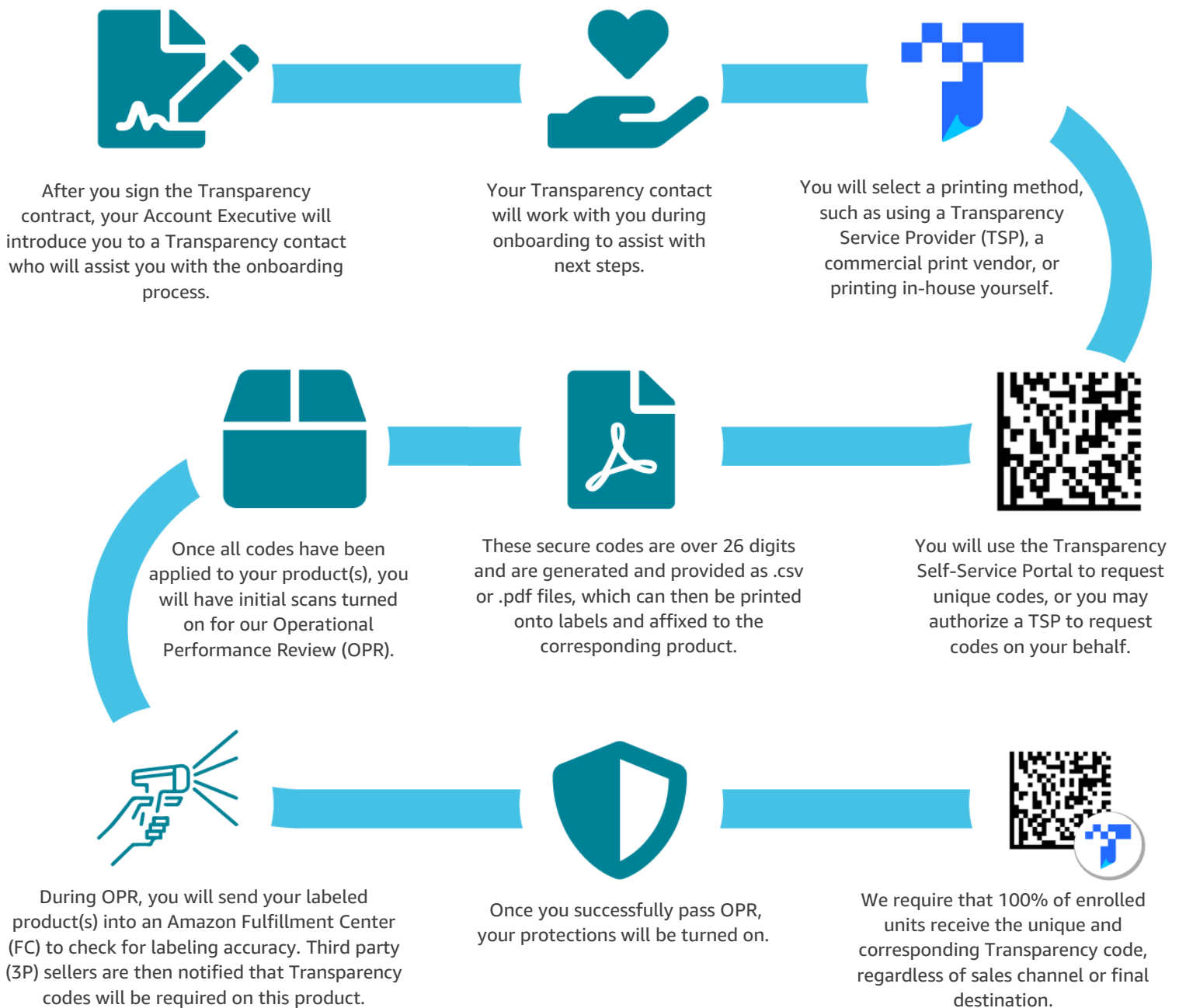


Learn more about Transparency at www.transparency.com

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Transparency Onboarding Process Overview



*For more information, please see our [Transparency Onboarding Overview](#) video related to this section.

Brand Set Up: Pre-Enrollment Checklist

Welcome to Transparency!

Prior to the onboarding call with your Transparency contact, please ensure that you have:

- ☐ The ability to verify yourself as the brand owner for your products.
- ☐ A GS1 certified Global Trade Item Number (GTIN), such as a UPC, ISBN, or EAN barcode on your products.
- ☐ The ability to apply unique Transparency codes on 100% of units manufactured for your enrolled GTINs for both Amazon and non-Amazon channels.

Transparency Self-Service Portal Access

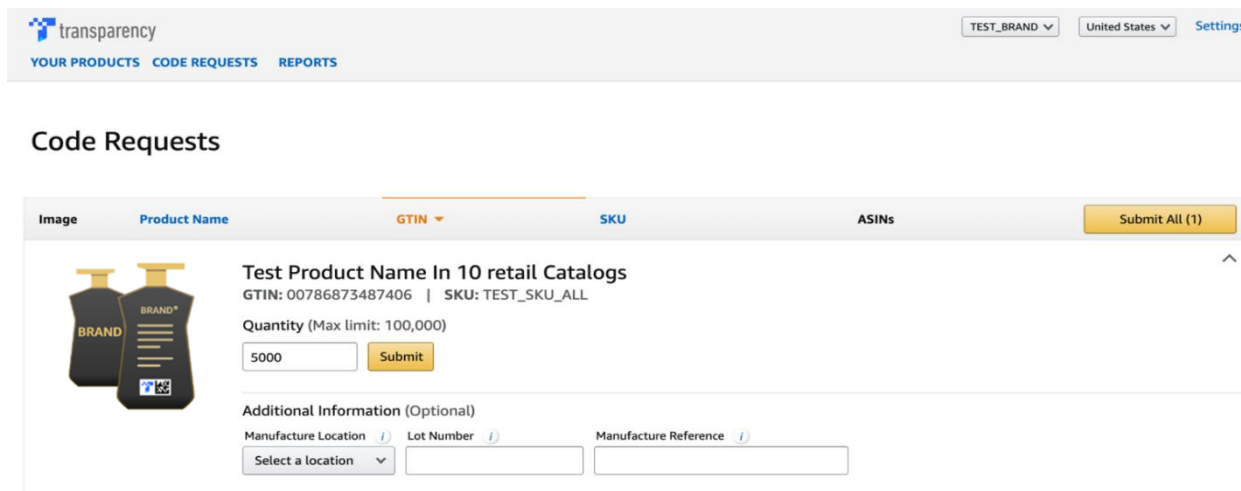
Upon successfully enrolling in Transparency, you will receive an email welcoming you to the Self-Service Portal.

Overview

If you have Right's Owner privileges in Amazon Brand Registry, you can sign in using those credentials. Right's Owners are automatically administrators of Transparency accounts and have access to the following features in the Transparency Self-Service Portal:

1. **Manage permissions:** Add new users, give them permissions to access features, and manage who has access to your Transparency account.
2. **Enroll products:** Submit your product details to enroll them in the Transparency program.
3. **Transparency code generation:** Request codes for enrolled products.
4. **Transparency reports:**
 - a. **Brand Reports:** Measure Transparency effectiveness in protecting your products and your code usage.
 - b. **Operational Performance Review (OPR) reports:** View product performance for all ASINs in OPR status.
 - c. **Returns Analytics:** Gather insights into Returns reasons.

**The below image shows how a brand can navigate code generation in the Self-Service Portal. For more details around the Self-Service Portal features, please reach out to your Transparency contact.*



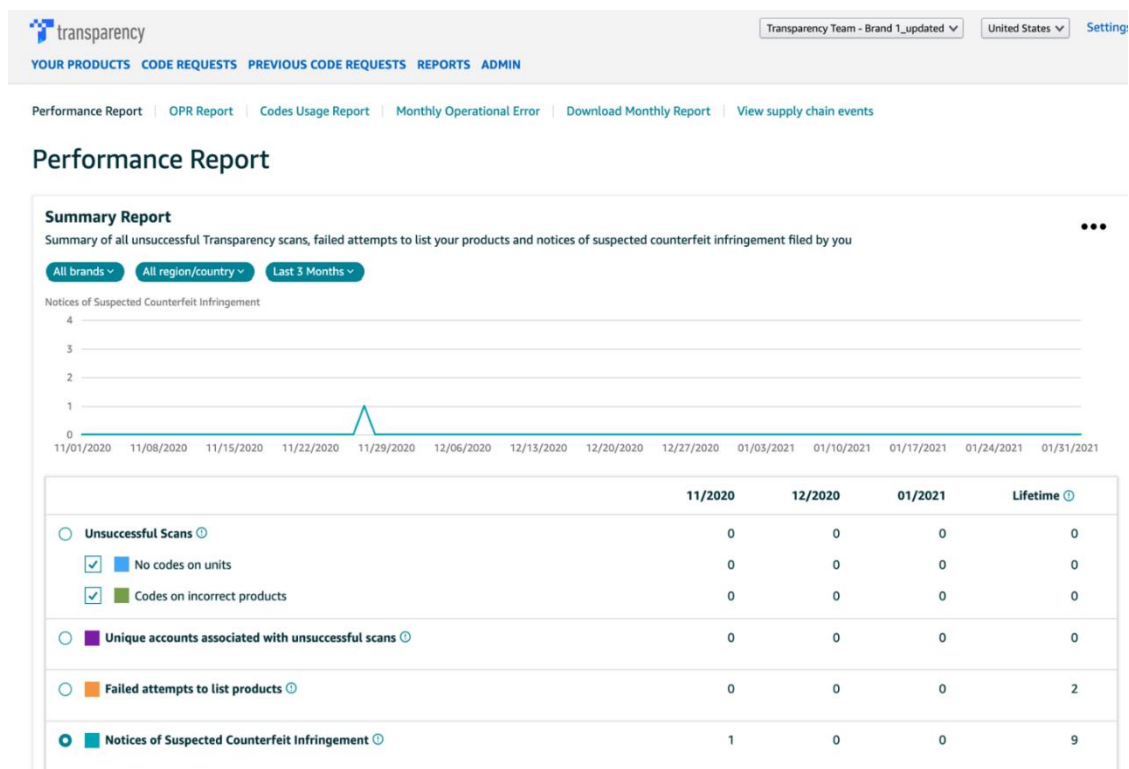
The screenshot shows the Transparency Self-Service Portal interface. At the top, there's a header with the Transparency logo, navigation links (YOUR PRODUCTS, CODE REQUESTS, REPORTS), and user controls (TEST_BRAND, United States, Settings). The main section is titled "Code Requests". Below this, there's a table with columns: Image, Product Name, GTIN, SKU, and ASINs. A "Submit All (1)" button is in the top right of the table. The first row shows a product image of a bottle, the product name "Test Product Name In 10 retail Catalogs", GTIN "00786873487406", and SKU "TEST_SKU_ALL". Below the product details, there's a "Quantity (Max limit: 100,000)" field with a value of "5000" and a "Submit" button. Underneath, there's an "Additional Information (Optional)" section with fields for "Manufacture Location" (a dropdown menu), "Lot Number", and "Manufacture Reference".

Brand Reports

Brands enrolled in Transparency have access to Brand Reports, which offers insight into Transparency's effectiveness in protecting enrolled products and provides access to key data points, such as:

- Units prevented from reaching customers due to lack of valid Transparency codes on products
- Unsuccessful code scans due to codes in incorrect products
- Listing attempts that were rejected when sellers were unable to provide valid Transparency codes
- Notices of suspected counterfeit infringement

Below is an example of a monthly report that can be found in the Transparency Self-Service Portal.

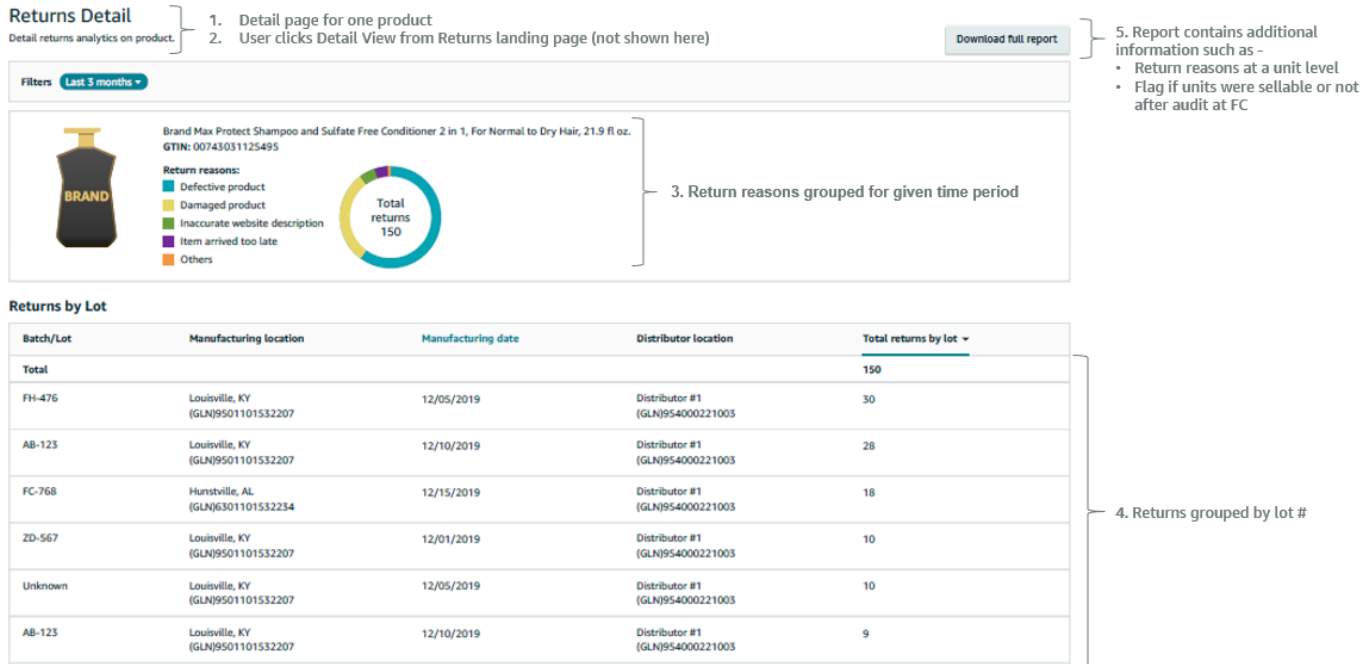


Returns Analytics

For products enrolled in Transparency, this free feature provides insights on returned items at a product lot level so that you can spot supply chain trends quickly, identify the root cause of defects, and address them to improve customer experience. Here's how it works:

- You provide Transparency with accurate batch or lot numbers and locations for the products you manufacture during code generation on the Transparency Portal.
- We record the reasons for each product returned by customers on Amazon and provide you visibility with batch and lot numbers for products that were returned.

Below is an example of a Returns Analytics report that can be found in the Transparency Self-Service Portal.



Enrolling Products

A Product Configuration Template (PCT) is used to enroll products into the Transparency service. This form will include your unique product identifiers (GTIN, ASIN, and SKU) and will be used by our support team to configure your products to enroll in the service. Brands can download a product configuration template from the Transparency Portal and then upload the products they wish to enroll.

transparency

BrandAccount1 United States Settings

YOUR PRODUCTS CODE REQUESTS PREVIOUS CODE REQUESTS REPORTS

Transparency launches new features in the Transparency Portal
Find out how these features provide insights on your historical code requests and Transparency's effectiveness in protecting your brand. [Learn More](#)

Enroll your products | [Upload product metadata](#) | [Transparency landing page](#)

Enroll your products

Download Upload

Download file

Use this file to enroll your products

Help with uploading

Choose file No file chosen Upload

- Initial conversations about which products to enroll into Transparency can be discussed with your Transparency Contact.
- You can enroll your entire catalog or you can start by prioritizing only a subset of your GTINs. These might include high volume items, items with numerous reviews, or items with multiple 3P seller listings.
- You can enroll additional GTINs at any time using the Self-Service Product enrollment tool found in the Portal.

Transparency Content

Content Requirements

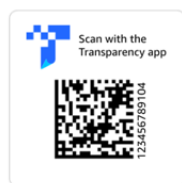
Once your product has been enrolled into Transparency and you've accessed the Transparency Self-Service Portal to download codes, the next step is to determine how you will incorporate the Transparency content onto your packaging. Whether as a label or incorporated into a product's artwork, Transparency requires the following content to appear on the exterior of a product's packaging on each unit produced:

- The Transparency logo or Transparency logo lockup
- A call-to-action
- A 2D Data Matrix barcode

Our Brand Guidelines document provides more details on recommended placement, and this will also be discussed further during your Onboarding call.

Content Application Methods

Below are the three options that incorporate the Transparency content:



Option 1

Pre-defined Transparency label

Brands may choose from one of four pre-defined label options that best fit packaging constraints or other operational requirements.

Option 2

Custom label

Brands may choose to incorporate Transparency content with a custom or product specific label applied to generic or branded packaging.

Option 3

Design-in

Brands may choose to incorporate Transparency content (design-in) to their existing consumer-facing primary packaging artwork.

Option 1: Pre-defined Transparency labels

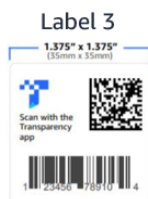
The four pre-defined label types are pictured below and show minimum label sizes. You can choose to order these from a Transparency Service Provider (TSP), a commercial printer of your choice, or you can print the labels on-demand using our In-Plant Printing (IPP) feature.



Label 1 and Label 2

Recommended when numeric Global Trade Item Number (GTIN) is printed on the packaging.

Product ID required: This is a visual aid to ensure the correct Transparency code is applied to the correct product. The product ID to use is determined by brand (GTIN, SKU, color, etc.)



Label 3

Recommended when a GTIN barcode is currently being applied. Combines Transparency code and GTIN linear code.



Label 4

Recommended for brands who wish to combine Transparency content with their FNSKU content or GTIN. Requires a brand logo and the item condition (NEW or USED).

Note: When using a commercial printer other than a TSP, you will need to provide the commercial printer the “Brand Guidelines Zip Kit.” Your first label will need to be sent to your Transparency contact following your Quality Assurance (QA) process.

Option 2: Custom labels

If a label is already being applied to the product today, it may be more efficient to incorporate the Transparency content into that existing label, so that only one label will need to be applied. Alternatively, if one of the pre-defined labels needs to be altered to meet the needs of your product, a custom label can be used. Custom labels can be sourced from a label TSP or a commercial label printer of your choice.



Custom label examples

If one of the standard Transparency labels is not suitable, brands can create custom labels that incorporate the required Transparency content.



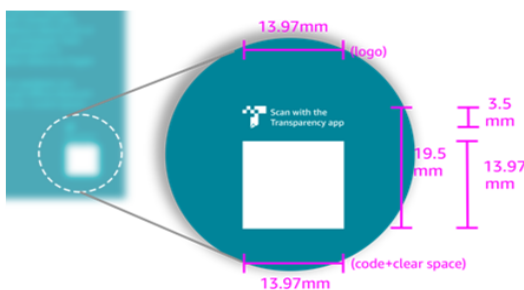
Product label example

If a label is being applied to the product today, incorporating Transparency content with this label is also an option.

Note: Any custom label will need to be sent to your Transparency contact for approval.

Option 3: Design-in

You can choose to incorporate the Transparency content into your existing packaging artwork. This can be done by working with either a TSP or a commercial printer. The “Design-in” process is shown below and shows minimum size requirements.



Artwork creation with block-out

Add a Transparency logomark and call-to-action to your artwork, leaving a block-out space for your printer to place the variable Transparency code.

Brand sends art to Printer

Submit your artwork to your printer of choice to add Transparency codes. Data matrix print requirements can be found in the Brand Guidelines.

Account Manager Review

When the proofs/artwork are returned, send a .pdf file with serialized Transparency codes to your Account Manager for final approval.

Note: Any Design-in will need to be sent to your designated Transparency contact for approval. Additional information provided in the “Brand Guidelines Kit”.

Transparency Call-to-Action (CTA) Translations

Written Language/Locale	Standard CTA
English (United States, Canada, United Kingdom, India, Australia)	Scan with the Transparency app
German (Deutschland)	Mit der Transparency-App scannen
Spanish (España)	Escanear con la aplicación Transparency
Spanish (Estados Unidos)	Escanear usando la aplicación Transparency
French (France)	Scanner avec l'application Transparency
Italian (Italia)	Scansiona con l'app Transparency
Japanese (日本)	Transparencyアプリでスキャン

2D Data Matrix Code Acquisition Options

Once the method for either applying a label or integrating the Transparency content into the packaging artwork has been determined, you will need to decide where or how you will acquire the label/integrated packaging. Below are the three available options:

- Transparency Service Provider (TSP)
- A third party commercial printer
- Print in-plant/in-house

Transparency Service Provider (TSP)

A TSP is a label or packaging printer who has expert understanding of printing and delivering serialized Transparency labels and can also help you to incorporate Transparency content and serialization into your printed product packaging. TSP's production facilities are located near major manufacturing hubs and can be delivered directly to your factory, manufacturing partner, or any other desired location quickly and cost effectively.

North America:

COMPANY	TSP TYPE	LOCATION(S)*	CUSTOMER SERVICE CONTACT(S)	PHONE	WEBSITE
Avery.com WePrint	Label	Mexico	transparency@avery.com	(800) 942-8379	Website
Avery Dennison	Label	USA	rbis.us.transparency@averydennison.com	(206) 503-3630	Website
Fineline Technologies	Label	USA	transparency_support@finelinetech.com	+1 (800) 500-8687	Website
Just1Label	Label	USA	transparency@just1label.com	(480) 830-0005	Website
RR Donnelley	Label	USA	transparencylabels@rrd.com	(206) 590-4071	Website
Global Flex	Paper/ Plastic	China	kistwan@globalflexinc.com	(714) 321-0957	Website

Europe:

COMPANY	TSP TYPE	LOCATION(S)*	CUSTOMER SERVICE CONTACT(S)	PHONE	WEBSITE
Etikett	Label	Germany	DE: info@etikett.de UK: info@label.co.uk FR: info@labelletiquette.fr NL: info@unieketket.nl IT: info@etichetta.it	+49 6502 984 940 +44 (0) 203 588 1084 +33 (0)4 81 68 19 73 +31 (0)30 808 05 97 +39 (0)6 94803980	Website Website Website Website Website

Fineline Technologies	Label	Netherlands	transparency_support@finelinetech.com	+31 (0)8 8008 9600	Website
Global Flex	Paper/ Plastic	China	kistwan@globalflexinc.com	(714) 321-0957	Website

India:

COMPANY	TSP TYPE	LOCATION(S)*	CUSTOMER SERVICE CONTACT(S)	PHONE	WEBSITE
Fineline Technologies	Label	Gurugram	support@finelinetech.co.in	+91 124 652 6500	Website
Jupiter	Label	Bangalore	pk@itpl.net	9482529209	Website

China:

COMPANY	TSP TYPE	LOCATION(S)*	CUSTOMER SERVICE CONTACT(S)	PHONE	WEBSITE
Avery Dennison	Label	N. CN & S. CN	rbis.ap.cs.amazonusa@ap.averydennison.com	+86.020.3233.5391 +86.020.3233.5406	Website
Fineline Technologies	Label	Shenzhen, CN	transparency_support@finelinetech.com	HK: +852 2156 9738 CN: +86 755 2650 1338 WeChat: 18825261821	Website
Jielong	Label	Shanghai, CN	transparency@jielong-pp.com	13661518783	Website
Kingwin	Label	Shenzhen, CN	sujiashu@jwvdp.com	13342605812	Website Website
RR Donnelley	Label	Dongguan, CN	transparencylabels@rrd.com	86- 769- 81126544	Website
Xiushun	Label	Shenzhen, CN	Frank@xiushun.com	13728733772	Website

Japan:

COMPANY	TSP TYPE	LOCATION(S)*	CUSTOMER SERVICE CONTACT(S)	PHONE	WEBSITE
Fineline Technologies	Label	Shenzhen, CN	transparency_support@finelinetech.com	+81 345202816	Website
Sato	Label	Tokyo, JP	transparency@sato-global.com	03-6636-9403	Website
Toppan Infomedia	Label	Tokyo, JP	transparency@toppan-im.co.jp	03-6367-5560	Website

Australia:

COMPANY	TSP TYPE	LOCATION(S)*	CUSTOMER SERVICE CONTACT(S)	PHONE	WEBSITE
Peacock Bros	Label	Australia	Transparency@peacocks.com.au	+61 3 9567 1900	Website

* Production locations

Third Party Commercial Printer

You may choose to use a printer of your choice as long as they can serialize and meet all of the Transparency printing requirements. To verify, please reference the "Brand Guidelines Zip Kit" that includes the Brand Guidelines document, test codes, and logo files. It will be required that you perform self-service QA verifications and provide digital samples of production codes (not test codes) prior to going to print production.

Print Labels In-Plant/In-House

If you are interested in printing on-demand, we have two options to enable Transparency labels:

1. Transparency In-Plant Printing (IPP)

This feature allows you to generate codes in the Transparency Self-Service Portal, download a .pdf image of the labels and print the labels on-demand as needed. Transparency IPP eliminates the need for you to purchase and learn a third party printing software (which converts Transparency codes from the .csv file to the 2D Data Matrix code) and reduces the risk of operational error related to conversions. You will be required to use a Thermal Transfer Printer (300dpi or

Updated June 2021

greater) and purchase blank labels and ribbons in order to print. Transparency IPP does not support custom label designs.

Note: If you are interested in learning more about In-Plant Printing, please discuss with your Transparency contact. See FAQ for more information about this feature.

2. Third Party Label Printing Software

Third party label printing software capable of importing Transparency codes from our Transparency .csv file and printing a 2D Data Matrix code. Bar Tender printing software (developed by Seagull Scientific) is commonly used and the Transparency label templates are provided. Bar Tender has an [instructional video](#) on their website that illustrates the simplicity of operation. You will be required to use a Thermal Transfer Printer (300 dpi or greater) and purchase the software along with blank labels and ribbons in order to print.

**For more information, please see our [Printing Transparency Codes](#) video related to this section.*

Quality Assurance

To ensure that all units will be labeled properly for scanning at the Amazon Fulfillment Centers, please review Best Practices for code location placement in the Brand Guidelines. Your Transparency contact will ask you to provide a photo (or artwork) of at least one product showing where you will be placing the Transparency label. This allows us to verify its location is easily readable by our Fulfillment Center scanners. Your Transparency contact may also ask you to provide an SOP labeling document that details your labeling process.

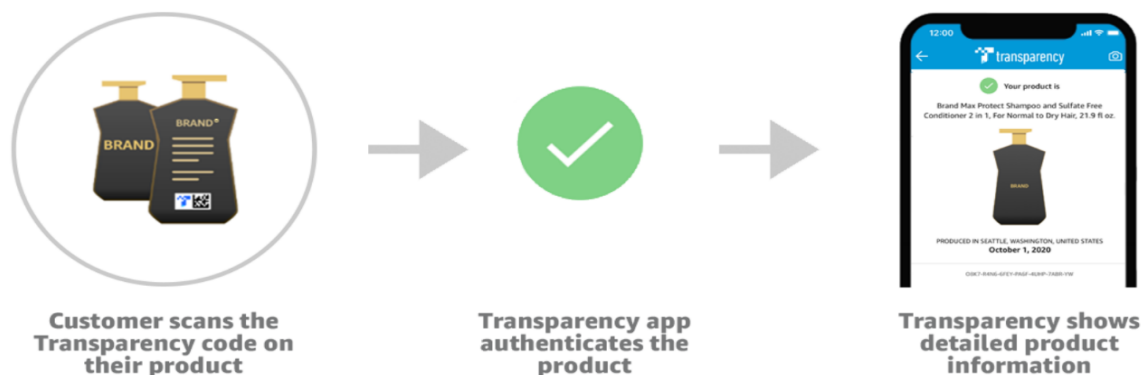
QA is required for:

- Design-in/Custom labels
- Third party commercial printer
- In-house/In-plant printing

QA best practices:

- Provide a digital mockup of your retail packaging showing barcode placement
- Download the Transparency app to test your transparency codes to confirm accuracy
- QA is not required when you choose to print labels 1-4 using a TSP

Self-Service Quality Assurance Process



If you opt to print in-house, there are additional QA validation steps required. If you are printing in-house and have questions around the process, please speak with your Transparency contact for support.

**For more information, please see our [Transparency Quality Assurance](#) video related to this section.*

Operational Performance Review

What is the purpose of the Operational Performance Review (OPR)?

The goal of our OPR process is to ensure that the signal we receive from your products scan is strong enough to identify counterfeit definitively. We need to know unequivocally that any failed scan or a missing code is a counterfeit and not simply an operational error. In order to prevent inaccurate results, you must demonstrate that your brand can apply Transparency codes accurately before FC scans are turned on.

Checklist to turn on OPR scans:

- ☐ Confirm that all unlabeled shipments are in closed status at all FCs.
- ☐ Commit to applying codes to 100% of units manufactured for your enrolled GTINs for both Amazon and non-Amazon channels.
- ☐ Complete the OPR Turn on Request form.
- ☐ Provide the Merchant Token or Vendor code for your brand and for any of your brand's trusted 3P sellers.

What to expect during the OPR process:

- Once OPR is turned on, we will send a 30-day notification to all third party sellers listed on the ASIN.
- Your brand and/or your brand's third party sellers must send Transparency labeled product to Amazon FCs after the OPR turn on request is submitted.
- Third party sellers may continue to ship and sell products during the OPR process up until your brand has successfully passed and Transparency protections have been applied.
- Once Transparency protections are applied, we will send an additional 14-day notification to Merchant Fulfilled Network (MFN) sellers noting they have 14 days to upload Transparency codes or their listings will be removed.

**Please note, once Transparency protections are applied, we will not remove any existing inventory, but we will not allow unlabeled Transparency products to enter the FCs.*

Transparency Logo

ency

TEST_BRAND

United States

Settings

YOUR PRODUCTS

CODE REQUESTS

REPORTS

Performance Report

OPR Report

Codes Usage Report

Monthly Operational Error

Download Monthly Report

View supply chain events

OPR Report

Products in operational performance review

All brands

All region/country

02/07/2021 - 02/13/2021

Search product name, GTIN, ASIN, or SKU

	Days in OPR	No codes on units	Codes on incorrect products	Total error rate	Shipment IDs with no codes on units	Shipment IDs with codes on incorrect product	Total units received
Testing_123 GTIN: 00726587396627 SKU: Papikin-Assort79 ASIN: BINGEST373	506 days	0.00%	0.00%	0.00%	--	--	0
TEST_TITLE GTIN: 00978658993583 SKU: TEST_SKU_ZFHGX_UPDATED1 ASIN: B99M42L3X6, B99M42L3X4	462 days	0.00%	0.00%	0.00%	--	--	0

OPR Report Access and Instructions

You can view your OPR Report in the Transparency Self-Service Portal. The dashboard on the previous page will provide you with details of scan results for each of your products while they are in OPR.

**For more information, please see our [Operational Performance Review](#) video related to this section.*

Protections

Once your product is in protected status, inventory from 3P sellers must have a Transparency code on their inventory in order to pass inbound scans at the FC. For MFN sellers, a Transparency code will now be required to list or fulfill orders.

Continued Labelling

- To maintain protection, all inventory for a GTIN in protected status must be labeled while the product is under protection. This includes inventory that is sold outside of Amazon.

New Sellers

- Sellers that attempt to add inventory, or create a new listing against a protected ASIN, will be required to go through an application process for ASINs in a protected status.

**For more information, please see our [Turning on Transparency Protections](#) video related to this section.*

Billing

You will incur a fee for each Transparency Code you request using the Transparency Self-Service Portal.

Brand Billing Terms:

Code pricing is determined by the purchase volume and discounts apply to higher pricing tiers. This is highlighted in the table below. Please refer to your country's pricing structure for a code-cost breakdown.

Number of codes purchased (annual)
< 1 MM codes
1 MM – 10 MM codes
> 10 MM codes

**Please note your volume tier resets every 12 months.*

Payment Method Options:

We currently have two payment methods available: check or wire transfer. At this time, we are unable to deduct payment from your Seller Central or Vendor Central account, and we cannot accept credit memos as they pertain to other teams within Amazon.

**Please note that the codes generated are a separate cost from that of the physical labels.*

How to Pay for Codes:

Transparency invoices display a Virtual Bank Account (VBA) to simplify the process of identifying and reconciling payment for Transparency services. A unique, 17-digit Virtual Bank Account (VBA) number is assigned to each brand registered in our billing system.

Electronic Remit To

Account name: Amazon.com Services, Inc.

Bank name: Wells Fargo Bank

ACH Routing # (ABA): 121000248

Virtual Bank Account (VBA): 17-digit number in brand's invoice

SWIFT Code: WFBIUS6S

Mail Check Payments To

Amazon.com Services, Inc.

PO Box 84974

Seattle, WA 98124-6274

For any disputes, please contact transparency-support@amazon.com

Frequently Asked Questions

General Questions

1. How does Transparency benefit brands?

- *Proactive Counterfeit Protection:* Amazon has implemented Transparency checks to proactively prevent counterfeits of Transparency-enabled products from reaching customers.
- *Authenticity Verification by Customers:* Transparency allows any customer to authenticate any Transparency-enabled product regardless of where they purchase the product (Amazon, other ecommerce sites, brick & mortar stores, etc.)
- *Customer Transparency:* In addition to enabling customers to authenticate products, brands can use Transparency to communicate rich unit-level product information including manufacturing date, manufacturing place, enhanced product information (e.g. ingredients).

2. What are the eligibility requirements to join Transparency?

- The ability to verify yourself as the brand owner for your products.
- A GS1 certified Global Trade Item Number (GTIN), such as a UPC or EAN barcode on your products.
- The ability to apply unique Transparency codes on every unit you manufacture.

3. Can you tell me more about Transparency codes?

Each Transparency code is a unique, alphanumeric non-sequential code. Transparency is the only entity that owns and has access to the code generation protocol. Additionally, Transparency keeps a record of every code generated along with the product for which it was generated and uses the information to authenticate products.

4. Do I have to enroll all of my products into Transparency?

Brands can enroll some or all of their products. For every product enrolled, brands are required to apply unique Transparency codes on every unit manufactured for that product.

5. Can I enroll a product in Transparency if I've applied for GTIN exemption?

All products enrolled in Transparency are required to have a GS1 certified GTIN value.

6. Can I print my own labels?

Yes. Transparency feature IPP allows you to print labels on-demand or a third party software can be used to design and print label using our .CSV file. Transparency labels must be printed on a thermal transfer printer.

7. Where is Transparency available?

Transparency is currently available in the United States, Canada, Germany, France, Italy, Spain, the United Kingdom, Japan, Australia, and India.

8. I sell globally, do I have to enroll my products into Transparency for each marketplace?

No. Transparency is a global service, so once you enroll in Transparency, properly code your products, and protections are turned on, you have global protection. Codes are valid worldwide and can be scanned in any of our fulfillment centers where Transparency has launched.

9. How does Transparency work in Amazon Fulfillment Centers (FC)?

After a brand starts applying unique Transparency codes for a product, Amazon will begin to look for and scan these codes within its FCs to ensure that only authentic products are shipped out to customers. Units that fail Transparency authentication scans are investigated for potential counterfeits. Suspected counterfeits will be handled as per Amazon's anti-counterfeiting policies.

10. How does Transparency work for sellers that fulfill their own orders (Merchant Fulfilled Network)?

Selling partners are required to provide a Transparency code for every unit of Transparency-enabled products they fulfill in order for Amazon to verify that only authentic units are shipped to customers.

11. I understand that Transparency is proactive, how do I know that it is working?

Brands enrolled in Transparency have access to Brand Reports, which offers insight into Transparency's effectiveness in protecting products and provides access to key data points, such as:

- Units prevented from reaching customers due to lack of valid Transparency codes on products
- Unsuccessful code scans due to codes in incorrect products
- Listing attempts that were rejected when sellers were unable to provide valid Transparency codes
- Notices of suspected counterfeit infringement

12. Will Transparency data for my brand be shared with Amazon Retail teams?

No. Transparency data is used only for purposes of providing the Transparency service and for protecting customers and brands.

In-Plant Printing

13. What is required to enable In-Plant Printing?

You just need a thermal transfer printer with 300dpi to print the 2D Data Matrix, and you will submit a new PCT with the products you would like to enroll.

14. What is a thermal transfer printer?

Thermal-transfer printing is a digital-heat printing method used to produce machine readable bar codes with high definition and a durable image that will not easily be disfigured or rub off. Thermal transfer printers use ribbons which "transfer" (melt) the ribbon to the face of a label and can be used with a broad range of label materials.

A thermal transfer printer is different than a direct thermal printer as a thermal transfer printer requires a ribbon. A great question to ask yourself is, "does the printer use ribbon?" If not, it is not a thermal transfer printer.

15. How can I purchase a thermal transfer printer?

You will need a thermal transfer printer with 300 dpi or greater (e.g., Zebra ZT230 Industrial Printer) to print, which is designed for printing labels with a durable image and a high resolution logo (good for end user

experience). If you do not have a thermal transfer printer with 300dpi or greater, please contact your Transparency account manager.

16. Is there an additional cost for In-Plant Printing?

There is no additional cost for using the In-Plant Printing feature.

17. How do I print the labels from pdf files?

Please make sure to follow the following instructions while printing labels from pdf files.

- Set the top, bottom, left, and right margins to zero.
- Set the page size as per the size of the label size you plan to use. You are not required to use specific label sizes however, the minimum label sizes for each label type are below. Brands are able to use larger label sizes than the suggestions below.
 - i. Label Type 1: H 1.125" x W 1.125"
 - ii. Label Type 2: H 0.75" x W 1.75"
 - iii. Label Type 3: H 1.375" x W 1.375"
 - iv. Label Type 4: H 1.375" x W 4.0"
- We recommend printing a few samples before printing the entire file to ensure labels print as expected.

18. Do I have to enroll all of my ASINs?

No, you can select any ASIN that is currently enrolled in Transparency to use the In-Plant Printing feature.

19. What if I choose to still use a .csv file?

This option is still available – you may select either a pdf or .csv file when printing your code.

20. What if I wish to change my label type for an ASIN?

Your Transparency contact will help you change your label type for IPP.

21. May I print my codes in bulk?

Yes, users can order codes in bulk for IPP enrolled products.

22. What is the Quality Assurance process for In-Plant Printing?

Please provide 5 digital mock-ups of your transparency labels, using any 5 of the test codes found in the test labels (label types 1-4). Your transparency contact will send you the test labels to use. Additionally you can scan your Transparency 2D Matrix barcodes yourself by downloading the Transparency App.

Transparency Informational Videos

- **Introduction to Transparency Video:** Learn how Transparency can help protect your products [here](#).
- **Transparency Onboarding Overview Video:** Learn more about the required steps in order to get your product protected with Transparency [here](#).
- **Printing Transparency Codes Video:** Learn more about the various methods to printing the Transparency 2D Data Matrix codes [here](#).
- **Transparency Quality Assurance Video:** Learn more about Transparency's quality assurance process [here](#).
- **Operational Performance Review (OPR) Video:** Learn more about Transparency's Operational Performance Review (OPR) process [here](#).
- **Turning on Transparency Protections Video:** Learn more about how you will reach the protected status for your enrolled products [here](#).