

# Amazon's Fulfillment Service Overhaul: Balancing Costs, Quality, and Environmental Impact

*Changes to Amazon's FBA protocols have distressed some sellers, but others are hopeful about the environmental impacts of the changes.*

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/EINPresswire.com/ -- On March 1st, Amazon introduced changes to its fulfillment services, impacting thousands of independent sellers and causing significant discussion within the community. Previously, Amazon allowed sellers to send inbound case packed shipments to a single selected

fulfillment center, and Amazon would then distribute parcels to various regional fulfillment centers in order to efficiently deliver the parcels to customers. The new fulfillment paradigm now assesses charges to vendors for Amazon's downstream distribution to regional centers. Additionally, the changes introduce new fees for vendors with low stock levels, penalizing inadequate inventory management.

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*Greg Lachlan, HF Mann LLC*



HF Mann LLC has created an "I reuse my boxes" sticker to encourage shippers to reuse materials

These changes have sparked widespread discussion beyond seller forums. The announced changes prompted Reddit user u/pitchfork2000 to posit on r/wallstreetbets in a post titled [“The Downfall of Amazon \\$AMZN has Started”](#) that the entire Amazon business model was at risk, a take that attracted nearly eighteen hundred comments.

These new costs may ultimately result in higher prices on certain products from Amazon. In the same

r/wallstreetbets thread that predicted Amazon's demise, many of the defenses of Amazon followed a similar line. The argument suggests that Amazon has been flooded with low quality drop shipped products in recent years, which has had implications for the company's brand. The

new fee changes are attempts to raise the bar for vendors, which will increase value both to consumers and shareholders.

Many long terms sellers on Amazon have resigned to accept changes in Amazon's fulfillment practices. [Twin Saints Leather](#), a Pennsylvania based manufacturer of anniversary and religious gifts has been a seller on Amazon for well over a decade. According to owner, Nicole Horgan, the new changes at Amazon are, "an opportunity to realign. It has not always been cost effective for us to maintain large inventories at Amazon. Over time, changes at Amazon led us to focus more on our customer gift ware business. This limits us in terms of production. If we can ultimately maintain lower targeted inventories at Amazon, it could help our cash flow, and maintain Amazon's position as an important piece of our broader vendor group."

The changes are also receiving praise for their potential environmental benefits. By encouraging more efficient shipping and inventory practices, Amazon may help reduce waste and energy use, according to environmental advocates. "Shipping lighter packages in a more targeted way is ultimately a more efficient use of energy", explains Greg Lachlan, a program designer at the environmental advocacy marketing agency, HF Mann. "Realignments of inventory will ultimately also result in more outbound bulk physical inventory adjustments from fulfillment centers. "Vendors might seize upon this opportunity to learn from Amazon's packaging style, when items are returned from Amazon, they may be delivered in packaging that can be reused either for future new shipments into Amazon or directly to customers. We would encourage vendors to think holistically about their solid waste practices and understand that cardboard can be reused to reduce the environmental impact of shipping."

HF Mann is taking their advocacy for the environmental impact of Amazon's fulfillment to another level. The company has created a graphic and craft sticker package to inform customers that their packaging has been reused. The stickers, which feature the message "I reuse my boxes" alongside a variant of the recognizable recycling symbol, are available free of charge from the HF Mann to companies who reach out to them via [Facebook](#). The company hopes that by making the use of the graphic and stickers available for free, they can help raise awareness about the environmental impact of simple changes.

According to Lachlan, "we've seen online platforms change their business practices to the detriment of their vendors many times. We encourage our customers to think of their business holistically, and rather than just a supplier to a corporate monolith. This shift represents not only an opportunity for e-commerce site owners to reassess their business models but also highlights our commitment to conservation, marking a win-win situation for all involved."

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