



Shopee's Packaging Guidelines

*Implemented May 2021
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CONTENTS

PAGE	3	Product Grouping Overview
	5	Steps on How to Pack Orders
	7	Non-Breakable Items
	10	Potentially Breakable Items
	13	Spillables Items
	16	Fragile and Breakable Items
	19	Restricted or Hazardous Items
	22	Bulky, Heavy, or Irregularly Shaped Items
	25	Items with Manufacturer's Seal or Packaging
	27	Multiple Item Group
	31	Pouch Packaging for Small Items
	33	Air Waybill Guidelines
	36	Do's and Don'ts'
	39	Other Packaging Options

Product Grouping Overview



Product Grouping Overview

GENERAL CHECKLIST

PRODUCT GROUPING	USE POUCH?	USE BOX?	USE FILLERS?	WARNING STICKERS OR MARKINGS?	AIR WAYBILL	ADDITIONAL PACKAGING?
Material/Specifications	<p>Max Dim: 40cm x 21cm x 20cm Max Weight: 5kg Material: Opaque / translucent Strong adhesive seal (will tear pouch if opened) LDPE (CPP is prohibited) More than .0025cm thick (1 wall) Sealed: Snug and Tight Branding: Shop-branded pouches are allowed.</p>	<p>Material: Corrugated cardboard boxes (single wall for regular items, double walled minimum for items 10kg and up) Must be sturdy & robust Sealed: H-Taping Method Branding: Shop-branded boxes are allowed.</p>	<p>Materials: Bubble wrap, packing Peanuts Fitted Styrofoam Inserts, Air Fillers, or other eco-friendly option such as honeycomb, geami, recycled paper, etc.</p>	<p>Material: Sticker or Thermal Paper (needs to be waterproof), Clearly Handwritten on top of package, Paper Printed covered in tape</p>	<p>Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6</p>	<p>Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i></p>
Non-Breakable	✓	✓	✗	✗	✓	✓
Potentially Breakable	✓	✓	✓	✗	✓	✓
Spillables	✓ (<150ml)	✓	✓	✓	✓	✓
Fragile and Breakable	✗	✓	✓	✓	✓	✓
Dangerous or Hazardous	✗	✓	✓	✓	✓	✓
Heavy and Bulky	✗	✓	✓	✓	✓	✓

Steps on How to Pack Orders

Steps on How to Pack Orders

Remember C.U.S.H.I.O.N

1 **Cover each item with the appropriate amount* of bubble wrap or alternative cushion.**

2 **Use good quality and appropriate size/type of packaging (must be pouch or box*)**

3 **Secure the items inside by adding fillers* to avoid movement/drift in shipping**

4 **Hide any item information and/or branding to avoid tendency of theft or tampering**

5 **Increase protection by securely sealing the box (tape all openings) or pouch (snug and tight), and by adding bubble wrap or cling wrap on the outer box***

6 **Over the flap of the pouch/slit of the box, attach the airway bill**

7 **Notify the courier to take care of the package by adding warning stickers/labels*. Make sure it doesn't cover the airway bill.**

** Packaging requirements and/or guidelines varies per product grouping. Please refer to the succeeding slides.*

Non-Breakable Items

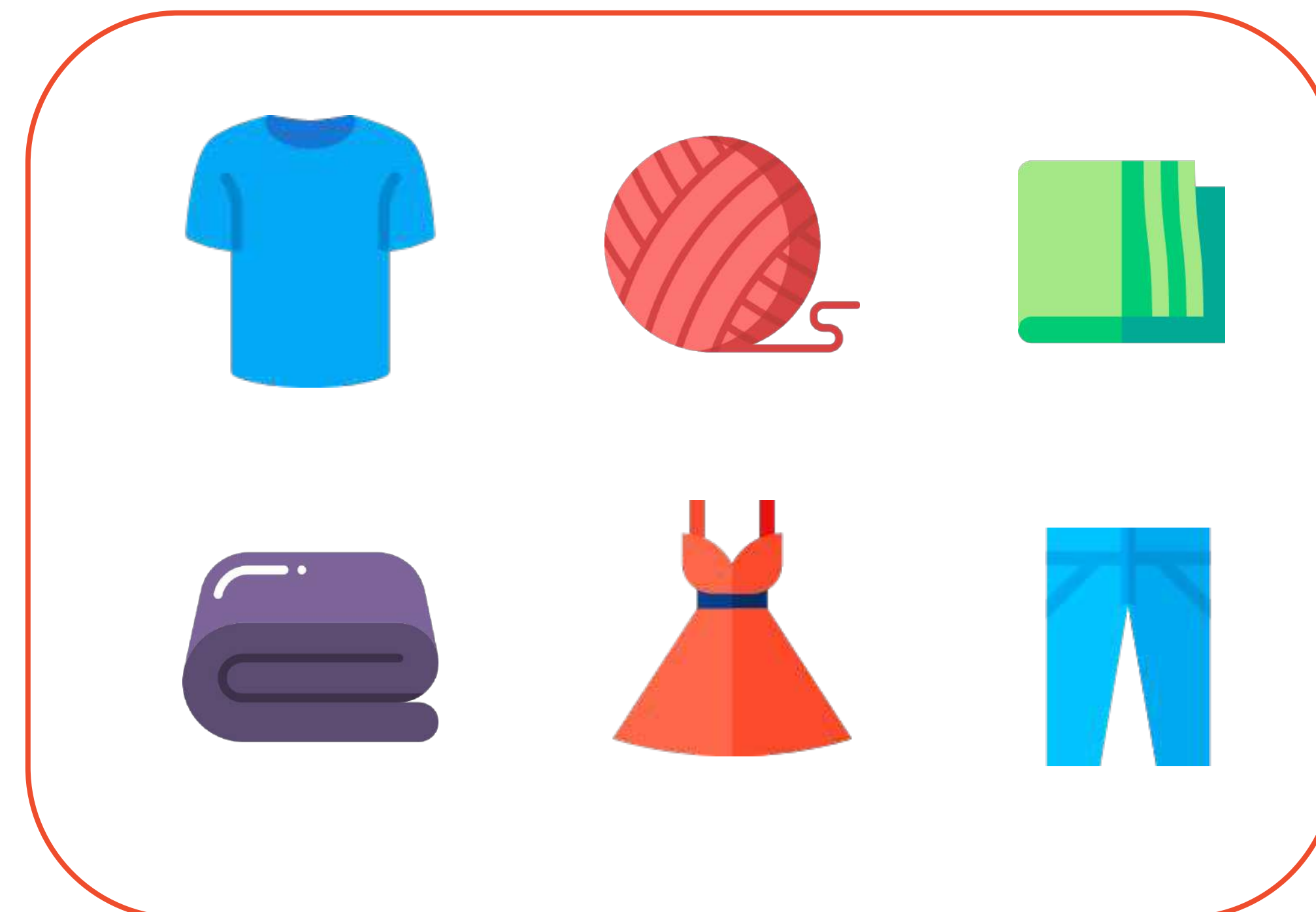
Non-Breakable Items

WHAT QUALIFIES AS NON-BREAKABLE?

- Items that have no tendency of being deformed, broken, or damaged in transit can be considered **non-breakable**.

EXAMPLES

- T-shirts, Curtains, Rug, Towels, Beddings



Non-Breakable Items Packaging Guidelines



ITEM: T-SHIRT	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	USE CORRECT POUCH SIZE No bubble wrap required. Pouch must be snugged/tucked according to parcel size.	USE CORRECT BOX SIZE No bubble wrap required. If own box, ensure 1 layer of cling wrap outside the box.	NOT REQUIRED	NOT REQUIRED	Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6	Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i>
Can/Must Be Used	✓	✓	✗	✗	✓	✓

Potentially Breakable Items



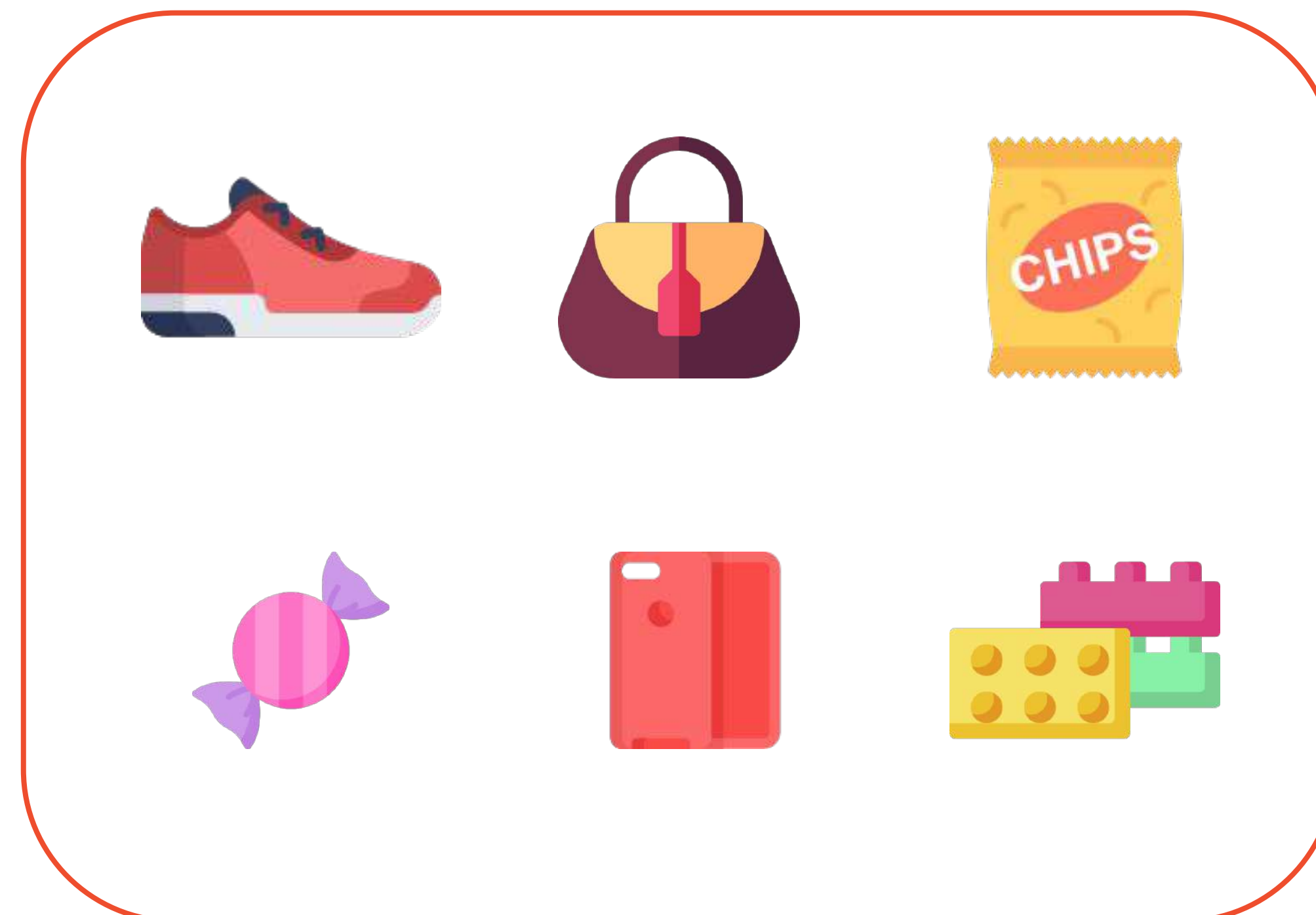
Potentially Breakable Items

WHAT QUALIFIES AS POTENTIALLY BREAKABLE?

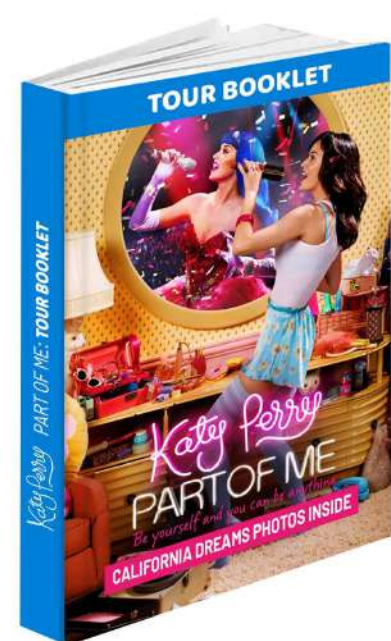
- Items that are not fragile and not spillable, but have the tendency of being deformed, broken, or damaged in transit when not packed properly can be considered **potentially breakable**.

EXAMPLES

- Shoes, Bags, Cellphone Casing, Paper Products, Decors, Potato Chips, Snacks, Candies



Potentially Breakable Items Packaging Guidelines



Tour Booklet



ITEM: MUSIC BOOKLET	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	USE CORRECT POUCH SIZE With 1 tight layer for each item, of bubble wrap or other eco-friendly options around contents. Pouch must be snugged/tucked according to parcel size.	USE CORRECT BOX SIZE With 1 tight layer for each item, of bubble wrap or other eco-friendly options around contents. If own box, ensure 1 layer of cling wrap outside the box.	If own packaging (box), ensure that box has sufficient fillers to ensure that items won't drift or move inside.	NOT REQUIRED	Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6	Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i>
Can/Must Be Used	✔	✔	✔	✘	✔	✔

Spillable Items

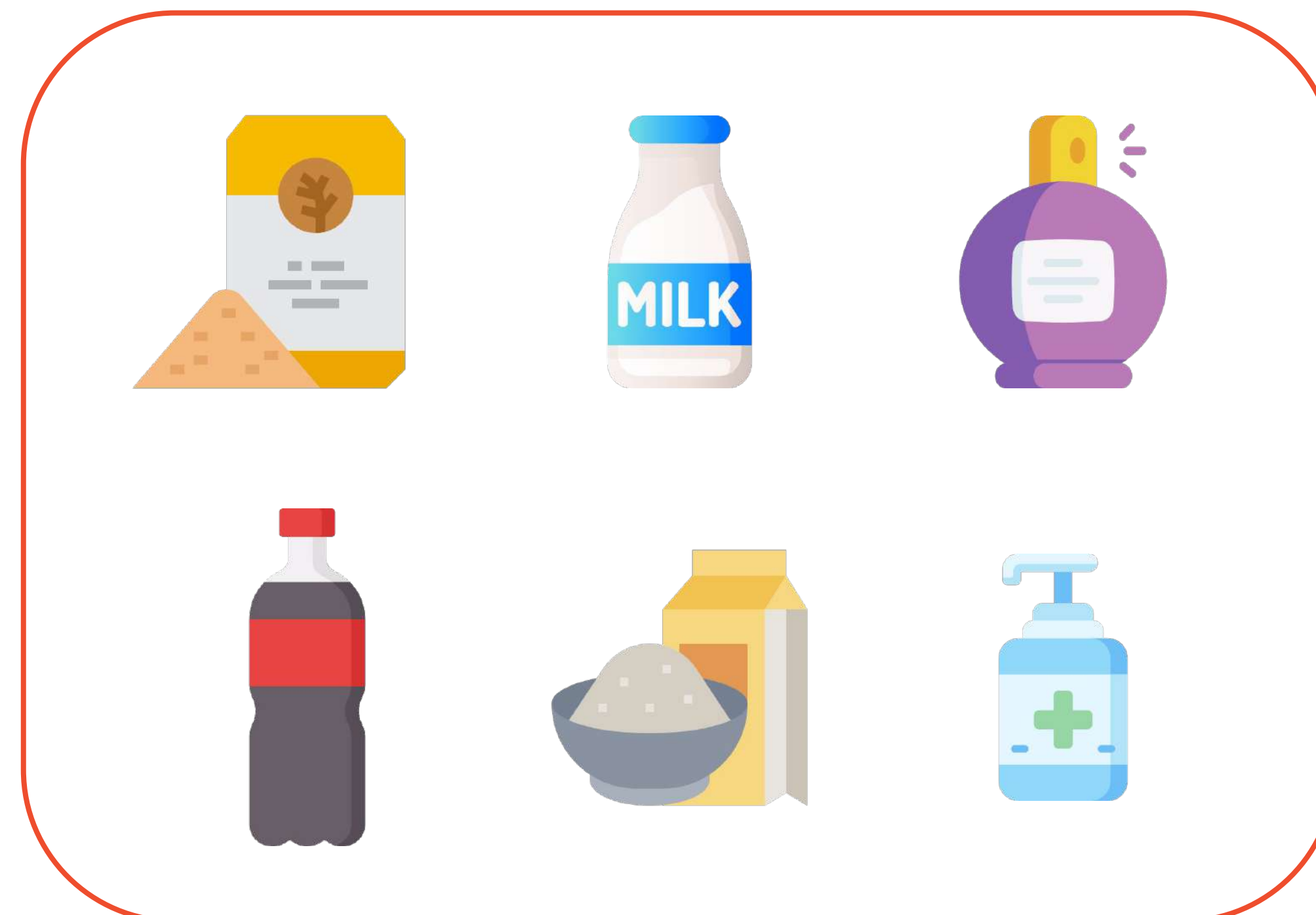
Spillable Items

WHAT QUALIFIES AS SPILLABLE?

- Items that have the tendency of its packaging/container being deformed, broken, or damaged, and its content being spilled while in transit when not packed properly can be considered **spillable**.

EXAMPLES

- Liquid, Emulsion, Grains, Seeds, Powder, Gel Contents, Wet Wipes, Facial Masks, Food Items with Liquid and Grain Contents, Pressurized Liquids/Emulsions up to 50 kgs



Spillable Items Packaging Guidelines

NOTE: If spillable, plastic/tape is required in securing lid or cap (regardless if with or without factory shrink wrap/sealing)



ITEM: BOTTLED TEA	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	<p>USE CORRECT POUCH SIZE Contents with 2 tight layers for each item, of bubble wrap or other eco-friendly options. Plastic/tape is required in securing lid or cap (regardless if with or without factory shrink wrap/sealing). Pouch must be snugged/tucked according to parcel size.</p>	<p>USE CORRECT BOX SIZE Contents with 2 tight layers for each item, of bubble wrap or other eco-friendly. Plastic/tape is required in securing lid or cap (regardless if with or without factory shrink wrap/sealing). Ensure 1 layer of bubble wrap outside the box.</p>	<p>If own packaging (box), ensure that box has sufficient fillers to ensure that items won't drift or move inside.</p>	<ul style="list-style-type: none"> • Fragile • Liquid • This Side Up <p>Handwritten markings are okay, as long as it's visible and easily seen.</p>	<p>Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6</p>	<p>Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i></p>
Can/Must Be Used	<p>(<150ml only)</p>					

Fragile and Breakable Items

Fragile and Breakable Items

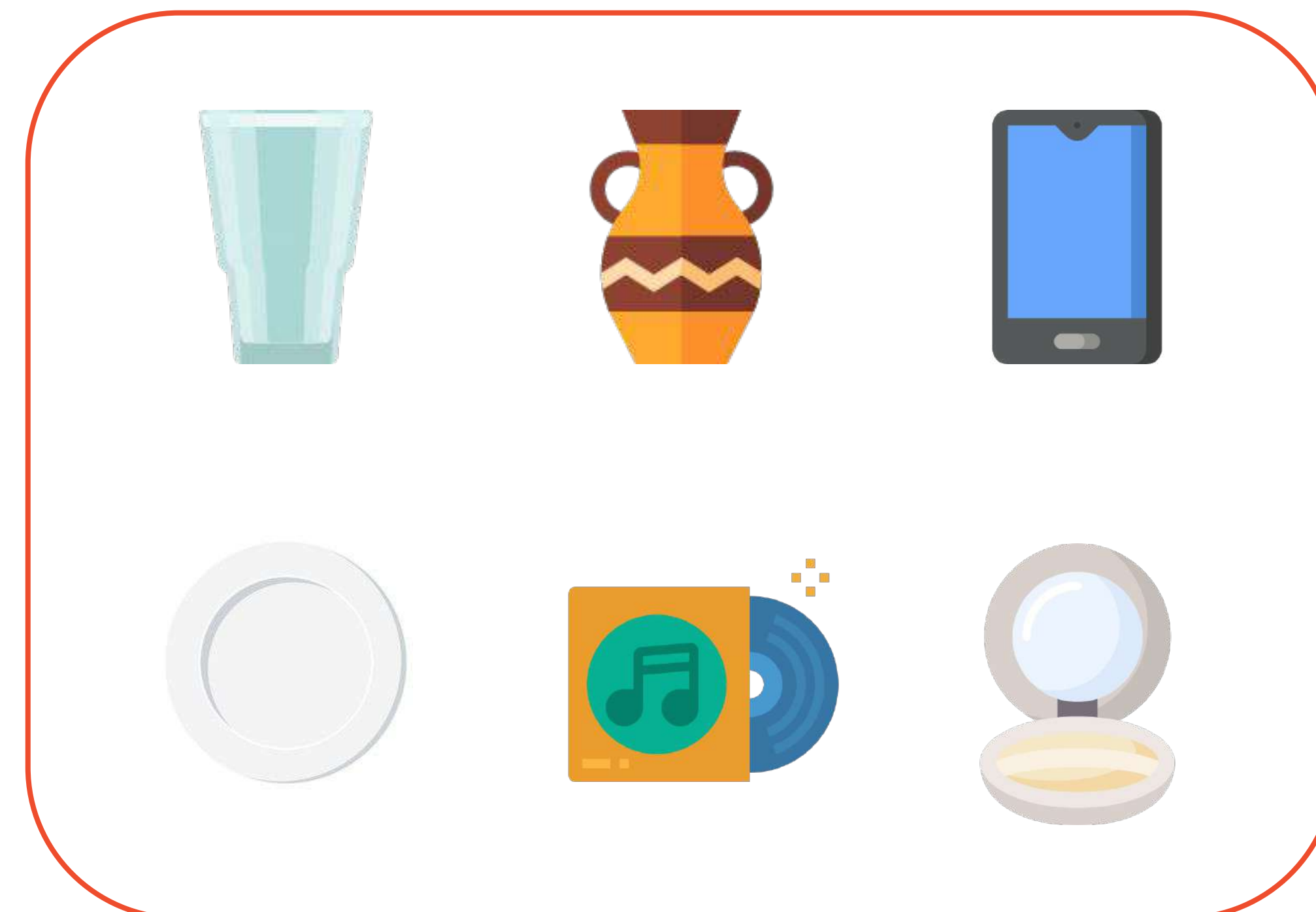
⚠ NOTE: If spillable, plastic/tape is required in securing lid or cap (regardless if with or without factory shrink wrap/sealing)

WHAT QUALIFIES AS FRAGILE AND BREAKABLE?

- Items that have very high tendency of being deformed, broken, or damaged while in transit when not packed properly can be considered **fragile and breakable**.

EXAMPLES

- Candles, Ceramic Plates, Glass Jars, Plastic Bottle Containers, Electronic Accessories w/ Batteries such as Mobile Devices, Tablets, CDs/Disks, Cosmetics, Fragile Toys and Collectibles



Fragile and Breakable Items Packaging Guidelines

NOTE: If spillable, plastic/tape is required in securing lid or cap (regardless if with or without factory shrink wrap/sealing)



ITEM: GLASS JAR	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	NOT ALLOWED	USE CORRECT BOX SIZE With 2 tight layers for each item, of bubble wrap or other eco-friendly options around contents. If own box, ensure 1 layer of bubble wrap outside the box.	Ensure that box has sufficient fillers to ensure that items won't drift or move inside.	<ul style="list-style-type: none"> Fragile Handwritten markings are okay, as long as it's visible and easily seen.	Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6	Required for parcels greater than PHP 2,500 in total value . <i>Conceal branding and ensure that contents inside are not visible.</i>
Can/Must Be Used	X	✓	✓	✓	✓	✓

Restricted or Hazardous Items

Restricted or Hazardous Items

WHAT QUALIFIES AS RESTRICTED OR HAZARDOUS?

- Items that are physically dangerous, flammable, corrosive, poisonous, battery-powered*, or explosive can be considered **restricted or hazardous**.

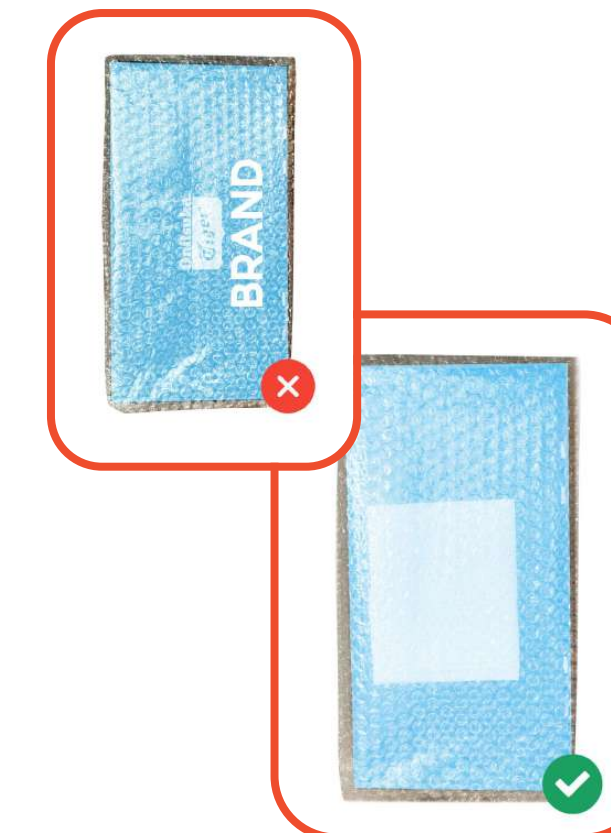
EXAMPLES

- **Solid Examples:** Knives, cutters, solid pesticides, batteries, *items with batteries included in pack or built-in batteries.
- **Liquid Examples:** Aerosol sprays, LPG
(Note: If liquid, also follow guidelines for Spillable Items)



Restricted or Hazardous Items Packaging Guidelines

NOTE: If spillable, plastic/tape is required in securing lid or cap (regardless if with or without factory shrink wrap/sealing)



ITEM: KNIFE (Physically Hazardous)	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	NOT ALLOWED	USE CORRECT BOX SIZE With 2 tight layers for each item, of bubble wrap or other eco-friendly options around contents. If own box, ensure 1 layer of bubble wrap outside the box.	Ensure that box has sufficient fillers to ensure that items won't drift or move inside.	<ul style="list-style-type: none"> • Fragile • Hazardous Material • Flammable • Dangerous (as applicable) <p>Handwritten markings are okay, as long as it's visible and easily seen.</p>	<p>Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6</p>	Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i>
Can/Must Be Used	✗	✓	✓	✓	✓	✓

Bulky, Heavy, and Irregularly Shaped Items

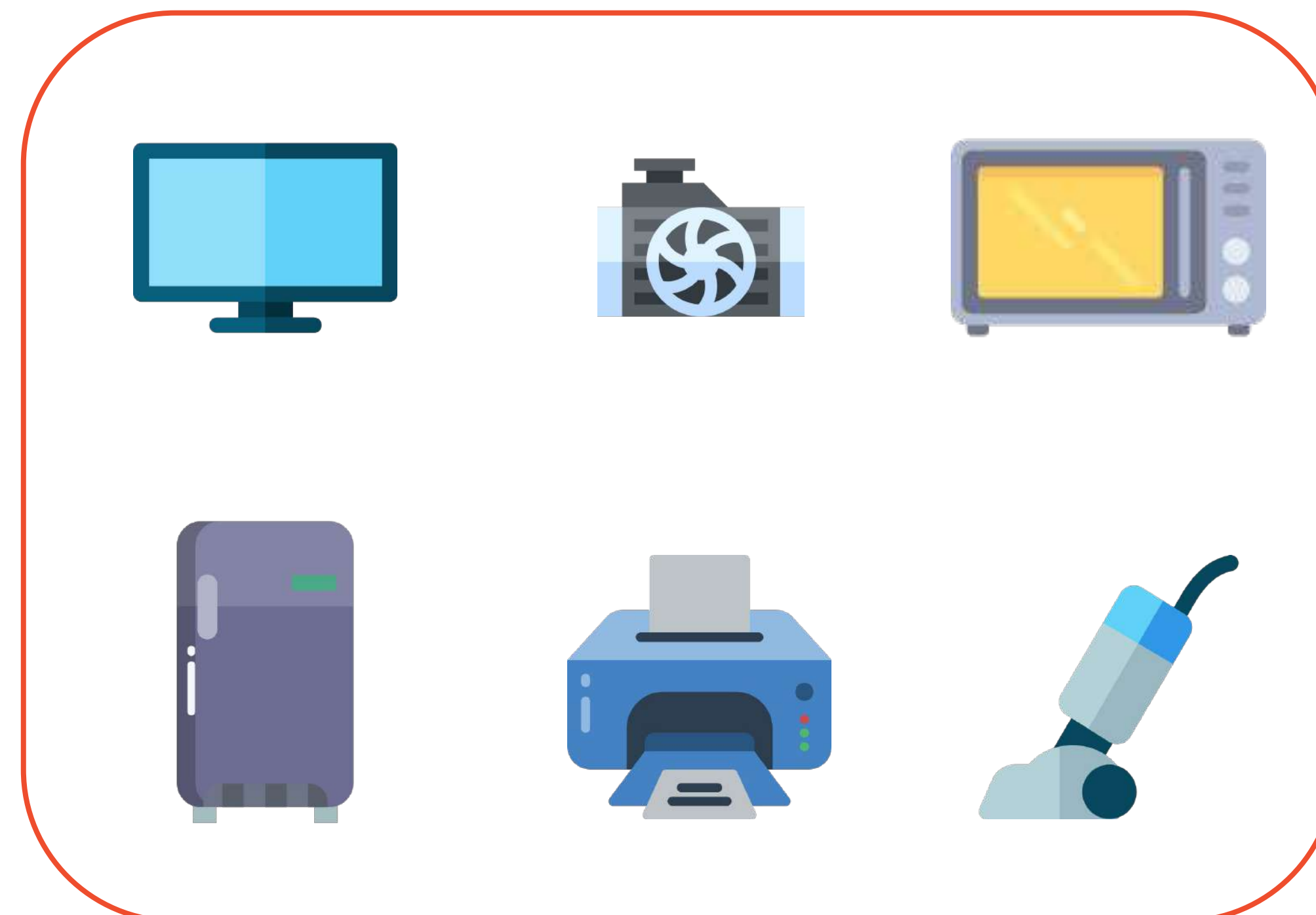
Bulky, Heavy, and Irregularly Shaped Items

WHAT QUALIFIES AS BULKY AND HEAVY?

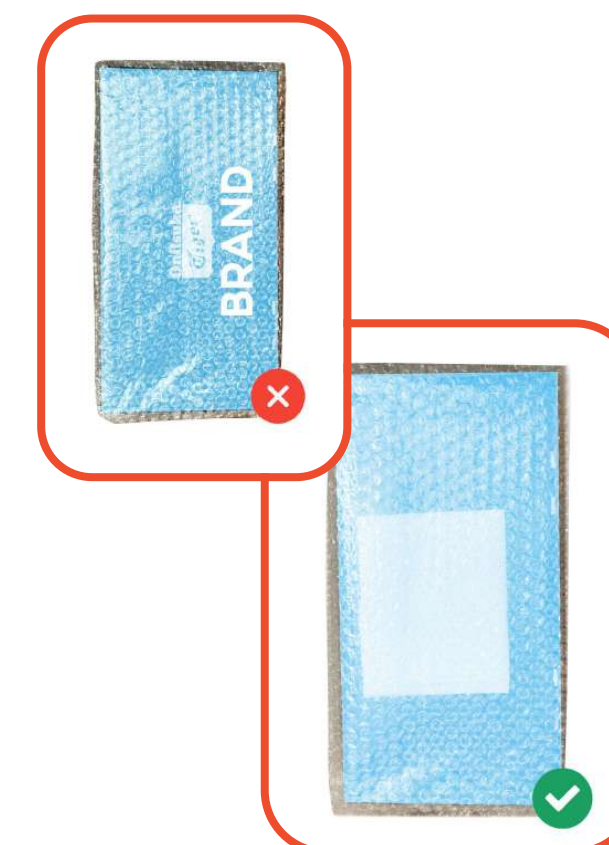
- Items that are of high volumetric weight (length, width, or height exceeding 100 cm) or high actual weight (greater than 10 kg) can be considered **bulky and heavy**.
- Items that are irregularly shaped items (ring lights, camera stands, etc.) should be placed inside a regularly shaped box that can fit these items

EXAMPLES

- Appliances, TV, Monitor, Equipment, Machines, Motors, Camera Stands, Ring Lights, etc.



Bulky, Heavy, and Irregularly Shaped Packaging Guidelines



ITEM: MONITOR	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	NOT APPLICABLE	USE CORRECT BOX SIZE With 2 tight layers for each item, of bubble wrap or other eco-friendly options around contents. If own box, ensure 1 layer of bubble wrap outside the box.	Fitted styrofoam inserts/cushions and other fillers are required	<ul style="list-style-type: none"> • Fragile • This Side Up Handwritten markings are okay, as long as it's visible and easily seen.	Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6	Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i>
Can/Must Be Used	✗	✓	✓	✓	✓	✓

Items with Manufacturer's Packaging

Items with Manufacturer's Packaging

This refers to items packaged in the **original manufacturer's packaging** which features custom protective fillers, shrink wrap, or other tamper markers which may prevent sellers from adding fillers inside. In these cases, the seller does not need to remove manufacturer's sealed packaging, unbox the item, and add fillers. However, the seller is required to use cushioning materials (like bubble wrap) around the original packaging.

HOW DO I PACK SEALED ITEMS?

1. Hide any item information and/or branding when adding bubble wrap to avoid tendency of theft or tampering.
2. Protect the original packaging with adequate amount* of bubble wrap or alternative cushioning.
3. If the manufacturer packaging is not corrugated, place the **protected** item** inside a corrugated box and add additional layer of bubble wrap and fillers to avoid movement in transit.
4. Increase protection by securely sealing the box (tape all openings), and by adding bubble wrap or cling wrap on the outer box*
5. Attach AWB and other labels according to above guidelines.

* Packaging requirements and/or guidelines varies per product grouping. Please refer to the previous slides.

** Sealed item is bubble-wrapped or wrapped with eco-friendly packaging alternatives



Multiple Items

Multiple Items

WHAT DOES 'MULTIPLE ITEMS' MEAN?

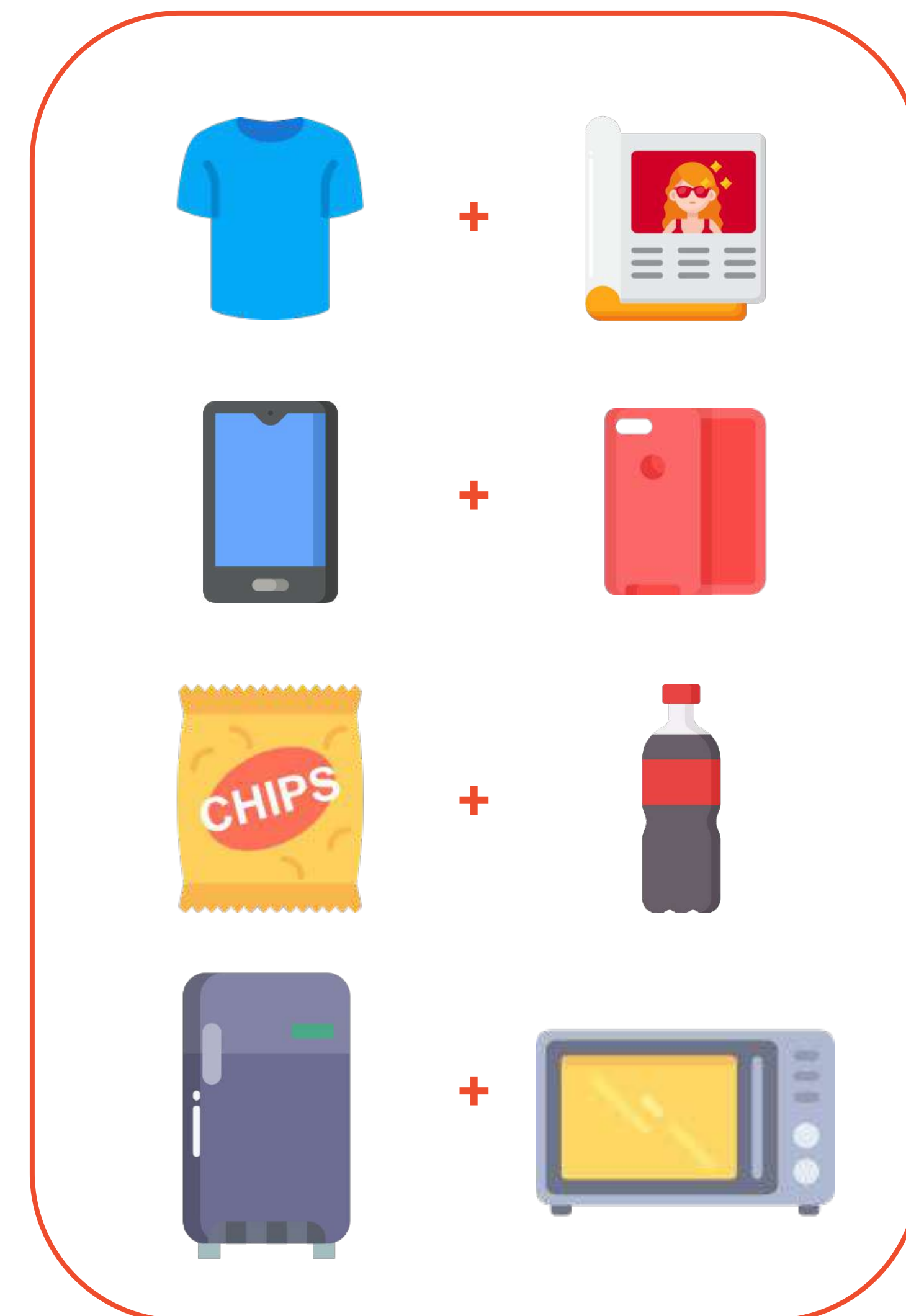
- 'Multiple items' pertain to orders or packages that contain items from different groups aforementioned.

EXAMPLES

- Shirt (*non-breakable*) + music booklet (*potentially breakable*)
- Cellphone (*fragile and breakable*) + cellphone casing (*potentially breakable*)
- Potato chips (*potentially breakable*) + bottled drink (*spillable*)
- Refrigerator + microwave oven (*both bulky and fragile*)

HOW DO I PACK?

- If parcel contains multiple items from different categories, **follow the more restrictive packaging guidelines.**
- For multiple bulky items, **pack or firmly bundle them together using an opaque material** to avoid theft, tampering, or separation while in transit. Pack items in a single box or wrap them together in a colored stretch film.
- For the first example, the **potentially breakable** guidelines must be observed, since the music booklet should follow the stricter packaging guidelines



Example for Multiple Items Packaging

- Shirt (*non-breakable*) + music booklet (*potentially breakable*); **FOLLOW POTENTIALLY BREAKABLE GUIDELINES**



	POUCH	BOX	FILLERS	WARNING STICKERS OR MARKINGS	AIR WAYBILL	ADDITIONAL PACKAGING
Specification	<p>USE CORRECT POUCH SIZE With 1 tight layer for each item, of bubble wrap or other eco-friendly options around contents. Pouch must be snugged/tucked according to parcel size.</p>	<p>USE CORRECT BOX SIZE With 1 tight layer for each item, of bubble wrap or other eco-friendly options around contents. If own box, ensure 1 layer of cling wrap outside the box.</p>	<p>If own packaging (box), ensure that box has sufficient fillers to ensure that items won't drift or move inside.</p>	<p>NOT REQUIRED</p>	<p>Material: Sticker or Thermal Paper (needs to be waterproof) Size: A6</p>	<p>Required for parcels greater than PHP 2,500 in total value. <i>Conceal branding and ensure that contents inside are not visible.</i></p>
Can/Must Be Used	✓	✓	✓	✗	✓	✓

Example for Multiple Bulky Items



Original/sealed items

Orders with multiple bulky items must be packed and/or firmly bundled together using an opaque material to avoid theft, tampering, or separation while in transit. Pack items in a single box or wrap them together in a colored stretch film. In this example, we will pack a refrigerator and a toaster together that are both in manufacturer's packaging.

HOW DO I PACK MULTIPLE BULKY ITEMS?

1. If the item is manufacturer-sealed, hide any item information and/or branding when adding bubble wrap to avoid tendency of theft or tampering.
2. Wrap each item with adequate amount of bubble wrap or use alternative cushioning such that if stacked, damage to other items will be prevented.
3. Make sure to arrange the items/boxes such that the largest/heaviest item is placed at the bottom and the smallest/lightest item is placed on top when packing.
4. Pack the items together by either placing all protected items inside one bigger box, or using a colored/opaque stretch film to wrap the items together.
5. Secure the package by taping it, or by using an additional layer of bubble wrap or eco-friendly wrapping alternatives.
6. Attach AWB and required warning labels according to category guidelines.



Pouch Packaging for Small Items



Pouch Packaging for Small Items

GUIDELINES

- When using pouch packaging for small items, the pouch must be **tucked and snugged repeatedly**. There should be minimal excess space, but must have **enough space for the air waybill**.
- Make sure to follow the other filler / warning sticker requirements of the Product Grouping that your item belongs to.

EXAMPLES OF SMALL ITEMS

- Flash drive, small accessories, stickers, jewelry



Air Waybill Guidelines



Air Waybill Guidelines

WHAT IS AN AIR WAYBILL (AWB)?

- The air waybill acts as a proof of consignment and contains important information such as the order details.
- Air waybills will also indicate the order ship-by-date (SBD). Sellers should use this as a reminder to ship out orders on-time.
- Before sending out, it should be attached to the parcel, with the **barcode, QR code, and details visible** to logistic providers.

J&T EXPRESS		Taguig City	003
Send Date: 2021-01-27			
Order ID 210127COVTVRY9	233-163001		
			
781263536284			
BUYER	MM Address	639171112222 100, Taguig City, Metro Manila, Metro Manila	
	Taguig City Fort Bonifacio Metro Manila	Metro Manila Metro Manila	OFFICE 1000
SELLER	Sample Address Only	639123456789	
	Binondo Barangay 287	Metro Manila Metro Manila	SBD 2021-03-05 1222
			
Product Quantity: 1 Weight: 15.0 kg		COD Amount: 165.0	
Thank you for shipping with Shopee! Please click "Order Received and rate this product!"		Delivery Attempt	Return Attempt
		1 2	1 2

XDE LOGISTICS		PORT CODE:	
Order ID 18061322331M58M			
			
ID123456789			
BUYER	buyer123	1234578910 2nd Floor, Stall 39, ABC Building, Barangay 287, Binondo Manila, Metro Manila 1234	
	Binondo Barangay 287	Manila Metro Manila	12180
SELLER	Seller123	1234578910 2nd Floor, Stall 39, ABC Building, Barangay 287, Binondo Manila, Metro Manila 1234	
	Binondo Barangay 287	Manila Metro Manila	SBD 2018-06-18 12180
			
Product Quantity: 8 Weight: 200,212,000 g		COD Amount: 20,000	
Thank you for shipping with Shopee! Please click "Order Received and rate this product!"		Delivery Attempt	Return Attempt
		1 2	1 2

FLASH EXPRESS		123-45-67	
Order ID 18061322331M58M	OP RTS	Non-DG HOME	
			
ID123456789			
BUYER	buyer123	1234578910 2nd Floor, Stall 39, ABC Building, Barangay 287, Binondo Manila, Metro Manila 1234	
	Binondo Barangay 287	Manila Metro Manila	12180
SELLER	Seller123	1234578910 2nd Floor, Stall 39, ABC Building, Barangay 287, Binondo Manila, Metro Manila 1234	
	Binondo Barangay 287	Manila Metro Manila	SBD 2018-06-18 12180
			
Product Quantity: 8 Weight: 200,212,000 g		Order Date: 20180618	
Thank you for shipping with Shopee! Please click "Order Received and rate this product!"		Delivery Attempt	Return Attempt
		1 2	1 2

Shopee Xpress		123-45-67	
Order ID 18061322331M58M	OP RTS	Non-DG HOME	
			
ID123456789			
BUYER	buyer123	1234578910 2nd Floor, Stall 39, ABC Building, Barangay 287, Binondo Manila, Metro Manila 1234	
	Binondo Barangay 287	Manila Metro Manila	12180
SELLER	Seller123	1234578910 2nd Floor, Stall 39, ABC Building, Barangay 287, Binondo Manila, Metro Manila 1234	
	Binondo Barangay 287	Manila Metro Manila	SBD 2018-06-18 12180
			
Product Quantity: 8 Weight: 200,212,000 g		Order Date: 20180618	
Thank you for shipping with Shopee! Please click "Order Received and rate this product!"		Delivery Attempt	Return Attempt
		1 2	1 2

Air Waybill

PRINTING SPECS

- AWBs must be printed on **A6 Size Sticker Paper**. Paper must be waterproof and smudge proof, so it is highly recommended to use **thermal printers** in printing.



DOs AND DON'Ts

- DO** stick the AWB **over the pouch flap** when using pouch packaging. For own packaging, it must be stuck **on the top of the box**, covering the box's slit/flop.
- DO** make sure that the barcode and QR code is prominently displayed.
- DO** ensure your AWB is attached properly and will not come off
- DON'T** cover any area of the AWB with other shipping labels, stickers, documents, or opaque tape.
- DON'T** use printed AWB with faded or smudged print.
- DON'T** alter or add any texts and elements on the AWB format generated from the Seller Centre.



Do's and Don'ts

Do's



DO use the correct packaging size for your item.



DO follow pouch and box guidelines when creating your own packaging. Shop-branded packaging is allowed.



DO conceal parcel contents to avoid potential cases of theft.



DO purchase Shopee-branded pouches, if preferred from accredited suppliers only

- [Brotherhood Packaging](#)
- [Xceed](#)
- [Online Commodities](#)



DO put non-corrugated boxes inside sturdy corrugated boxes (box-in-a-box)



DO ensure that the cushion part of the bubble wrap is facing inwards, towards the item and outer box.

Don'ts



DON'T overstuff pouches. They should not be filled to the point where they stretch or tear.



DON'T send out packages with no AWB and labels



DON'T use wet, torn, or flimsy packaging. Always use sturdy, good quality packaging.



DON'T cut up boxes or pouches and wrap them around the item



DON'T use packaging materials that are not mentioned in the guidelines. Always use correct pouches and boxes. Bubble wrap or cling wrap only is not allowed.



DON'T use courier pouches unless they match the courier indicated on the AWB. Mix and matching courier pouches is not allowed.

Other Packaging Options



Other Packaging Providers

WHAT ARE OTHER PACKAGING PROVIDERS?

- Shopee-branded pouches and boxes that are sourced from authorized suppliers. These comply with the max dimensions, material used, and sealing requirements indicated in the overall guidelines.

GUIDELINES

- Sellers must still comply with the overall guidelines on the use of pouches/boxes, fillers, warning labels, air waybills, and other packaging materials.
- Correct sealing for boxes (H-Taping method) should be used.
- Special rules for different Product Groupings must be followed. (Example: Secure lid with plastic/tape for Spillables)



Eco-Friendly Packaging Materials

GUIDELINES

- Eco-friendly options must still comply with the overall guidelines on the use of pouches/boxes, fillers, warning labels, air waybills, and other packaging materials.
- Materials used must be steady and robust. Correct sealing (H-Taping method) should be used.
- Special rules for different Product Groupings must be followed. (Example: Secure lid with plastic/tape for Spillables)

EXAMPLES

- **Pouches:** Made from high performance biopolymers and resins
- **Fillers:** Geami and honey comb wrapper
- **Adhesives:** Gum tape





Thank you!