



amazon **freight**

# Peak Season **Success Guide** 2025

Secure capacity. Protect compliance. Keep goods flowing into fulfillment centers.



# Why **peak planning** matters

Q4 brings surging demand and less flexibility in the network. Early, accurate planning can make the difference between a **smooth delivery** and a **costly disruption**.

Shippers who prepare ahead of time secure more reliable capacity and reduce the risk of rejected or delayed loads.

Surging demand

Less flexibility in slots

Risk of pushouts





# From booking to delivery: **get every step right**

## 1. Order lead time

- Book at least 48h before pickup
- Allows carrier assignment and enables accurate appointment scheduling at FCs
- Provide buffer for document verification and compliance checks, preventing last-minute cancellations or reschedules

## 3. PO Accuracy

- Don't reuse BOL and ASN for multiple shipments
- Check PO expiration dates before booking
- Validate PO numbers are active in the system

## 2. Accurate value & unit counts

- Double-check pallet counts and unit counts, **they should be identical**
- Ensure accurate information are provided including but not limited to weight and PO numbers
- Add your Total Shipment Value

## 4. Fulfilment Centers (FC) Compliance

- Valid BOL (Bill of Landing) and ASN for vendors or accurate FBA for sellers
- Proper carton and pallet labels



### Tip:

Keep your Account Manager informed about volume changes to prevent disruptions.



# Smart booking: **protect your slot**

## Cancellations ripple through the network.

Avoid disruptions with these booking/cancelling practices:

### **Be specific:**

use the correct cancel reason codes so we can identify patterns and prevent repeat issues.

### **Think reschedule:**

For vessel or customs delays, try rescheduling before cancelling. Notify your account manager early with the delay and new ETA.

## **48h+ Hour Rule**

Cancel early to help us reallocate capacity





# Prepare every pallet for **success**

- ✓ Correct wood pallets (UK: 1000x1200mm / EU: 800x1200mm).
- ✓ Stack heavy to light; max height 180cm (single) / 2.7m–3.0m (double, market specific).
- ✓ Oversized goods: strap 2 pallets together (short side).
- ✓ Limit overhang to 20cm total.
- ✓ Wrap securely: clear stretch film, 5 wraps minimum, no knots at pallet base.
- ✓ Apply *Heavy Pallet* label (>500kg).
- ✓ Keep under 1000kg per pallet.
- ✓ Load tight; use restraints evenly.
- ✓ Leave 15cm clearance at rear for dock leveler.
- ✓ Secure with load bars/straps.
- ✓ Pallets must face short side toward trailer door.
- ✓ Seal trailers for inbound loads.





# Extend hours, **unlock more capacity**

Fulfillment Centers run 24/7 – but many shippers close by 6PM.

Extend your shipping window into the evening to:

## **Extended Hours Advantage:**

Push your operating window into the night to access more available slots

## **Night Delivery Benefits:**

Take advantage of less congested night slots while other shippers are closed

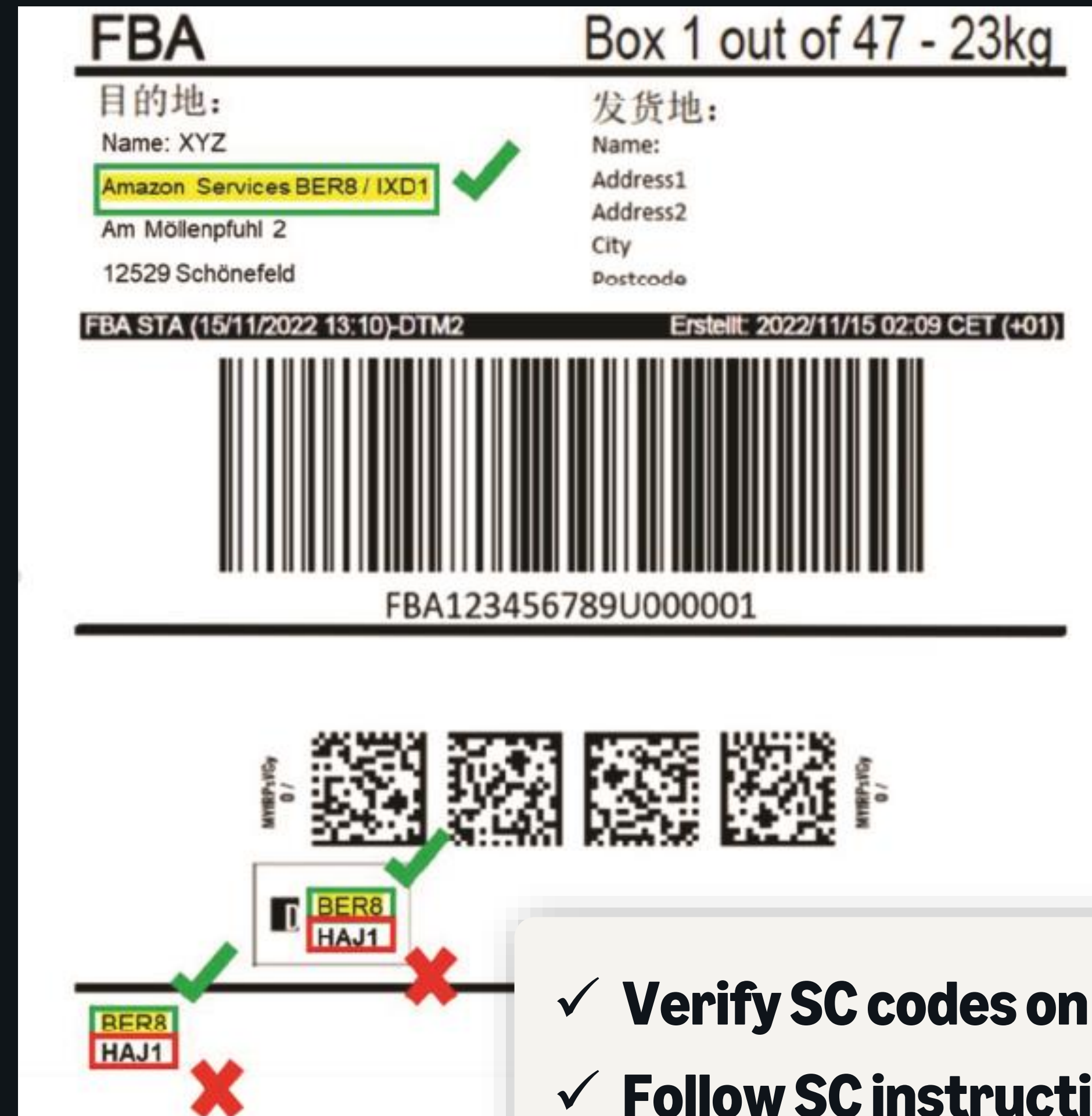
## **Success Data:**

Shippers operating until 10PM or later consistently secure more slots and reduce pushouts



# Sort Center rules to remember

- Sort Center POs **must go only to designated SCs**
- **Do not reroute to FCs**  
(e.g., DTM2, HAJ1, WR05, BHX4)
- Incorrect destinations = rejected load



- ✓ **Verify SC codes on labels**
- ✓ **Follow SC instructions exactly**



# Amazon Freight:

## understanding our role

### Misconception 1:

Amazon Freight owns all its trucks and directly employs drivers, so it should have full control over operations. Rescheduling or equipment issues are the result of mismanagement.

### Correction:

Amazon Freight does not fully own its fleet or directly employ all drivers. We leverage a strategic network of Amazon-managed fleets and trusted carrier partners to provide comprehensive coverage and flexible capacity.

- This diverse supply model enables us to serve more customers efficiently.
- Equipment availability and scheduling can be affected by factors across the partner network.
- We maintain high service standards through rigorous partner selection and integrated systems, and continuously optimize coordination across the network.





# Amazon Freight:

## understanding our role

### Misconception 2:

Amazon Freight issues chargebacks, so disputes should be addressed to Amazon Freight.

### Correction:

Chargebacks are managed by the Amazon Retail team through Vendor Central. Amazon Freight supports you in navigating the process:

- **Step 1:** Submit disputes in Vendor Central within 30 days of issuance.
- **Step 2:** If denied, contact [freight-vendor-chargebacks@amazon.com](mailto:freight-vendor-chargebacks@amazon.com), especially for: ASN/BOL mismatches, PO delivery timing issues, No-call/no-show cases, Load rejections
- **Pro tip:** Always include your original dispute documentation and Retail response for faster review.





# Amazon Freight:

## understanding our role

### Misconception 3:

Amazon Freight can predict or provide advance warning of FC pushouts before other carriers.

### Correction:

All carriers operate under the same FC receiving protocols. What sets Amazon Freight apart is our technology advantage:

- Real-time shipment visibility through integrated systems
- Proactive risk monitoring via the Pull Forward tool
- Advanced scheduling tools for optimized deliveries
- End-to-end tracking from quote to payment

### Our tech helps us:

- Identify scheduling risks earlier
- Find alternative delivery slots when needed
- Provide enhanced shipment visibility
- Maintain consistent, reliable service standards





# Amazon Freight:

## understanding our role

### Misconception 4:

Amazon Freight should reroute freight to other FCs with available capacity to reduce pushouts.

### Correction:

FC destinations are strategically assigned through Vendor/Seller Central using an automated system designed to optimize product placement across the network.

### Destination Management

- FC assignments are product-based
- Routing is automated via Vendor/Seller Central
- Network adjustments happen at system level

### Our role:

- Execute reliable delivery to assigned FCs
- Provide real-time tracking and visibility
- Support efficient scheduling and planning
- Maintain delivery compliance







# Let's get shipping.

amazon **freight**