amz prep

THE AMAZON *Meltables* SEASON PLAYBOOK

What This Playbook Is

Our AMZ Prep 2026 Amazon Meltable Season Playbook is a blueprint to help operators manage their meltable products on Amazon and all other distribution channels.

This Playbook Will Help You Decide

- When to transition off FBA.
- Whether SFP is viable for your product's margin.
- How to maintain product rank through summer without going dark.
- How to build the infrastructure to enter October stronger than you exited May.

Data Sources

AMZ Prep: Operational data from 5,000+ brands, $2B+ revenue managed.

SmartScout: 2 years of third-party Amazon chocolate category data.

Cartograph: Amazon ad agency managing leading meltable brands.

Cartology: Amazon ad agency specializing in performance optimization.

Sequence Commerce: Amazon ad agency managing $100M+ annual ad spend.

The 2 Forces Working Against You

Amazon’s Blackout Dates

- Amazon’s restrictions don’t start May 1.
- They start April 15 for AWD (Amazon Warehousing & Distribution).
- Two weeks earlier than most brands expect.

Three Heat Exposure Points

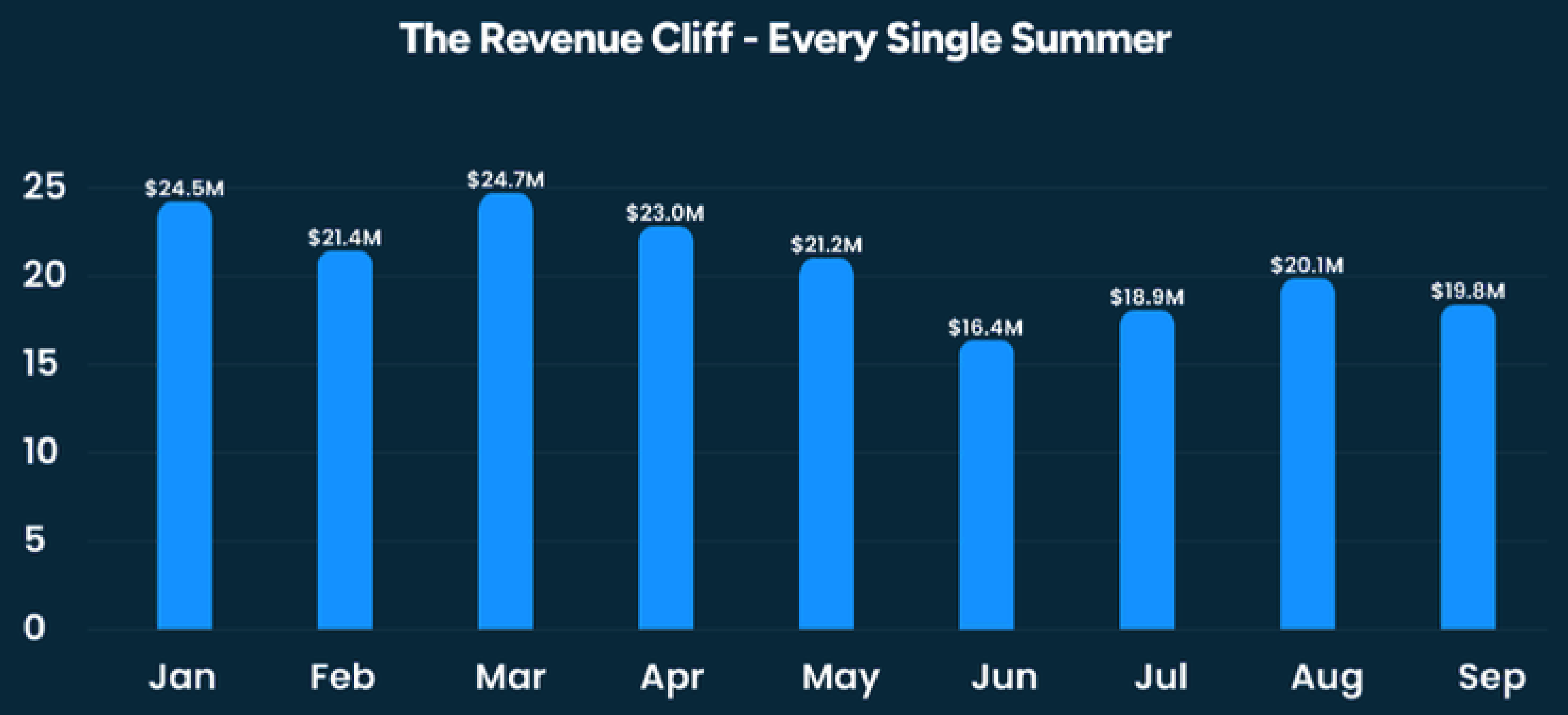
- Damage happens in trailers (15-30 days in receiving yards at +100˚F)
- Damage happens in non-climate-controlled FCs
- Damage happens in delivery vans (+155˚F during summer).
- Your product doesn’t need Amazon’s flag to melt or degrade.
- Your negative product reviews arriving in July are a result of product heat damage in May.

Playbook Sections

The 24% Revenue Drop

Before we dive into the strategy, let’s look at the numbers.

Scott Needham, CEO of SmartScout, pulled two full years of Amazon third-party chocolate category data - stripped of Valentine’s Day and Halloween to eliminate holiday noise.


The Revenue Cliff - Every Single Summer

“Across both years, they averaged 24% reduction in chocolate sales from Mar-May to Jun-Aug. This is focusing on primarily 3P products. No chocolate holiday like Valentines/ Halloween skewing the data.”

Scott Needham, CEO

smartscout

The Pattern is Structural. ASIN count grows every month. More sellers enter. But revenue drops 24% every summer. This isn’t demand. It’s fulfillment.

Brands that maintain advertising & fulfillment operations through summer re-enter October with preserved organic rank. Brands that pause operations spend Q4 rebuilding lost visibility.

The Meltable Calendar

April 15, 2026: AWD closes to meltable products
May 1, 2026: FBA closes to meltable products
October 15, 2026: Both reopen

- AWD closes 2 weeks before FBA.
- Most brands miss this. If you’re treating AWD as a buffer, don’t.
- Amazon doesn’t always enforce Day 1. There’s usually a grace period.
- Don’t plan around it. Plan as if enforcement is immediate.

What The Blackout Means

- You can’t send meltable products to FBA/AWD during the restricted window.
- Existing inventory isn’t removed, and can’t be replenished.
- Any SKU that sells out is gone until mid-October.
- Amazon may suppress your Buy Box if heat-related signals appear.
- Organic rank decays as velocity drops.

Amazon’s Meltable Inventory Requirements (USA & CAN)

155˚F

- **FBA USA** accepts products that are subject to melting between **September 28 and April 30** of each calendar year.
- Any meltable inventory in Amazon’s fulfillment centres **after April 30** is marked as unfillable and disposed of.
- Meltable inventory that arrives at Amazon’s fulfillment centres between **May 1 and September 28** is marked as unfulfillable or disposed of.
- **Products in USA fulfilment centres** must be able to be stored at a maximum temperature of **155˚F** for extended periods of time without melting or adversely affecting product quality.

Not sure if your product is meltable? Check our US ASIN list

10˚C - 30˚C

50˚F - 86˚F

- **FBA Canada** accepts products that are subject to melting between **October 1 and April 30** of each calendar year.
- Any meltable inventory in Amazon's **Canadian fulfillment** centres **after April 30** is marked as unfillable and disposed of.
- Meltable inventory that arrives at Amazon's **Canadian fulfillment** centres between **May 1 and September 30** is marked as unfulfillable or disposed of.
- **Products in Canadian fulfilment centres** must be able to withstand a minimum temperature of **10˚C (50˚F) and a maximum temperature of 30˚C (86˚F)** for the duration of the product shelf life without adversely affecting product quality.

Use our Canda ASIN list to avoid meltable inventory issues.

The Easter Trap

- Easter is the biggest confection holiday.
- It runs directly into meltable season.
- You’re trying to maximize Easter revenue while winding down FBA inventory.

The Easter Solution

- Deliberate SKU tiering.
- High-melt products OOS by mid-March.
- Medium and resilient products carry you through Easter with a planned fire-sale immediately after.
- Getting this timing right is the difference between a profitable spring and an expensive April.

The Countdown Timeline

Now (Jan to Mar)

April (Transition)

Easter Final margin Push

May-Sept (Melt Season)

May-Sept (Melt Season)

Feb: last large FBA shipment

April 7: Secondary SKUs OOS target

April 15: Top SKUs OOS / AWD deadline

May 1: FBM goes live

Oct 15: FBA season Opens

What To Do With Inventory Already In FBA

Existing inventory isn’t automatically removed when restrictions begin on April 15 - but you have decisions to make on anything that won’t sell through before May 1.

3 Options

- **Leave it and sell through:** only viable for Tier 3 resilient SKUs with meaningful remaining velocity. Amazon may suppress your Buy Box on flagged ASINs regardless. Monitor daily.
- **Removal orders:** request removal before May 1 for any Tier 1 or Tier 2 inventory unlikely to sell. Removal fees run $0.50-$1.00 per unit. Cheaper than a stranded meltable unit generating 1-star reviews in June.
- **Disposal:** if removal plus 3PL re-intake cost exceeds product value, disposal is the cleaner option. Calculate landed cost of removal against unit margin before deciding.

1 Rule

- Don’t leave high-melt SKUs inside FBA hoping they sell.
- They either sit stranded or they ship in July and generate negative brand sinking reviews.

Where Damage Actually Occurs

The Inbound Trailer

- Standard LTL drops your products in Amazon’s yard.
- Product sits 15-30 days in non-climate-controlled trailers at 100˚F+ before check-in.
- Thermal degradation starts here, not at delivery.

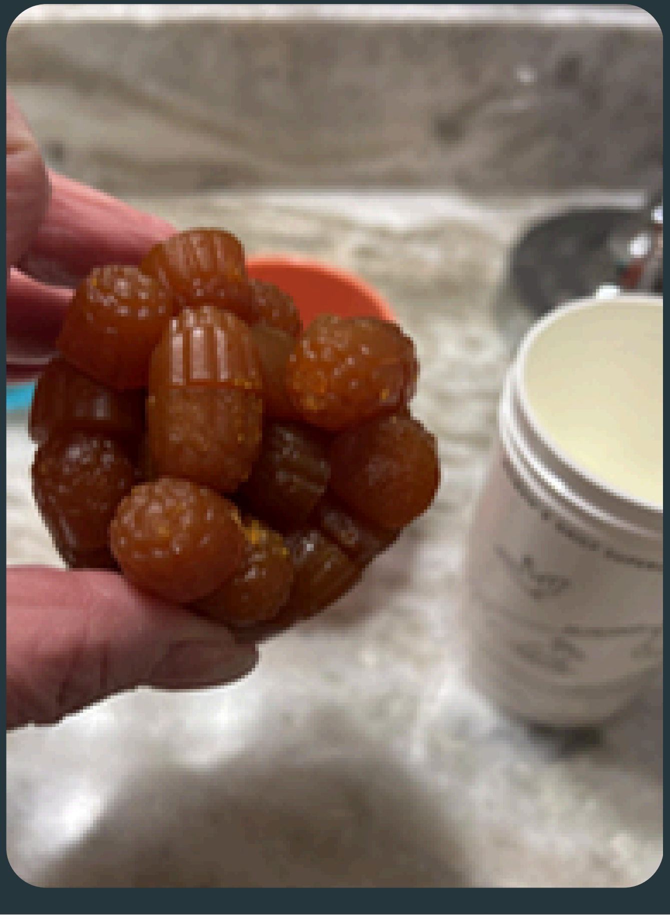
The Fix: Pre-booked inbound trucks deliver directly to dock, eliminating yard dwell. For meltables, this isn’t speed. It’s temperature.

The Fulfillment Center

- Amazon’s FC network isn’t uniformly climate-controlled.
- Where Amazon places your inventory determines temperature variance.
- Even moderate prolonged heat causes blooming, shape loss, packaging fusion.

Last Mile

- Delivery vans aren’t climate-controlled.
- July interior temperatures exceed 150˚F in Pheonix, Houston & Atlanta.
- Product that left the FC perfect arrives unsaleable.



Connie K

★★☆☆☆ Verified Purchase

Not a fan

They were melted into a big lump. I've been pulling off a couple every day. Tastes ok. I spent the money. I will use them. Not likely to reorder.

Inventory Planning:

The Framework That Actually Works

> *“Going out of stock is a death knell on Amazon. The question isn't 'will planning be perfect?' - it's: do you want to go out of stock early, or would you rather be long on inventory? Choose deliberately, by SKU.”*

Glynn Kaplan,
Senior Director of
Brand Management

Cartograph

SKU Prioritization by Melt Sensitivity

Tier	Ice Pack	Liner	Priority
Tier 1 - High	Cups, truffles, filled chocolates	Mid-March	Earliest heat risk. Go OOS early and clean.
Tier 2 - Medium	Solid bars, milk/ dark chocolate	April 7	Two-week buffer before May 1 to sell remaining stock.
Tier 3 - Resilient	Gems, hard-format coated pieces	April 15 (if fire-selling)	Can survive longer if you're actively discounting.

Framework sourced from Cartograph's operational practice across their meltable brand portfolio.

Execution Timeline

Jan-Feb: Send final large FBA inbound by end of February
Pre-Easter: Last margin-driving window. Protect price.
Easter Week: Full promo mode.

> *"Promotions during Easter week and post-Easter fire sales are how you clear Tier 2 and Tier 3 inventory without carrying it into May. Velocity matters more than margin in April."*

Michael Maher, CIO

Cartology

Post-Easter: Shift to velocity
April: Fire sale mode. Dispose of leftovers.
May 1: FBM live. Ads running. Packaging in place.
September: Build October relaunch campaign now.
October 15+: FBA inbound arrives. Relaunch goes live Day 1.

Your Fulfillment Options

Standard FBM - The Volume Reality

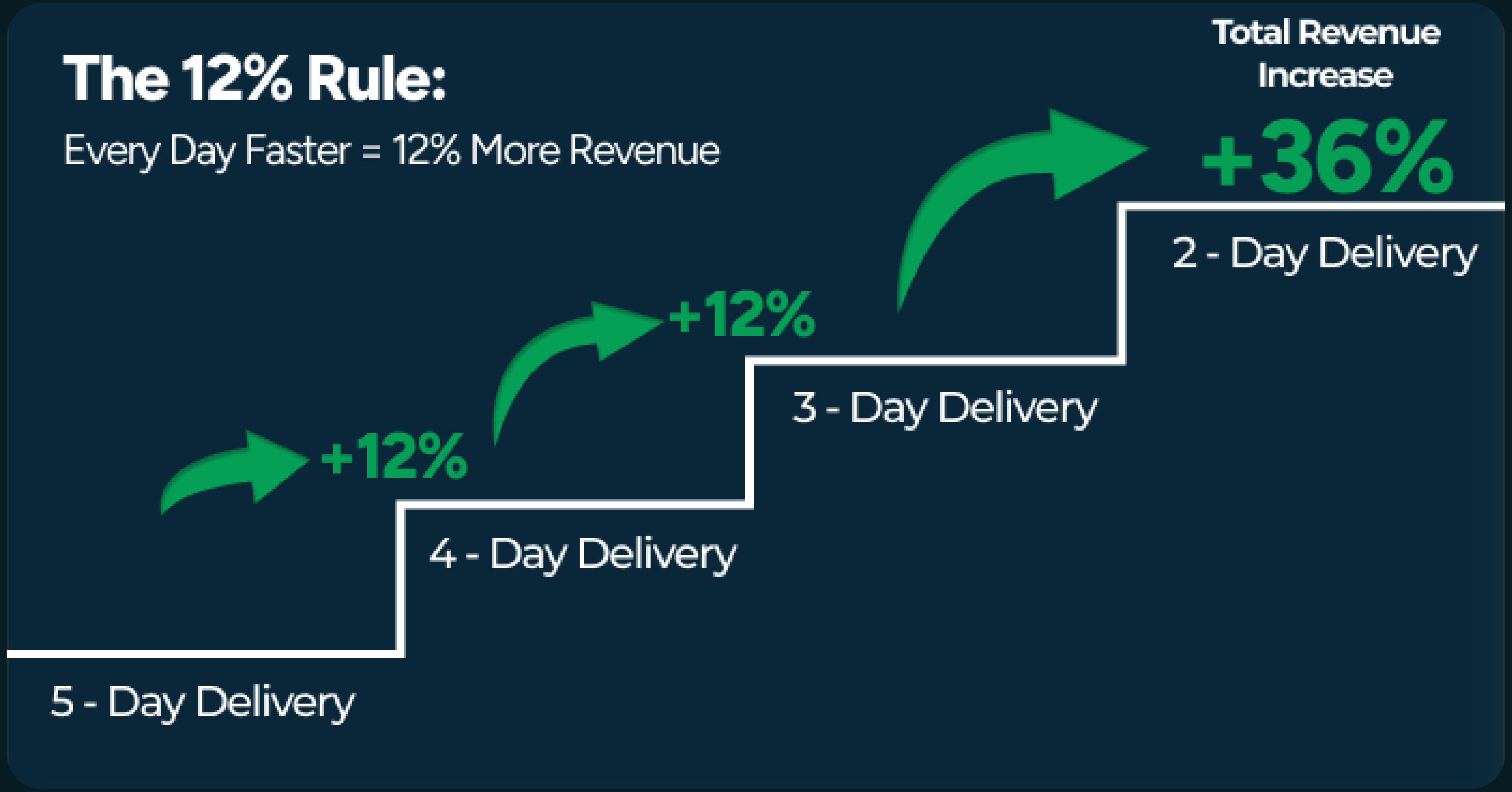
Based on Cartograph data: 1,000 Prime orders becomes 300-400 on FBM. That's a 60-70% reduction. Not theoretical. Historical.

The good news: Two-node fulfillment, faster ground shipping, Premium Shipping eligibility all move the needle.

The 12% Rule

Every day faster in shipping = approximately 12% additional revenue.

Result: Getting from 5-day to 2-day ground isn't a minor upgrade. Across summer, it can represent a 40%+ revenue difference from FBM alone.



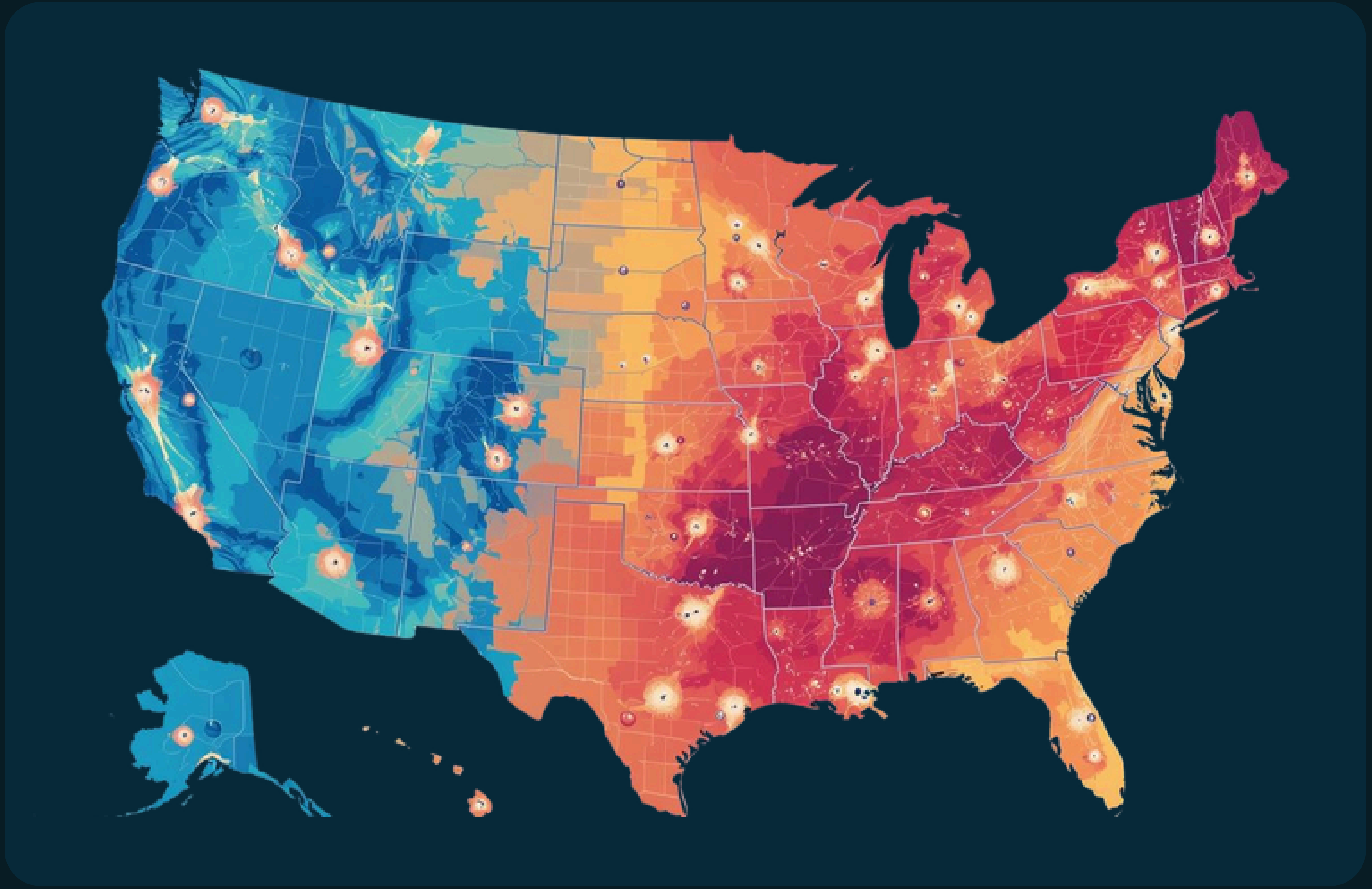
Premium Shipping - The Middle Ground

Most underutilized option. No Prime badge, but listing displays “Delivers in 1-2 days” - recovers meaningful conversion.

Requirements:

- Amazon invite/approval
- 1,000+ FBM orders/month minimum
- 93.5%+ on-time delivery, monitored weekly
- Same-day shipping, approved carriers only
- One bad week = warning. Repeated misses = removal

If you’re at or near 1,000 FBM orders/month, pursue approval now before May 1. Lead time matters.



Seller Fulfilled Prime (SFP)

> *"Can you use SFP for meltables? Yes. But it's very hard, and you really need above a $60 price point to make the economics work."*

Blair Forrest, Founder

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SFP Unit Economics ($65 AOV product)

SFP Unit Economics: $65 AOV Product

Fulfillment: $2.75

2-Day Shipping: $16.00 - $17.00

Liner: $0.65

Ice Pack: $0.45

Box: $0.55

Product Sales Price: $65.00

→ TOTAL COSTS $20.40–$21.40

Qualification: 90 days FBM history, 100+ orders, below 2.5% cancellation rate, Amazon approval

28-Day Trial Requirements
(all simultaneous)

- 70%+ orders delivered within 2 days
- 30%+ orders delivered within 1 day
- On-time delivery: 93.5%+
- Valid tracking: 99%+
- Cancellation rate: 0.5% or lower

Trial Requirements Are Permanent. One bad week can end a trial. Three attempts per year.

Climate-Controlled 3PL

- Stores inventory 58-72˚F year-round.
- Ships to FCs continuously.
- You maintain Prime all summer.
- No conversion drop.
- One inventory pool powers Amazon, Shopify, B2B, wholesale

Operational Execution

Beyond Amazon: Meltable Season Applies to Every Channel You Sell

FBA blackout dates are Amazon-specific. Heat damage isn't.
If you're running Shopify, Walmart, or wholesale accounts alongside Amazon, the same windows apply.

The same packaging requirements apply. The same geographic risk applies.

The operational answer is the same across all of them: 1 climate-controlled 3PL, 1 inventory pool, 1 packaging standard fulfilling every channel from the same infrastructure.

- **Shopify / DTC:** No blackout date, but full cost and review exposure lands on you. Apply the same packaging stack. Restrict ground shipping to high-heat ZIPs automatically. Every 1-star review here is one you fully own.
- **Walmart:** WFS carries identical physical risk to FBA with no formal meltable restriction. Use the same SKU tiering logic. Walmart seller-fulfilled orders can ship from the same 3PL pool as your Amazon FBM.
- **Wholesale / B2B:** Damage shows up as a chargeback or lost reorder 60-90 days later, not a customer complaint. Specify temperature-sensitive handling on your BOL. Set expectations before the pallet arrives.

Product Packaging

“Ship into southern states in July without proper packaging and you are guaranteeing a review bomb.”

The Math: $1.10 packaging stack versus 1-star review that sits in your listing through Q4. Review score dropping from 4.7 to 4.4 during summer costs Buy Box share and ad efficiency in your highest-revenue quarter.

Packaging pays for itself before you ship the first order.

The Minimum Viable Protection Stack

Every Meltable FBM or SFP Order May-October Needs:

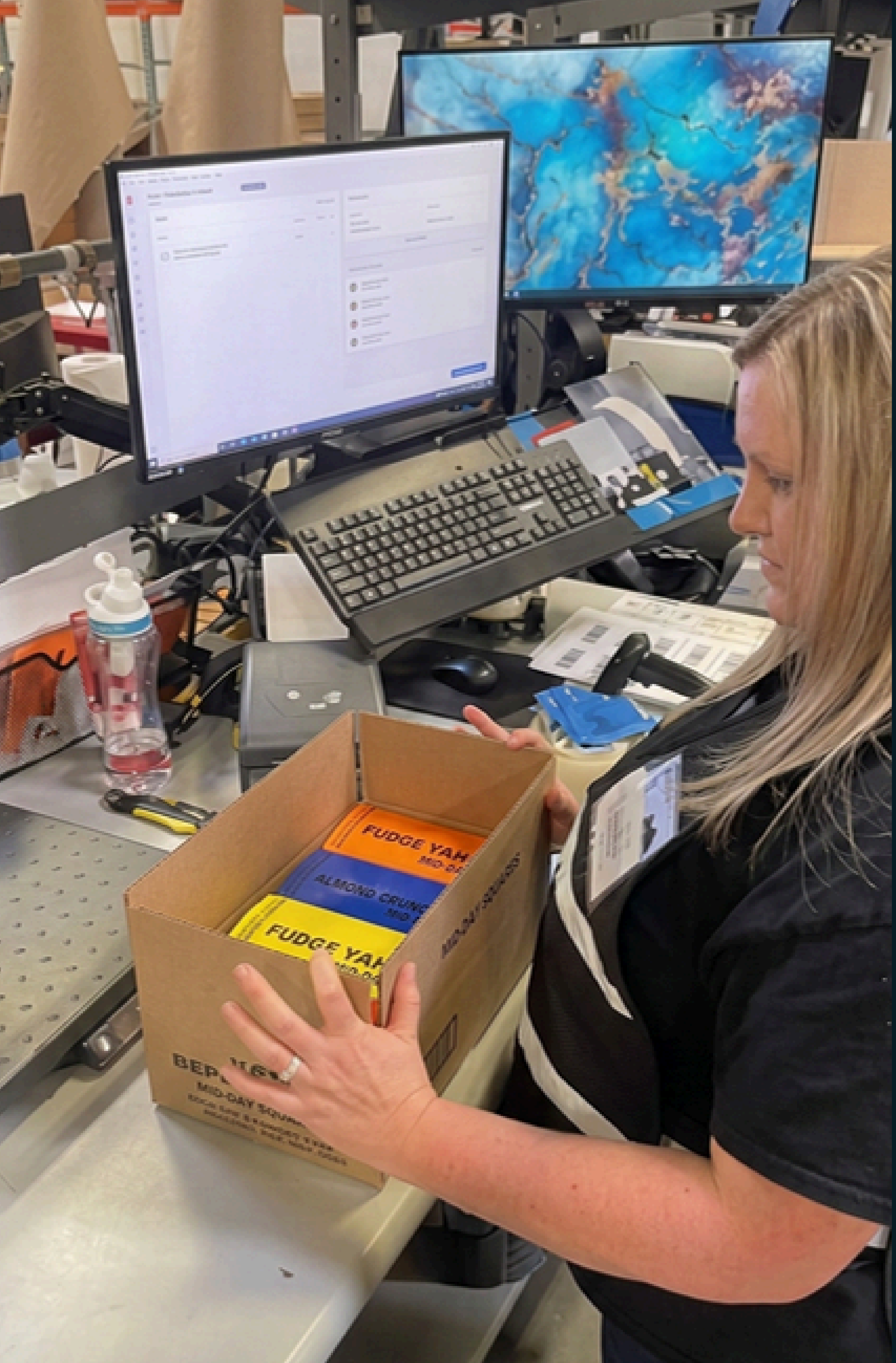
- **Insulated Box Liner:** Foil-bubble or foam-foil. Thermal barrier between ambient heat and product.
- **Gel Ice Pack:** Pre-frozen, not just chilled. Single most commonly skipped step. Single most common cause of damage on “packaged” orders.
- **Right-Sized Box:** No air gaps. Excess space creates convection that accelerates heat transfer.
- **Total Material Cost:** $1.00-$1.15 per order.

Mid-Day Squares
What Good Packaging Looks Like

Mid-Day Squares is a functional chocolate brand operating across multiple channels year-round.

> *"Our product degrades above 70°F. We're in 10,000+ retail locations running Amazon, Shopify, and B2B simultaneously. We can't shut down channels for summer. Climate-controlled storage plus proper packaging was non-negotiable for us."*

MID-DAY SQUARES®



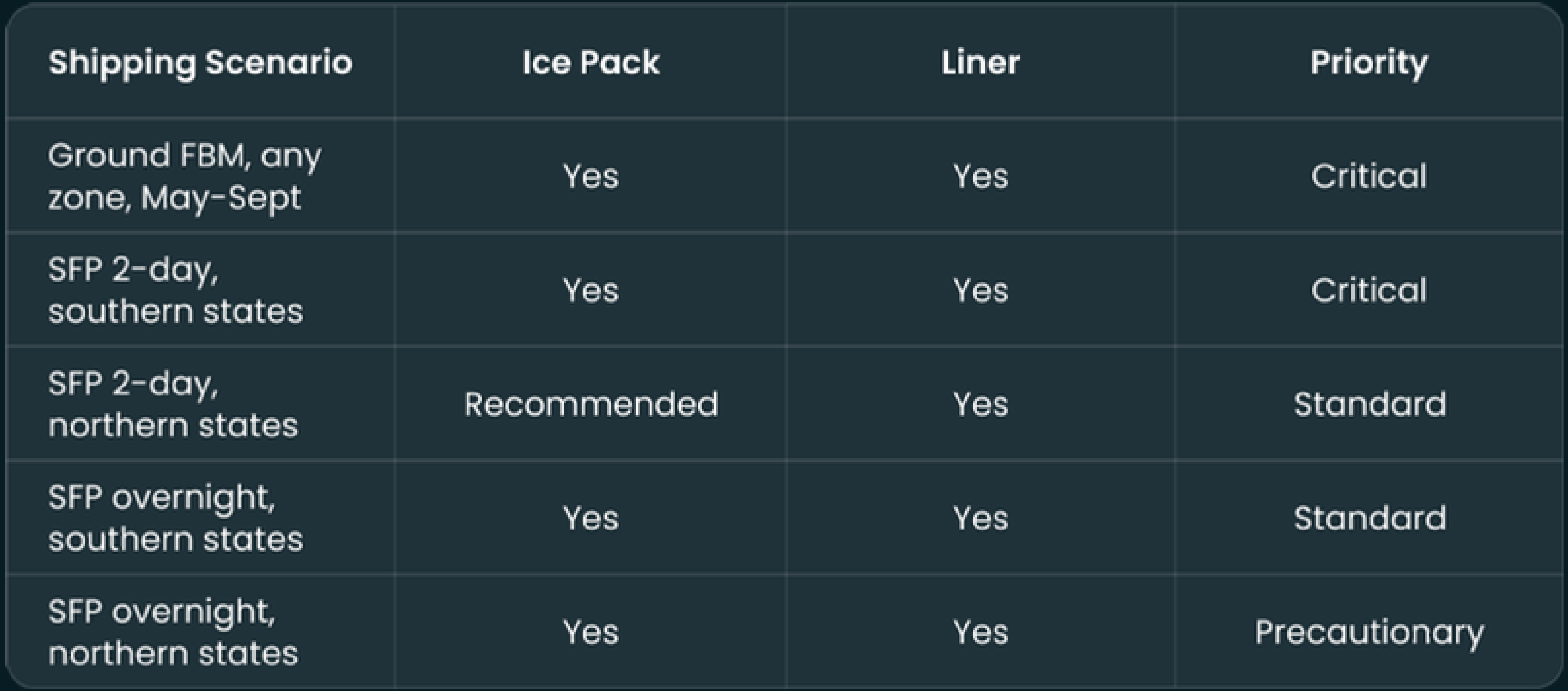
Mid-Day Squares Approach: 58˚F-72˚F climate-controlled storage, consistent packaging stack (liner + ice pack + right-sized box), cold product at point of pack.

Result: Under 1% summer return rate. 4.8-star rating maintained through peak summer. Zero temperature damage claims.

What Makes This Work Isn't Materials Alone. It's the temperature of the product at the moment of packaging. A warm product in an insulated box with an ice pack still arrives damaged if heat exposure is long enough. A cold product in the same box survives.

Climate-controlled storage and melt-protective packaging are inseparable, not independent.

Packaging Decision Matrix



Shipping Scenario	Ice Pack	Liner	Priority
Ground FBM, any zone, May-Sept	Yes	Yes	Critical
SFP 2-day, southern states	Yes	Yes	Critical
SFP 2-day, northern states	Recommended	Yes	Standard
SFP overnight, southern states	Yes	Yes	Standard
SFP overnight, northern states	Yes	Yes	Precautionary

1 Rule: Don’t remove packaging during the SFP trial to cut costs. Review damage outlives trial metrics by months.

Geographic Heat Management

Not All Zones Are Equal. 3-day ground to Boston in July is a completely different risk from 3-day ground to Phoenix.

> *"For meltable products, transit time is just as critical as temperature. Once a product has been in transit for more than 5 days, it's no longer in sellable condition. Across the brands we manage, we run a different SOP entirely for warm-climate states - gel packs year-round, and we only shift to winter packaging for northern states in cooler months."*

Lakshita, Head of
Client Success

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Highest-Risk States

- **Texas** (Dallas, Houston, San Antonio) +100°F sustained.
- **Arizona** (Phoenix) Routinely +115°F July/August.
- **Florida** Humidity compounds damage. Products fuse and bloom at lower temps.
- **Louisiana, Mississippi, Alabama** Heat + Humidity.
- **Nevada**, **Inland California** (Vegas, Sacramento, Central Valley).

The Southern State Math

Method	Phoenix July Damage Rate	Cost Premium
Ground 3-5 day	~6%	Baseline
Overnight	~1%	~$12/order

- On $40 AOV product, 6% melt damage = $2.40/unit margin loss (before refunds, returns, reviews).
- $12 overnight premium eliminates 5 percentage points exposure.
- For any AOV above $45-$50 shipping southern states peak summer, overnight pays for itself.

Automating Heat Zone Logic

- Integrate ZIP-level temperature data (OpenWeather API, NOAA) into 3PL shipping rules
- Auto-restrict ground shipping to ZIPs above 95˚F ambient May-September
- Route southern orders through overnight-only carrier logic automatically
- Review Amazon geographic return reports monthly - catch damage clusters before they become review clusters

Unit Economics

Based on a $40 AOV product. Varies by carrier, zone, 3PL.

Gross Margin	FBA (Oct-Apr)	FBM (May-Oct)	Hybrid Year-Round
Storage	$0.75/unit	$0.50/unit	$0.60/unit
Pick/Pack	Included	$2.50/unit	$1.25/unit
Parcel	Included	$6.50/unit	$5.00/unit
Packaging	$0	$1.10/unit	$0.55/unit
Shrink/Refund	1.5%	3.5%	2.5%
Heat loss	0%	2-6%	1-3%
Total	~$8.50	~$12.00	~$10.50

What Melt Damage Does to Margin

- At 2% damage on 10,000 units ($40 AOV): $8,000 margin evaporation.
- At 6% damage on 10,000 units ($40 AOV): $24,000 margin evaporation Packaging.
- Stack at $1.10/unit for 10,000 units: $11,000.

Packaging pays for itself twice over at high end of melt exposure. Before review damage, before return processing, before Q4 conversion impact of lower star rating.

What This Means for Your Planning

- Every $1.10 in packaging prevents $2.40+ in damage.
- Math isn’t close.
- Budget for cold packs on every summer order.
- Don’t compete on cost by removing protection.

Summer Advertising Strategy

Most COOs avoid advertising entirely to marketing. For meltable season, that's a mistake. Your advertising strategy directly impacts your inventory planning, fulfillment costs, and October relaunch timeline.

Here's Why This Matters To Operations:

Advertising continuity = rank preservation = lower October acquisition costs.

If your marketing team pauses ads in June and your organic rank drops, you'll spend 40-60% more in October to regain visibility. That's a supply chain cost, not just a marketing cost.

Your Role: Ensure your CMO understands rank preservation is the goal May-October, not revenue generation. The budget should drop to 30% of peak, not zero.

The following framework from Cartograph, Cartology and Sequence Commerce shows what your marketing team should execute.

> *"The brands that win October never fully stop. The goal of summer ads isn't revenue. It's rank protection. Aim to be the fastest brand selling Day 1 of FBA season. That only happens if you stay active."*

Glynn Kaplan,
Senior Director of
Brand Management
Cartograph

Summer Advertising Serves a Single Pbjective: preserve organic rank to minimize October relaunch costs. This is a marketing expense with supply chain implications - slower rank recovery extends your revenue gap.

Never Go Dark

- Not running ads during blackout means you lose sales velocity. That hurts organic position.
- When you return with FBA in October, you spend more to regain visibility.
- Keep FBM ads live before May 1, not after. The transition should be invisible to Amazon’s algorithm.

Budget Allocation Strategy

- Spend more when Prime eligible (October-April).
- Pull back during FBM (May-September), but maintain 30% minimum.
- This isn’t about efficiency during summer. It’s about not starting from zero in October.

> *“As frustrating as it may be to have less margin percentage, keeping sales velocity up helps both your organic visibility now and when your product becomes Prime eligible again.”*

Michael Maher, CIO

Cartology

Tactical Adjustments

Use Promotions to Maintain Velocity

- Discounts during summer keep sales moving when conversion naturally drops.
- Lower margin percentage, but maintained rank and contribution margin.

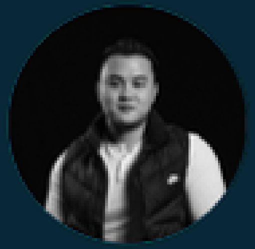
Update A+ Content for Subscribe & Save

- Inform customers before May 1 that S & S becomes unavailable.
- Remind them when it returns in October.

Keep DSP Running

- Cold audiences cost more to rebuild than maintain.
- Reduce budget, don’t pause.

> *“The biggest mistake meltable brands make is treating summer as 'off season' for advertising. Your competitors who maintain presence during FBM months dominate the Buy Box when October hits. Rank preservation isn't optional; it's the difference between a profitable Q4 and spending October rebuilding what you lost in June.”*



Alex Kung, CEO

sequence

Risk Management & Damage Control

Heat damage will happen. The question is how you manage it when it does - before it becomes reviews, before it becomes metrics, and before it becomes October's problem.

Proactive Customer Communication

The highest-leverage risk management move available is setting expectations before damage occurs.

Add A Heat Advisory To Your Product Listing:

'We ship with insulated packaging and gel ice packs. If your order arrives heat-damaged due to extreme weather, contact us for a full replacement - no questions asked.'

Include a packing slip insert showing the packaged product. It reinforces care and sets the physical expectation before unboxing.

Reactive Damage Control

- Auto-refund melt-related returns immediately. No friction, no questions.
- One return costs less than one 1-star review.
- Reply to every heat-related negative review within 24 hours. Genuine, human, not templated.
- **Track review keywords weekly:** 'melted, sticky, fused, liquid, unusable.' These are zone and carrier signals disguised as customer feedback.

SAFE-T Claims for FBM

Amazon’s Seller Assurance for E-commerce Transactions (SAFE-T) program provides financial coverage for qualified FBM damage events:

Detail	Information
Available for	FBM orders only (not FBA)
Claim window	Within 60 days of customer receiving damaged product
Claim window	Up to $1,000 per claim
Documentation	Customer damage report, shipping confirmation, photos
Carrier liability caveat	UPS/FedEx standard declared value capped at $100 without additional insurance

For high-value FBM orders, third-party parcel insurance (Route, ShipInsure) fills the carrier liability gap.

Questions to Ask Your 3PL

The quality of answers to these questions tells you more than any sales deck.

Question	What to Listen For
Is your storage climate-controlled year-round?	Specific temperature range - not 'temperature-appropriate' or 'we accommodate meltables'
Can you support SFP trials?	Do they send daily performance reports? Have they run trials before?
What's your documented accuracy rate?	99%+ with auditable monthly reporting, not a marketing claim
What's your FBA inbound turnaround?	Specific SLA with performance data - not a range with no accountability
Do you offer pre-booked inbound trucks?	Direct yes/no - this eliminates yard dwell for spring inbounds
How many channels can you fulfill from one inventory pool?	True multi-channel (Amazon, Shopify, Walmart, B2B, subscription) from shared stock
What happened during your last Q4?	Specific metrics, honest about challenges - brands that can't answer this haven't been tested
Can I see your tech platform right now?	Live demo, not screenshots

The Decision Framework

Which Strategy Is Right for You?

By Revenue

- **Under $1M:** Stay FBA year-round if unflagged. Accept 2-4% melt risk.
- **$1M-$5M:** Transition to FBM May-Oct. Pursue Premium Shipping if approaching 1,000 FBM orders/month.
- **$5M+:** Pursue SFP. Climate 3PL year-round is table stakes.

By Gross Revenue

Gross Margin	Recommended Approach
Below 40%	FBM only. SFP shipping costs will compress margin to unsustainable levels.
40-60%	Premium Shipping FBM or SFP. Model carefully. The margin exists but isn't comfortable.
Above 60%	SFP makes strong economic sense. The Prime badge retention justifies the operational investment.

Master Checklists

Pre-Season (Complete by March 31)

☐ Segment all meltable SKUs into Tier 1 / 2 / 3 by heat sensitivity
☐ Model summer revenue impact: FBA-only vs. FBM vs. SFP scenarios
☐ Confirm critical dates in team calendar: April 15 (AWD), May 1 (FBA), October 15 (lift)
☐ Assess SFP eligibility: 90 days FBM history, 100+ orders, <2.5% cancellation rate
☐ Evaluate gross margin by SKU against SFP cost stack - go/no-go decision
☐ Select 3PL and confirm climate-controlled storage with specific temperature range
☐ Book pre-booked inbound trucks for final large FBA inbound (before end of February)
☐ Apply for Premium Shipping if at or approaching 1,000 FBM orders/month
☐ Finalize Easter inventory plan with OOS targets by tier
☐ Source insulated liners, gel ice packs, and right-sized boxes - do not order these in April
☐ Set up heat zone shipping restrictions in 3PL WMS
☐ Configure inventory reorder blocks: no reorder if <30 days supply AND <60 days to May 1
☐ Brief ad team on summer budget and rank-maintenance strategy
☐ Confirm DSP audiences are active and will be maintained throughout summer

Master Checklists

In-Season (May 1 - October 14)

☐ FBM listings live and ads running - before May 1, not after
☐ Verify packaging stack is applied to every outbound order (spot-check physically)
☐ Monitor southern state orders daily for damage patterns in weeks 1-2 of each month
☐ Review account health metrics weekly: cancellation rate, tracking rate, on-time delivery
☐ Track review keywords weekly: ‘melted, sticky, fused, liquid, unusable’
☐ Respond to every heat-related negative review within 24 hours
☐ File SAFE-T claims within 60 days for any qualified FBM damage event
☐ Maintain advertising at minimum 30% of peak budget - not zero
☐ Monitor DSP audience health monthly - do not let segments go cold
☐ Build October relaunch campaign in September
☐ Book FBA inbound shipments in late September for October 15 arrival

Master Checklists

Post-Season (October 15+)

☐ FBA inbound live - confirm inventory receipt before increasing ad spend
☐ Switch primary fulfillment back to FBA immediately - do not delay by even one week
☐ Activate pre-built October campaign structure on Day 1
☐ Increase ad budget to capture the FBA Prime conversion premium
☐ Audit summer damage data: zones, carriers, formats - update routing rules for next year
☐ Document SFP performance for trial renewal planning if applicable
☐ Calculate actual summer unit economics versus pre-season projections
☐ Begin planning cycle for next meltable season in Q4 - not Q1

About AMZ Prep

AMZ Prep manages fulfillment for 5,000+ ecommerce brands across 50+ locations in North America and the UK. We're an Amazon Recommended Prep Provider processing 8M+ units monthly.

For Meltable Season:

- Climate-controlled storage (58-72˚F) year-round
- Multi-channel from one inventory pool (Amazon, Shopify, Walmart, B2B)
- SAFE-T claim support and damage tracking across all FBM orders
- Dedicated inbound SLA with auditable turnaround data – no yard dwell, no guessing

The revenue drop is 24%.
The recovery time is 6 months.
Plan wrong, lose summer. Plan right, own October.

Start your planning today!

How to Get Started with AMZ Prep

Step 1: Schedule A Discovery Call With Our Team

Email Our Team: info@amzprep.com

Step 2: We'll Prepare Your Custom Analysis

Send us your SKU list and volume data (we'll provide a simple template). Our team will analyze your specific situation and prepare recommendations.

Step 3: Strategic Planning Session (45-60 min)

We'll walk through your analysis, answer questions, show you the technology, and provide a clear roadmap - whether or not you choose to partner with us.

Step 4: Make Your Decision

If we're the right fit, we'll move forward with pilot testing and begin the onboarding process. If not, you'll still leave with valuable insights for your search.

Our Locations

We operate climate-controlled fulfillment centers across US, Canada & UK, strategically positioned for optimal coverage of your target markets.

How We’re Different

- We’re an Amazon-First company and most of our customers are Amazon sellers. That focus means we know Amazon’s requirements inside out and we update our processes immediately as Amazon changes.
- We use our own warehouse management software built specifically for Amazon FBA prep. You get real-time visibility into your inventory, automated shipment creation, and detailed reporting.
- We position our warehouses near Amazon’s fulfillment centers to reduce your freight costs and speed up receiving times. Some of our clients see their inventory go from our dock to Amazon’s shelves in 24 hours.

Trusted by Leading Brands

MAGNUM NUTRACEUTICALS
SALTYFACE
MID-DAY SQUARES®
8 EIGHT SLEEP
ANS PERFORMANCE
allbirds
pumpables
THRASIO
Nestlé
Roots
FOUR THREE SEVEN
NBA
JOE BOXER
Hasbro
ALPINE NORTH
GNC LIVE WELL
DURACELL
Callaway
unybrands

Talk to the Team Behind 5,000+ Amazon Brands

Get Help With Your Transition

We’re here to help sellers navigating the annual meltable transition!

We’ll Help You:

- Review your specific situation (SKUs, volume, current setup)
- Walk through the three options and which works best for your brand
- Calculate what each approach would actually cost
- Show you our technology platform
- Answer all your questions about prep and Amazon compliance

4.8 ★ Trustpilot ★★★★★

4.9 Clutch ★★★★★

4.7 Chrome Store ★★★★★

4.8 G2 Review ★★★★★