

Get started with Transparency

The Transparency programme

Amazon's Transparency programme is a powerful brand protection service that prevents the sale and shipment of counterfeit products.

Products enrolled in Transparency have unique serial codes called Transparency codes that proactively protect your brand and ensure that every item shipped to customers is authentic. Whether they're fulfilled by us or shipped directly by you, products enrolled in Transparency can't be sold in Amazon stores without a valid code.

Transparency codes can also help you engage with your customers after they purchase your product. Both the Amazon Shopping app and the Transparency app allow customers to scan Transparency codes to confirm the product's authenticity, and to access brand-provided materials, such as videos or product instructions.

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Why Transparency matters

With the Transparency programme, you can:



Stop counterfeits from reaching customers



Strengthen business partnerships



Protect different versions of your products



Access valuable supply chain insights

Eligibility requirements

Before enrolling in Transparency, ensure you meet these criteria:



An active, registered trademark for your brand



Be enrolled in Amazon Brand Registry and be assigned the **rights owner** role



A Global Trade Item Number (GTIN) for each product you want to enrol

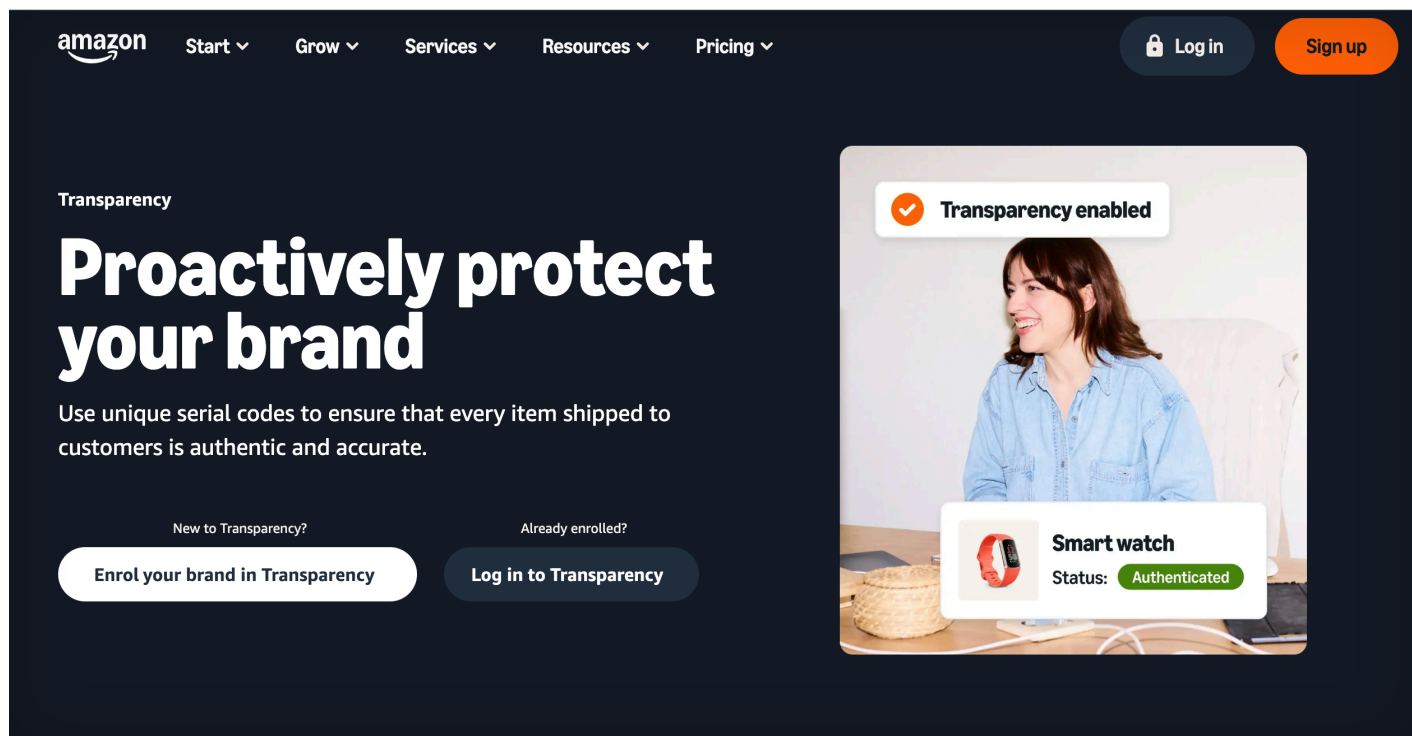
Note:

Common examples of GTINs include UPC, ISBN or EAN codes.

Enrol your brand in Transparency

When you enrol in Transparency, you gain access to a powerful product serialisation service that allows both you and your customers to verify product authenticity, regardless of who fulfils the orders.

Getting started:



Step 1:

Navigate to brandservices.amazon.com/transparency

Step 2:

Select **Enrol your brand in Transparency**

Step 3:

Complete the contact form with your brand information or select **Enrol Now** to create an account using your Amazon Brand Registry credentials

Step 4:

Review and sign the Transparency agreement

Step 5:

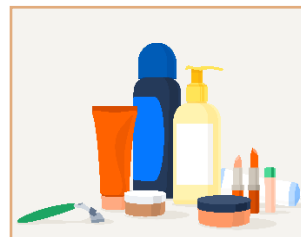
Gain access to the Transparency portal

Access the Transparency portal

To access the Transparency Portal, please use our Brand Registry account credentials. As an account admin, you can invite users to the account and grant them specific permissions. Depending on the permissions set by the account admin, you will have access to all or some of the following features in the Transparency Portal:



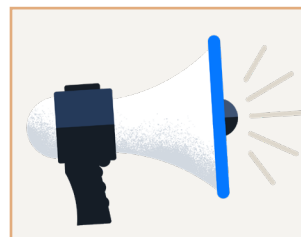
Manage permissions: Add new users and manage who has access to your account.



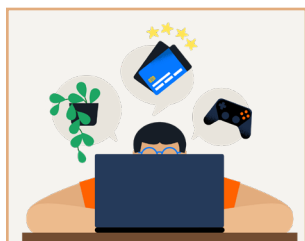
Your products: Submit your product details to enrol them in Transparency.



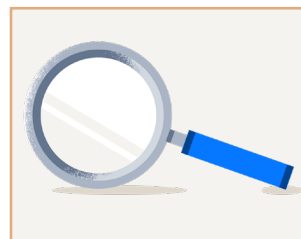
Code requests: Request codes for enrolled products.



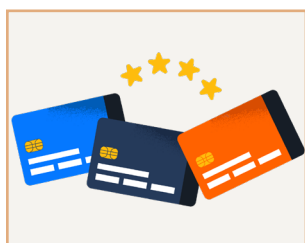
News: Review latest news and product releases



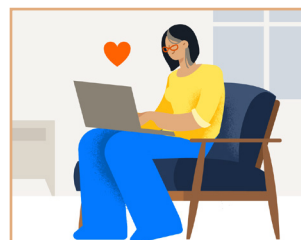
Manage Brands: View and enrol additional brands



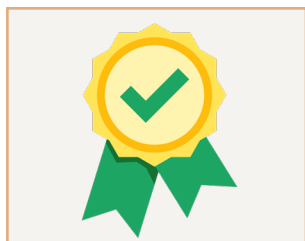
Reports: Access important Transparency Reports



Invoices: View invoices and billing information.



API: Automate code ordering with the Transparency API.



Enable OPR (Operational Performance Review): Help us verify you are correctly labelling your products.

Step 1: Choose your implementation method

Before you begin enrolling products, it is best to review the different options and make a plan that best fits your business.

Connecting Transparency codes to your units existing serial codes



If you would like to connect Transparency codes to your existing serial codes, your process will look different than if you were to use Amazon-issued codes. Once you have signed the Transparency Interoperability (IO) agreement, you will receive an email from your Transparency Account Manager to schedule a kick-off call. You will work closely with your Account Manager to set everything up and ensure the interoperability of your codes.

You will not need to continue through this guide if you are connecting Transparency codes to your units existing serial codes.

Using Amazon-issued Transparency codes

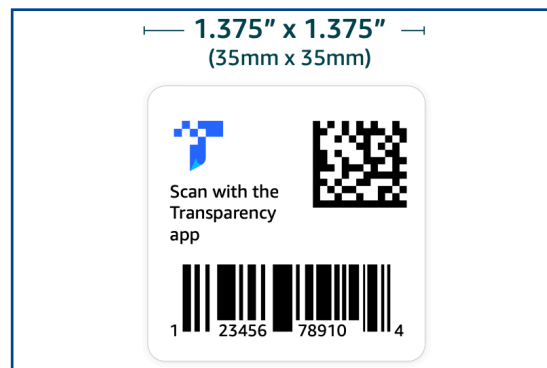
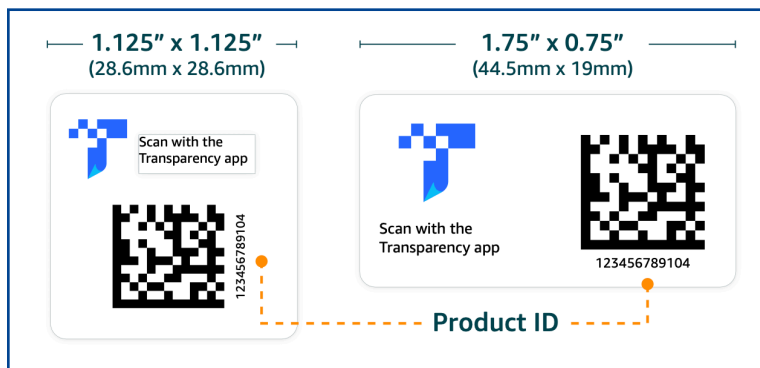


If your brand does not serialise your products or you don't wish to connect your existing serial codes to the Transparency programme, you'll use Amazon-issued Transparency codes on your product packaging. There are three ways to do this; pre-defined Transparency labels, custom labels or design-in codes on your product packaging.

During your onboarding process, you'll receive Transparency Brand Guidelines Zip Kit that includes a document with requirements and guidelines for creating and affixing labels, test codes and Transparency logo files.

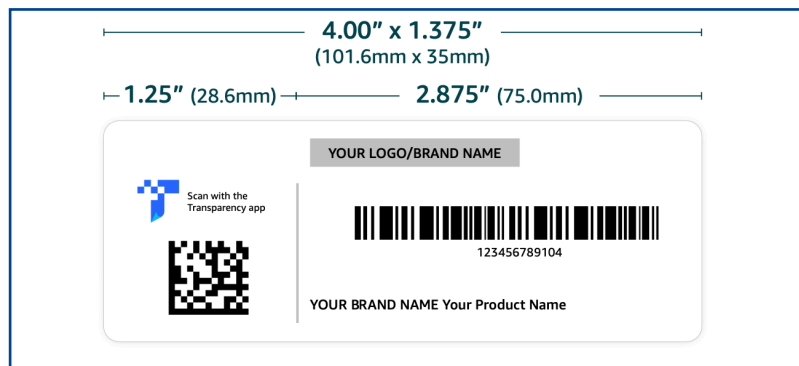
Choose your label type

Pre-defined Transparency labels: There are four pre-made labels to choose from:



Label 1 and 2: Recommended when numeric Global Trade Item Number (GTIN) is printed on the packaging. Product IDs are required.

Label 3: Combines the Transparency code and GTIN barcode.



Label 4: Combines Transparency content with FNSKU or GTIN. Requires a brand logo and item condition.

Label 5: Combines Transparency code and Product ID (GTIN or SKU).



Custom labels: If you already apply your own labels to your products, it may be more efficient to incorporate Transparency content into that label. You could also customise one of our pre-defined labels to meet your needs.



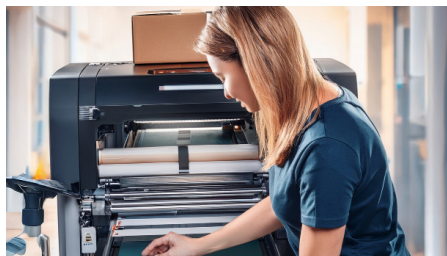
Design-In labels: If you don't want to apply additional labels, you can incorporate Transparency content directly into your existing packaging artwork. This is called Design-In. Requirements for adding Transparency labels to your packaging can be found in the Brand Guidelines Zip Kit.

Choose your printing option

1. Transparency Service Provider (TSP): Transparency Service Providers (TSP)s are companies that have an expert understanding of printing and delivering serialised Transparency labels and can also help you incorporate Transparency content and serialisation into your printed product packaging. There are three main types of TSPs:



Transparency label providers deliver serialised Transparency labels. They print the labels and you apply them.



Packaging printers can print and apply labels or print Transparency codes directly onto your product packaging.



Integration partners have integrated Transparency code ordering, receiving and printing within their software.

2. Printing labels in-house: If you are interested in printing your labels in-house, (on your premises), there are two options:



Transparency In-Plant Printing (IPP) feature (IPP) allows you to generate codes in the Transparency Portal, download a PDF of the labels and print them as needed. You'll need to use a thermal transfer printer (300dpi or greater) and purchase blank labels and ribbons. Transparency IPP does not support custom label designs.



Third-Party Label Printing Software BarTender software with its Transparency Connector allows you to automatically order and print Transparency codes without requiring a user to login to Transparency Portal. You will be required to use a thermal transfer printer (300 dpi or greater) and purchase the software along with blank labels and ribbons.

3. Commercial printer: If you have relationships with existing suppliers send the Transparency Brand Guidelines Zip Kit to them, which outlines all Transparency content requirements.



Step 2: Enrol products and order Transparency codes

Selecting products to enrol

Once you have access to the portal, you can start enrolling your products in Transparency. This process requires careful consideration of your inventory management capabilities, as you'll need to maintain clear separation between enrolled and non-enrolled inventory. It's crucial to understand that every unit of an enrolled product must carry a unique Transparency code, regardless of where you plan to sell it. This universal requirement ensures consistent authentication across all sales channels. There are two methods you can enrol your products:

- 1. Step-by-step guide:** Select the products you would like to enrol based on search and filters
- 2. Spreadsheet template:** Bulk upload

Method 1: Step-by-step guide

Step 1:

In the Transparency portal, click Enrol products under the Add Products card, and then select "Step-by-step guide".

Step 2:

Select one marketplace to receive protections across all Transparency countries.

Enrol products [Learn more](#)

Select products
 Labels
 GTINs/SKUs
 Manufacturing location
 Review

Select products 0 selected

Enrol up to 1000 products per request.
Please batch your products according to the print method and label type. [What's this?](#)

Help tip [^]

ASINs only need to be enrolled in one marketplace to receive protections in all Transparency countries.

Step 1: Select a marketplace
ASINs only need to be enrolled in one marketplace to receive protections in all Transparency countries

Select marketplace or store

Step 2: Select products to enrol

	Product name ^	Brand name	GTIN	ASIN
<input type="checkbox"/>				

Next, choose the products you would like to enrol. You can select up to 1,000 products at once manually. You can also filter products by brand name or search for specific products. Note that selecting a parent product automatically includes all associated variations or child ASINs.

Step 3:

Specify your print method. You can print in-house or use a service provider.

For in-house printing, you need a thermal transfer printer with 300dpi or greater resolution. Only standard predefined Transparency labels can be printed in-house. If you would like to find a service provider, select Learn more for a list of options near your location.



Step 4:

Select your label type and indicate if dual codes are needed. Enter the GTIN (Global Trade Item Number), and SKU (Stock Keeping Unit), if available for each product.

Step 5:

Next, enter your manufacturing location. If needed, select multiple products using the checkbox and the bulk action bar to apply the same location across all selected products.

3 products selected

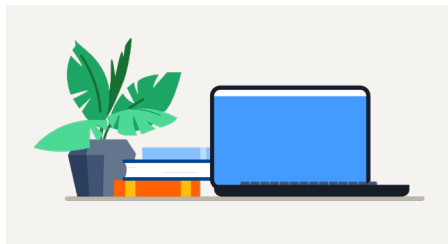
Step 6:

Review all product and print information. Make any required changes by clicking the Edit icon next to the Labels header. Click Submit to complete enrolment.

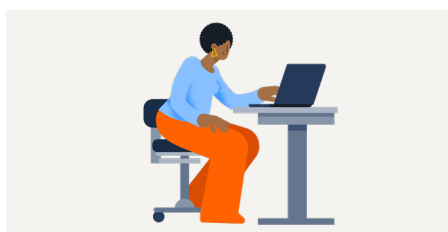
You can track your enrolment status in the Job history section, where your status will initially show as "Enrolment In Progress". You will receive an automated email confirming successful enrolment or requesting additional information.

Code generation

Once your products are successfully enrolled, you can begin generating Transparency codes. There are two different ways to do this:



Transparency API: Automate code ordering by using the Transparency API. Instructions for setting up and using the API can be found on the [API help pages in the Transparency portal](#). If you request codes through the API, you can collect and store codes until you want to use them.



Transparency Portal: You can order codes through the portal once your enrolled ASINs appear. Navigate to the **Code requests** tab to see a list of enrolled ASINs and select the ASINs you would like to generate codes for.

In the **Quantity** field, specify how many codes you want. Remember, each unit will require its own code, and you can generate up to 100,000 codes per ASIN in a single request. When requesting codes, you can fill in the optional **Additional information** section, which will appear when customers scan the code to confirm authenticity.



After you submit your code request, we will notify you via email once they are available. After receiving that email, go to the **Previous Code Requests** tab in the Transparency Portal to locate your request.

If you plan to print in-house, you can download the codes as either a CSV or PDF.

If you are working with a TSP to supply your codes, you will download a CSV file and then upload the file to the TSP's website for printing. TSPs will print the Transparency codes and send them directly to your manufacturing location.

Step 3: Apply codes to your products

Once your products have been enrolled and you have received your codes, you can begin applying codes to your products. The application process will look different depending on what label type you chose in Step 1. However, there are a few steps that apply to everyone.

Establish Standard Operating Procedures (SOPs)



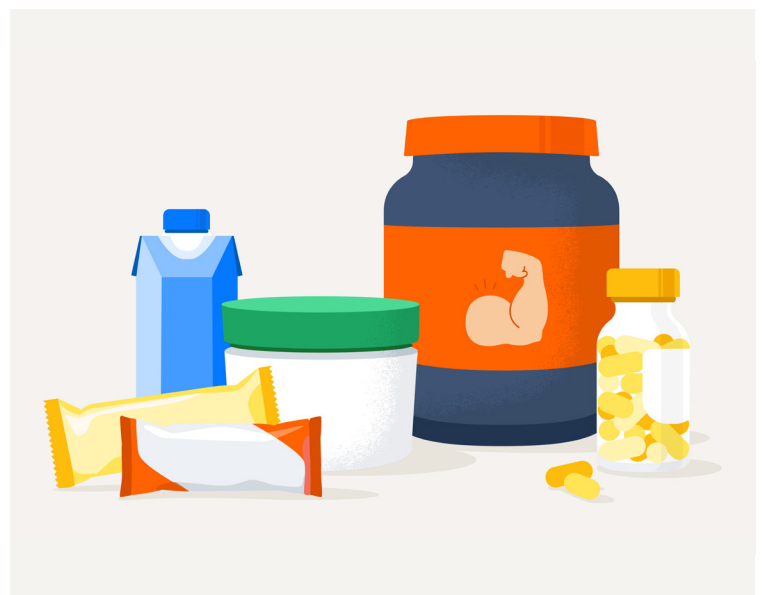
SOPs serve as a guide for anyone involved with the labelling process. While SOPs aren't required, they can help ensure that your team or manufacturer applies Transparency codes consistently.

Make sure your SOPs include a Quality Assurance (QA) check. We recommend performing QA checks on a regular basis to ensure your codes are working properly and your customers are receiving the best possible experience.

Applying codes to your products

It is important that all your products are labelled correctly. Whether you will sell on Amazon or on other channels, all Transparency-enrolled products must include Transparency content on every unit whether on a label or designed-in to the packaging.

- ✓ Labels do not cover product IDs
- ✓ The label is on a flat surface and doesn't wrap around the corner of the packaging
- ✓ Labels are applied before sending FBA products to a fulfilment centre
- ✓ Clear visibility for scanning
- ✓ Transparency code and product ID on same side of packaging



Step 4: Operational Performance Review

Operational Performance Review (OPR) process



Operational Performance Review (OPR) allows us to verify that you're correctly applying Transparency codes to your enrolled products. For sellers using Fulfilment by Amazon (FBA), we scan the codes prior to shipping to customers. If we identify a problem, we set the item aside for further investigation. For sellers who ship their own products, we verify the Transparency codes before the seller lists the product.

Once a product successfully completes OPR, it becomes protected and we can then turn on Fulfilment Centre (FC) scans for FBA and begin verifying codes for non-FBA brands.

What to expect

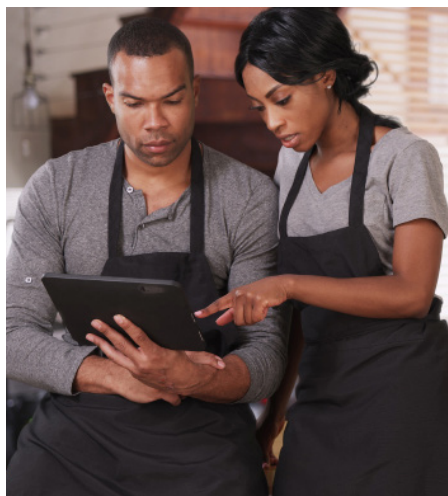
- ✓ Once OPR is turned on, we will send a 30-day notification to all third-party sellers listed on the ASIN. Your brand and/or your brand's third-party sellers must send Transparency labelled product to Amazon FCs after the OPR turn on request is submitted.
- ✓ Third-party sellers may continue to ship 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.
- ✓ Once Transparency protections are applied, we will not remove any existing inventory, but we will not allow unlabelled Transparency products to enter the FCs.

Access your OPR report



You can view your OPR Report in the Transparency Portal. The dashboard pictured below will provide you with details of scan results for each of your products while they are in OPR. Please note that the data updates every Monday. If you notice scans aren't being captured, check back on a Monday to see if they are reflected in the portal.

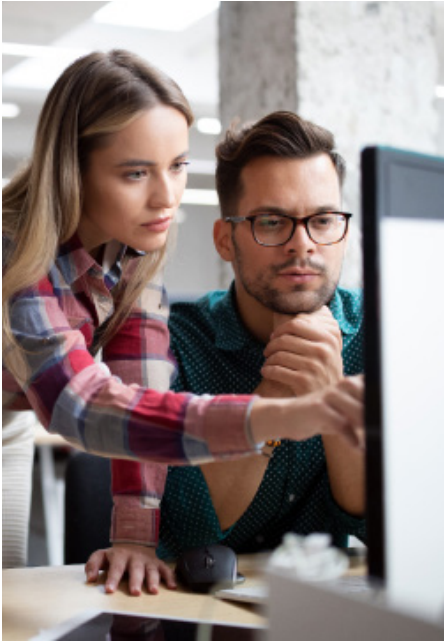
What happens after your products are protected?



Once your product passes OPR, 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 fulfil orders. To maintain protection, all inventory for a GTIN in protected status must be labelled while the product is under protection. This includes inventory that is sold outside of Amazon. New 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 protected status.

Step 5: Protection management

Maintaining your Transparency protections



Once your products have passed OPR and are protected, we recommend the following actions to help you maintain Transparency protections:

- Revisit your SOPs. Did they work? Could they be improved?
- Train new members who join the team to make sure that everyone is well-versed in the rules and requirements.
- Set up a QA timeline to check the codes periodically to ensure they are working.
- Regularly check that all Transparency-enrolled products are being labelled.

Pricing and payments



We charge for the codes that you generate or share with us, and offer discounts based on volume, which we invoice you on a monthly basis. There are no enrolment or subscription fees, no minimums or limits per order, and no costs for adding or dropping ASINs. Code pricing is determined by the purchase volume and discounts apply to higher volume tiers.