



Use this before you place a production order for an Amazon SKU. It covers the decisions that decide your fulfilment fees, the documents a marketplace asks for, what to check on a sample, and the restock questions worth settling early.

DAY PROTOTYPES

ON-TIME DELIVERY

COUNTRIES SHIPPED DDP

leelinetoys.com | info@leelinetoys.com | WhatsApp +86 139-8615-2456

On Amazon the carton is a cost line item. Send all eight of these before you ask for a quote.

- LeelineToys — Amazon FBA Toy Sourcing Checklist · Page 1

2 The Packaging Decisions That Change Your FBA Fees

Four of these are settled at the factory, long before a unit is ever scanned in

PACKAGING DECISION	WHAT IT CHANGES ON AMAZON	WHAT TO GIVE YOUR FACTORY
Box dimensions	Sets the size tier and the dimensional weight the unit is billed at — the biggest lever there is	The tier you are targeting, plus the footprint that must not change
Packed unit weight	Feeds the shipping-weight band the unit is charged against	A weighed sample of the finished packed unit, not an estimate
Units per master carton	Decides inbound prep labour and whether the pallet layers cleanly	A target carton count and your preferred pallet height
Void fill and protection	Changes dimensional weight — and whether the unit survives the sort	The transit test your units must pass, and the dim band they must stay inside
Carded vs. boxed	Decides whether a unit hangs on a peg or needs a box — a different band	Which presentation you need, so the smallest format is chosen deliberately
Insert and manual size	Paper bulk that can push a box over the next weight threshold	The page count and the maximum footprint the insert may take

Size-tier and dimensional-weight rules are set by the marketplace, not by your factory. What a factory controls is which tier a unit measures into — so make it part of the brief.

3 The Amazon Documents to Ask For by Name

A listing is rarely removed for looking bad — it is removed for a missing or mismatched document

DOCUMENT	WHY THE MARKETPLACE ASKS FOR IT
ASTM F963 test report	The US toy-safety specification. US listings that reference it are harder to stall on a document request.
Children's Product Certificate (CPC)	Legally required for children's products in the United States, and the first document a US kids' ASIN is asked to produce.
CPSIA lead and phthalate results	The third-party testing behind the CPC. Without it the certificate has nothing to stand on.
EN71-1 / 2 / 3 report	Mandatory evidence for EU storefronts, and the reason an EU-bound shipment clears rather than holds.
ISO 8124 report	Widely accepted in APAC, the Middle East and other ISO-aligned marketplaces.
Batch traceability records	Insurance and recall preparedness. You cannot reconstruct them once the goods have shipped.

Standards and marking rules change, and each marketplace applies its own policy. Confirm the current requirement with your test lab before the run starts — retesting a shipped batch costs far more than asking.

4 Restock Planning — Settle These Before the First Order

On Amazon the calendar runs on velocity, not on the factory's schedule

- ☐ **Your days of cover, and the reorder trigger point**
Write down the days of stock at which you reorder, so restocks are never decided under pressure.
- ☐ **The production window, confirmed in writing**
Not a verbal estimate. It belongs on the quote, against your packaging spec.
- ☐ **Inspection and booking lead time**
Pre-shipment inspection plus vessel booking sits between production finishing and goods moving.
- ☐ **Delivery terms and the exact destination**
DDP to a fulfilment centre, a 3PL, or your own warehouse — three different plans. Name the address.
- ☐ **Tooling ownership and the archived approved sample**
Confirm who owns the mould in writing, and that the signed sample is archived — so run two matches run one.

5 What to Check on the Sample Before You Approve the Run

Once bulk starts, changes cost real money — and these are the defects that turn into reviews

- ☐ **Box dimensions, measured against the target tier**
Measure the closed packed box with a tape, not the drawing. This is the check that decides your fee.
- ☐ **Packed unit weight, on a scale**
Compare it to the figure in your brief. A few grams over is fine; a band over is not.
- ☐ **Seams, joins and any pull-test spec**
"Arrived torn" is the review that kills a gift purchase. Check the highest-stress join.
- ☐ **Odour straight out of the packaging**
Open the bag and smell it. You cannot answer a chemical-smell review after the fact.
- ☐ **Component count and pack weight**
Games, kits and multipacks fail on missing parts more than anything else. Count them.
- ☐ **Colour against your master, in daylight**
Compare against a Pantone master, not a photo. Office light makes two colours look identical.

6 Red Flags in an Amazon Supplier Quote

Any one of these is worth a direct question. Two or more is worth a second supplier.

A quote that never mentions your carton

If the price excludes dimensions, weight and carton count, it is not a quote for a product you can sell on Amazon.

"We will just put it in a standard box"

Standard boxes are how sellers pay a tier higher for the life of the ASIN. Ask what the packed unit will measure.

No compliance path for a US kids' listing

If nobody can say how the CPC will be produced, and by which lab, the listing is a documentation gap waiting to happen.

No answer on who owns the tooling

If the mould belongs to the factory, your ability to reorder — or to move — disappears with the relationship.

A lead time with no written production window

An estimate is not a commitment. The window belongs on the quote, against your spec.

No plan for the second order

Ask what happens on a reorder: same sample, same tooling, same window? A supplier who cannot answer has not planned for it.

Planning your first Amazon toy production run?

Send us the ASIN, your current packaging spec, or just the product idea — and we will come back with a packaging and compliance plan aimed at the fee structure.

[Get Your Free Manufacturing Quote →](#) · [Amazon FBA toys](#) · [WhatsApp +86 139-8615-2456](#) · info@leelinetoys.com