

ZALORA

# Packing Guidelines

MAY 2025



## Packaging Materials

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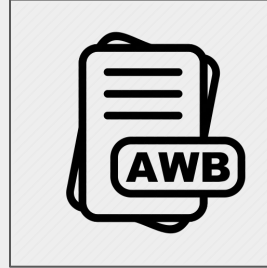
Things needed to pack your order:



Box



Pouches



AWB Pouch



AWB

# Application of Packaging Materials

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**There should be no space/gap**

- To avoid the contents moving during shipping
- Make sure there are no gaps or movement

**Distance 6 cm**

- Place the items in the middle of the box with a minimum distance of 6 cm from the walls or outer corners of the packaging
- Adjust the size of the packaging to the items

**Wrap items individually and use item separators.**

- Wrap each item individually
- Small items should be placed in an inner or plastic bag to avoid items being separated during transport.

# Choosing the Right Packaging Material

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## Outer Packaging Material



### Material

- Use quality cardboard boxes
- Do not reuse old packaging boxes

### Size

- Underfilled boxes can be crushed, and overfilled boxes can break
- Choose a box that is the right size for the item being shipped

## Inner Packaging Material



- Bubble wraps/films, airbags, cardboard and foam peanuts/pellets are commonly used as packaging materials.
- They all have different qualities and it is important to use them correctly.
- Note that while bubble wrap has the property of filling voids in packaging, it is more effective to use a more suitable material when trying to fill a larger space.

# Packaging Method

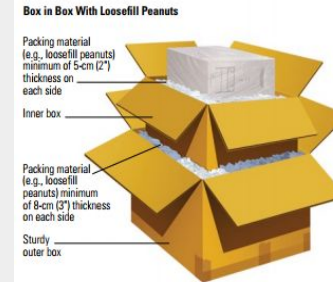
## Basic Packaging Methods

- Suitable for most non-fragile items (e.g. printed goods, metal materials, etc.)
- We recommend using a double box, but if using a single box, make sure your box is strong enough to support the weight of its contents.
- Items that are prone to moisture and stains should be placed in a strong plastic bag or container for extra protection.
- Make sure your items are placed centrally in the box with at least 6 cm of space from any outside walls and corners
- If shipping multiple items in one box, make sure each item is individually wrapped and well separated from each other.
- Fill in any empty spaces to prevent items from moving around in the box during transport.



## Box-in-box method

The box-in-box method uses a second outer box to provide additional protection. This is useful for transporting fragile and damaged items.



## Seals and Labels

A good seal helps protect your package during shipping. The tape you choose and how you seal your shipment make a difference in protecting the contents of your shipment from exposure or damage during shipping. Ensure that the exterior or packaging does not have any old addresses or tracking labels. If using a pocket pouch, please ensure the pouch is firmly pasted and the pouch opening must be sealed properly and each parcel must have a unique tracking label.

### Use Pressure Sensitive Tapes for strength and durability

- Vinyl adhesive tape (electrical tape)
- Polypropylene tape (brown plastic tape)
- Fiber-reinforced paper tape (duct tape)

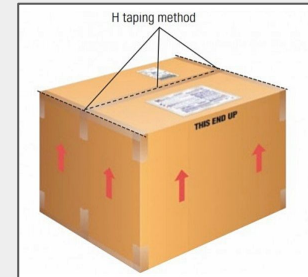
### Avoid using

- Kraft Paper Tape
- Cellophane Tape
- Masking Tape
- String / Rope



### H-taping

- Make sure all open sides are sealed using the H-taping method:
- Apply 1 strip of tape along the center seam
- Apply 2 strips of tape along both edge seams
- Apply more strips of tape for heavier shipments
- Repeat the H-taping until the top and bottom layers of the box are sealed



## Shipping Label

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Clearly displaying and placing your shipping label is important to ensure that your shipment is delivered promptly. Here are some things to keep in mind:

- Fix the shipping label securely to the top surface of the shipping box. This will help keep your shipment upright during shipping
- Do not use a box that has already been used.
- Placing a spare label inside the package will help us identify your shipment if the original label comes off or gets damaged.
- If you need to attach another label to your shipment, please avoid placing it on the same surface as the shipping label.
- Use clear adhesive to attach any documents that should be placed outside the box.

# Special Handling Label

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Using proper handling instruction labels can help ensure proper transportation, handling, and storage of your shipment during the shipping process. Here are some examples of commonly used labels:



**This Way Up**

The up arrow indicates the direction the package should be transported, handled and stored.



**Fragile, Handle with Care**

Packages must be handled with care



**Keep Dry**

Packages should be protected from excessive moisture and stored under cover.



**Dangerous Goods**

It is a dangerous and flammable commodity. It is required for local/inter-island transfers.

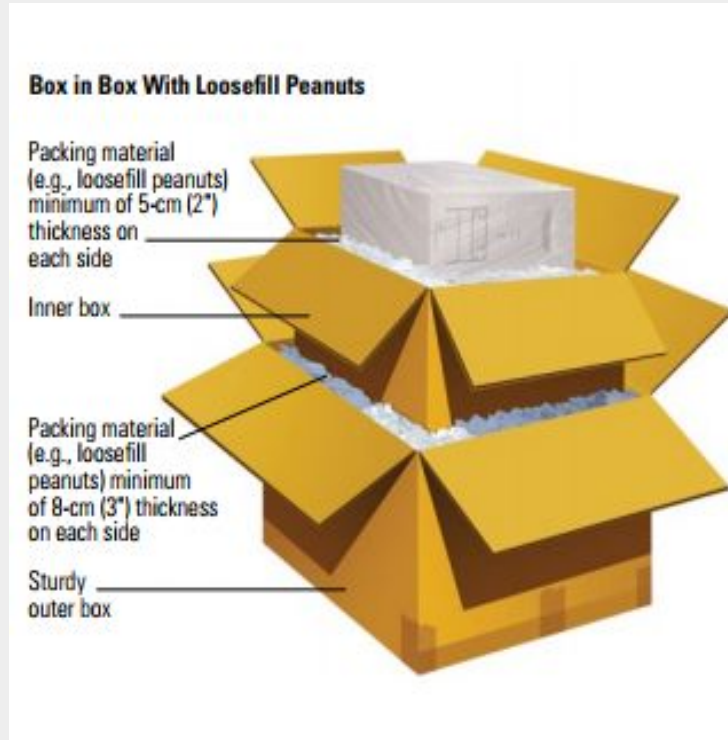














# Recommended Packaging Techniques for Electronic & Electrical Goods

## RECOMMENDED BOX-IN-BOX PACKAGING TECHNIQUES






- Ensure that all electronic devices are powered off, and batteries should be removed from devices if possible.
- Inspect the item for shipping to ensure there are no signs of damage.
- Repack the product in the original manufacturer's packaging complete with inner padding.
- If the original packaging is no longer available or damaged, wrap the item in multiple layers of bubble wrap so that a minimum of 6 cm of padding protects the item
- Source a strong outer box that is at least 14 cm larger than the inner box in all dimensions. This box should be strong enough to protect your item. We recommend a double-walled box for heavier items.
- Close and seal the box with H-tape with pressure-sensitive tape



# Packaging Rules (1/7)

Item	Packaging Types	Label
 Phones	 Manufacturer Packaging + Bubble Wrap + Pouch	 <b>DG</b>
 Mobile Accessories	 Bubble Wrap + Box	 <b>DG</b>
 Jewellery + Fragrances	 Pouch + Transparent Nylon + Bubble Wrap + Box	
 Clothes & Apparel	 Transparent Nylon + Pouch	

# Packaging Rules (2/7)




















Item	Packaging Types	Label
 Bottled/Liquid items	 Bubble Wrap + Pouch or Bubble Wrap + Box + Pressure Tapes "put them in an upright position"	
 Alcohol Prohibited		














**Prevents Leakage:** Keeping bottles/ liquid items upright ensures that the cap (or cover cap) remains in place and minimizes the risk of spills. This is crucial for avoiding product loss and messes during transit.

**Easier Handling:** Carriers find upright bottles/liquid items easier to manage. They stack neatly in shipping boxes with molded pulp or bubble wrap inserts, reducing movement inside the packaging.















Packaging Rules (3/7)

Item	Packaging Types	Label
 Footwear	   Dust Bag Soft Tissue / Transparent Nylon + Zalora Box	
 Large appliances	   Manufacturer Packaging + Bubble Wrap + Shrink Wrap or Zalora Box	 
 Furniture, Sport Equipment & Motor Vehicle Accessories	   Manufacturer Packaging + Bubble Wrap + Shrink Wrap	
 Bedding, Bathroom	   Transparent Nylon + Pouch or Box	











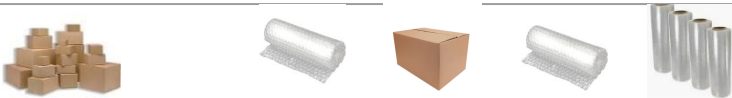
Packaging Rules (4/7)

Item	Packaging Types	Label
<div><p>Decor</p></div>	<div><p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap</p></div>	<div></div>
<div><p>Clocks &amp; Lighting</p></div>	<div><p>Bubble Wrap + Box</p></div>	<div></div>
<div><p>Kitchen &amp; Dining (Table Ware)</p></div>	<div><p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap</p></div>	<div></div>
<div><p>Fashion Accessories</p></div>	<div><p>Dust Bag or Bubble Wrap with Box or Pouch</p></div>	











# Packaging Rules (5/7)

Item	Packaging Types	Label
 <p>Health &amp; Beauty</p>	 <p>Bubble Wrap + Pouch or Bubble Wrap + Box + Pressure Tapes</p>	 
 <p>Kitchen &amp; Dining (Cook ware)</p>	 <p>Manufacturer Packaging + Bubble Wrap or Box + Bubble Wrap</p>	
 <p>Kitchen &amp; Dining (Cooking knives)</p>	 <p>Manufacturer Packaging + Bubble Wrap or Box + Bubble Wrap</p>	
 <p>Computers, Laptops, Tablets &amp; Components</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap</p>	 

# Packaging Rules (6/7)

Item	Packaging Types	Label
 Small appliances & Electronics	 Manufacturer Packaging + Bubble Wrap + Shrink Wrap	
 Groceries	 Bubble Wrap + Pouch or Bubble Wrap + Box or Manufacturer Packaging + Pressure Tapes	 
 Baby	 Manufacturer Packaging + Bubble Wrap + Shrink Wrap or Box + Bubble Wrap	
 Toys & Games	 Manufacturer Packaging + Bubble Wrap or Box + Bubble Wrap + Shrink Wrap	

# Packaging Rules (7/7)

Item	Packaging Types	Label
 Stationery	 Bubble Wrap + Box or Pouch	
 Pets	 Bubble Wrap + Box or Pouch	
 Powder & Grains	 Bubble Wrap + Shrink Wrap + Box or Pouch	
 Luggages	 Manufacturer Packaging + Bubble Wrap + Shrink Wrap	



## Luxury Packing

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Descriptions for Luxury goods sellers are very important to ensure your customers know the packaging provided. Some points to note:

- Check if the description on the website is accurate regarding the type of packaging provided to customers
- Make sure the packaging matches the description on the website. For example: if it states that a dust bag is provided, then the customer must accept the dust bag



Examples of *luxury* goods packaging provided by sellers. Among them are boxes, dust bags and pouches. The seller must clearly state which is provided and which is not provided for each product.

# Packing Guidelines

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## Avoid Excessive/Wasteful Packaging

Be mindful of the importance to strike a balance between cost-effectiveness and product safety when it comes to packing your items.

Assess your items' requirements and choose the right packaging materials, and ensure your items are protected during transit without compromising on costs.

This can help you avoid disputes if our invoices appear to be overcharged, which can, ultimately, save you time and resources in the future.

## How to Strike a Balance?



# Packing Guidelines

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## 1. Select Appropriate Packaging Size



*Before optimization: Due to larger volumetric weight, high billing cost is incurred as the space is being underutilized.*



*After optimization: Lower billing cost is achieved as the space is being fully utilized.*

### Tips:

- Opt for packaging that fits the dimensions of your product precisely to minimize movement during shipping, which could potentially result in damage.
- Oversized packaging can also increase the volumetric weight, leading to higher billing weight and unnecessary expenses.

### 2. Optimization of Packaging Dimensions for Non-Fragile Product



*The flyer is utilized for optimizing the packaging of flexible products.*

#### Tips:

- When considering packaging for a **non-fragile and pliable product**, it may be more appropriate to opt for a flyer of appropriate dimensions as opposed to a box, which could potentially be excessively large.
- If necessary, use bubble wrap to package product before inserting it into the flyer, even if the product is not fragile.

## 3. Optimization of Packaging for Fragile Product



*The fragile product is wrapped with honeycomb paper wrap before being placed inside the box.*



*It is advisable not to use air pillows or other space-consuming protective materials for wrapping the product.*

### Tips:

- To prevent damage during shipping, it's essential to use appropriate protective materials such as bubble wrap, paper wrap or any equivalent material that could be of **space efficient**.
- We would generally advise **against using materials that consume much space, such as air pillows**, etc.
- Pick packaging that keeps the product safe, is affordable, and eco-friendly.

## 4. Multi-Product Packaging Optimization



*Before optimization: Placing a product inside a small box within a larger box can result in poor space utilization.*



*After optimization: By replacing the small box with paper wrapping and placing the wrapped item together with other items, it can result in a smaller carton box being needed.*

### Tips:

- For situations where there are too many or too large items to handle, such as with luggage, using carton boxes can enable safe and efficient transportation.
- It's recommended to **avoid using a box-within-box approach (unless it's a premium product)** because it takes up more space.
- Instead, using a **wrapping-within-box approach** can lead to a smaller box size and lower shipping costs.

## Packing Guidelines

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### Guidelines on the Use of Flyers or Boxes Based on Subcategories

We have included a list of subcategories along with their respective volumetric weight, in which Zalora is currently practising. We recommend that our valued sellers use this [list](#) as a reference when selecting the appropriate flyer or box size for their products.

Packaging Type	Size	Dimension	Volumetric Weight (kg)
Flyer	XS	330mm(l) x 340mm(w) + 75mm	1 - 2
	S	440mm(l) x 340mm(w) + 75mm	3 - 4
	L	550mm(l) x 480mm(w) + 75mm	5 - 8
	XL	650mm(l) x 750mm(w) + 75mm	9 - 12
Box	XS	430mm(l) x 280mm(w) x 350mm(h)	13 - 14
	S	550mm(l) x 450mm(w) x 250mm(h)	15 - 23
	M	550mm(l) x 450mm(w) x 350mm(h)	24 - 32
	L	600mm(l) x 450mm(w) x 405mm(h)	33 - 41
	XL	550mm(l) x 550mm(w) x 550mm(h)	> 41

## Pre-Packing Proof (Photo/Video) & Dispute Resolution

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- In case of customer disputes, the seller shall provide pre-packing proof (image/video).
- **The video/image shall include:**
  - a. AWB# or Order Number or Tracking Number clearly shown
  - b. For claims about poor quality/defects/missing hangtag, etc - The exact condition of how the item was sent out
  - c. For claims of incomplete items received - What is included in the parcel
- **Why is this important?** Providing pre-packing proof helps ensure the dispute is reviewed fairly and protects the seller's rights. If the seller cannot provide pre-packing proof, we may need to approve the customer return.  
*(Note: ZALORA reserves the final decision)*



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