



Shopee Packaging Guidelines


Seller Education Hub

Internal Packaging

1

Insides of the box must be fully filled with materials that can help **absorb shock and prevent the items from moving** during delivery. Here are some suggestions for the packaging materials that can be used:

- a. Air Pillow
- b. Bubble Wrap
- c. Honeycomb Paper
- d. Paper Void Fill
- e. Packing Peanuts
- f. Polystyrene / Styrofoam Inserts
- g. Dividers
- h. Shredded Paper

 **Tip:** Internal packaging provides protection against internal damages which can occur during transit.



Air Pillow



Bubble Wrap



Honeycomb Paper



Paper Void Fill



Packing Peanuts



Polystyrene / Styrofoam Inserts



Dividers



Shredded Paper

External Packaging

1

All items must have an **external packaging**. Here are some suggestions for the packaging materials that can be used:

- Bubble Wrap
- Cardboard Box
- Polymailer / Pouch
- Shrink Wrap

2

Wrap the item with a minimum of **2-3 rounds of bubble wrap** and pack the accessories separately.

3

Apply tape evenly across flaps and seams on both top and bottom sides of the outer box.

4

Air Waybills (AWB) must be clearly displayed on external packaging. Do not tape or wrap anything on top of the AWB.

5

Fragile label must be clearly displayed on the external packaging.



Sample of a proper external packaging

H-Tape method to seal the parcel

Non-Fragile and Small Items



1 Use the **correct size** for pouch / box.

2 Ensure **AWB is placed over flap**.



⚠ Note: Pouch / Polymailer should **not** be used for fragile items.

Items	Must Be Used
Pouch	<p>✓</p> <p>Note: Pouch must be snugged according to parcel size.</p>
Box	<p>✓</p> <p>Note: 1-2 layers of bubble wrap for small accessories such as flash drive and jewelry.</p> <p>No bubble wrap required for clothes.</p>
Fillers	X
Fragile Label / Marking	X

Fragile Items (Ceramic, Glassware)



1 Use corrugated cardboard with **divider** for multiple ceramics and glassware.



2 Wrap every single ceramic or glassware with **1 layer of bubble wrap**.



3 Fill the empty space with **fillers**.



4 Ensure **fragile sticker** is on the parcel's external packaging and **not handwritten**.

Items	Must Be Used
Pouch	X
Box	✓ Note: <ul style="list-style-type: none">- Wrap 2-3 layers of bubble wrap.- Secure the bottom of the box with extra tape.
Fillers	✓ Note: For single items, ensure that the box has sufficient fillers to fill up the extra spaces.
Fragile Label / Marking	✓ Note: Fragile sticker must be visibly pasted on the box. Handwritten markings are strictly not acceptable.

Fragile/ Bulky / Heavy / High-value Items, Electronic Devices



1

Fitted styrofoam inserts / cushions, edge guard and other **fillers** are required.

Ensure all **4 sides, top and bottom** are protected.

2

Recommended to use **box-in-box method with fillers** as the retail packaging is usually not enough to provide adequate protection during transit.

3

Ensure **fragile sticker** is on the parcel's external packaging and **not handwritten**.

Items	Must Be Used
Pouch	X
Box	✓ Note: - Wrap 2-3 layers of bubble wrap. - Secure the bottom of the box with extra tape.
Fillers	✓ Note: Ensure the box has sufficient fillers to fill up the extra spaces to prevent damages.
Fragile Label / Marking	✓ Note: Fragile sticker must be visibly pasted on the box. Handwritten markings are strictly not acceptable.

Liquid and Spillable Items



1 Use the corrugated cardboard with **divider** for multiple bottles.



2 Wrap every single bottle with **1 layer of bubble wrap** or bottle protective net.



3 Fill the empty space with **fillers**.



3 Secure lid with **plastic tape or cap sealer**.



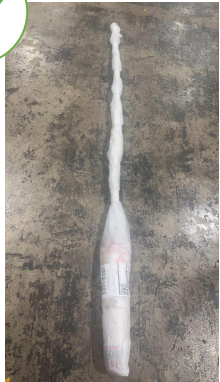
5 Ensure that items are placed in an **upright position** and **fragile / upright stickers** on external packaging points in the **correct direction**.



Items	Must Be Used
Pouch	X
Box	✓ Note: - Wrap 2-3 layers of bubble wrap. - Secure the bottom of the box with extra tape.
Fillers	✓ Note: For single bottles, ensure that the box has sufficient fillers to fill up the extra spaces.
Fragile Label / Marking	✓ Note: Fragile and upright sticker must be visibly pasted on the box. Handwritten markings are strictly not acceptable.
Lid Sealer	✓

Irregularly-shaped Items

- Items that are shrink-wrapped together should all be of **similar shapes and sizes**.
- Irregularly-shaped or oddly-sized items should not** be shrink-wrapped together to ensure the integrity of the arrangement.
- Irregularly-shaped items should be placed in a **carton box** with no empty space in between.



Irregularly-shaped item
**need to be packed
individually**



Irregularly-shaped items **should not
be packed in bundle**

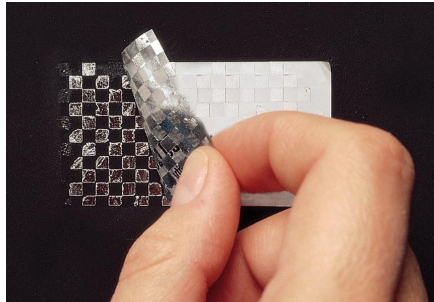


Irregularly-shaped item
should be packed into box

⚠ Note: Bundled parcel should not exceed the **max weight of 30kg** and **max dimension (L+W+H) of 300cm**, with the **greatest dimension not exceeding 150cm on one side**.

High-value Items

- Branding and content of item should be concealed** within the parcel to reduce chances of tampering or theft.
- Do not show the price/value** of item on the parcel. **Do not indicate that parcel contains high-value item(s).**
- Recommended to **use sealing tape that leaves marks/residue upon removal**
- Use **heavy-duty and wider tape** to securely seal the box, around all possible openings/seals
- Paste **fragile stickers** over taped areas
- Paste **AWB over the sealed opening of pouches** to avoid the risk of tampering



Sealing tape that **leaves a mark/residue once removed**



AWB is pasted over the sealed opening of pouch

! **Note:** You are strongly recommended to invest in tamper-proof packing for high-value items to minimise the chances of parcel tampering.

If packaging standard is not met, dispute will be rejected

- 1 When disputing for **orders with spillable items**, you will be rejected if any of the following are observed:
- Do not have external packaging
 - Do not have a corrugated divider (loosely packed)
 - Do not have 1 layer of bubble wrap / protective net for every single bottle
 - Do not have fragile and upright stickers
 - Upright sticker is not in the same direction as the bottles
 - Items are not secured at the lid/cap with additional wrapping



Parcel is not wrapped with bubble wrap and do not have a proper fragile sticker (handwritten not acceptable).



Loosely packed, do not have corrugated divider for multiple bottles, items not in upright position



Upright sticker is not in the same direction as bottles.



Bottles are not individually wrapped with 1 layer of bubble wrap / protective net.



Bottle lid/cap is not secured with additional wrapping (tape).

If packaging standard is not met, dispute will be rejected

2

When disputing for **orders with electronic devices / fragile / heavy / high-value items**, you will be rejected if any of the following are observed:

- Using polymailer / pouch for fragile items
- Do not have external packaging
- Do not have a fragile sticker
- Do not have sufficient internal packaging
- Are not wrapped with bubble wrap



Using pouch for electronic device is unacceptable



Do not have external packaging and fragile sticker for heavy items



Air Waybill Labelling



1 Remove old labels

Too many labels will affect the delivery process. Do not stick new ones on top of the old ones.



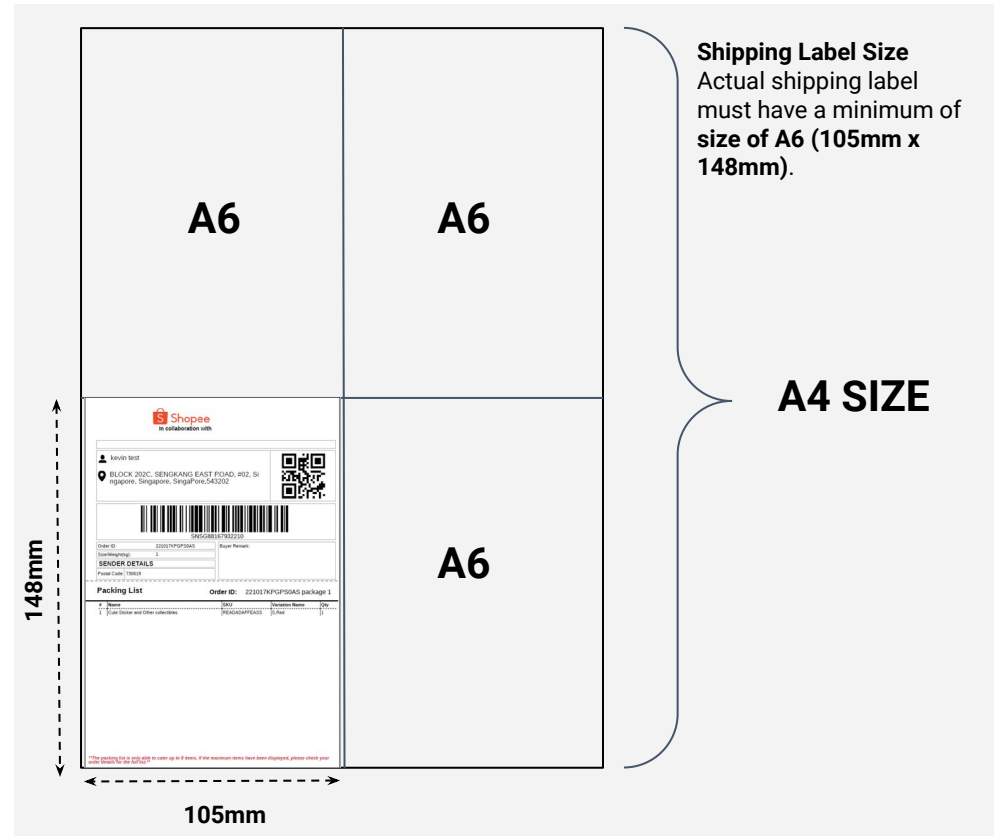
2 Print new labels

Use self-adhesive labels and ensure that the **label is clear**. Faded ink or blurred lines would make scanning difficult.



3 Affix firmly

Label must be **visible, affixed flat and wrinkle-free** on the **largest side** of the parcel. **Never fold or bend** shipping labels on the edges of boxes.





Thank you

Learn more about best practices for selling on

Shopee on Seller Education Hub:

seller.shopee.sg/edu