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## 1. About the Packaging Guidelines

### 1.1. Purpose

The purpose of these Guidelines is to provide information to Jumia's sellers on packaging of products sold to buyers on the Jumia marketplace.

### 1.2. Scope

These Guidelines cover:









- the required packaging for different types of products;
- best practice packaging; and
- how to avoid bad packaging.

### 1.3. Application

These Guidelines apply to packaging of all products sold to buyers on the Jumia marketplace.





## 2. Types of packaging material

### 2.1. Internal packaging materials





Type	Description	Example
Cardboard Flute	Internal structure flute or channels provide resistance to avoid crushing and provides cushioning during handling and stowage. Corrugated sided flute is mainly used as interior packaging to separate and protect individual items. It is extremely flexible and can be shaped around the product to protect them from damage. It should be self-attached to the product, leaving the flat side visible outside.	
Plastic Bubble	Excellent for irregular forms due to its versatility. It is very light, shock resistant, and recommended for very fragile items. Bubbles must be attached to the product, leaving the smooth side outside.	
Polyfoam	It is very similar to plastic bubble with same characteristics but having less resistance to sharp objects	
Paper Craft	Serves to cover irregular surfaces, or thinly cover an area to avoid tears, and to hide valuable things from being visible thus decreasing the possibility of theft. It is recommended to wrap items with higher value, only if they are up to medium size and have a good container – an example is laptops.	
Paper Filler	Suitable for stuffing within boxes. Paper is pressed between items, thus immobilizing the items. It is one of the most ecological and economic fillings. It is useful against impact and crushing damages.	
Crushed Styrofoam / Peanut	Serves as stuffing within boxes, provides cushioning and immobilizes the items. It is more annoying for the customer to unpack this type of filler as the main problem is that upon impact peanuts tend to move. It is useful against crushing damages.	
Honeycomb	It is a card with low weight, without loss of consistency, a uniform strength throughout the surface, an appearance more robust, and better design to achieve thick surface. It absorbs shocks more efficiently, thus providing great protection.	
Air Cushion	Air cushion packaging is a dual material solution of a corrugated box and plastic film bag that is filled with air	

### 2.2. External packaging materials

Type	Description	Example
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Cartons	The structure prevents impact on the product, and protects against crushing. The cartons can bundle two or more items and also protect fragile containers. The boxes have two types – paperboard is used for light items and corrugated for heavy items.	
Shrink Wrap	It is a plastic with high strength, elongation and adhesion which serves to hold in place packing material and put pressure on it. Though it does not protect against impact, but is very useful for maintaining two objects together and avoid wetting the product. The shrink wrap should be stretched by exerting pressure to fulfil its role.	
Bubble-filled Fliers	It has barrier of air bubbles that makes it resistant to punctures, thus protecting delicate but ultralight items during shipments. It is recommended to preferably use it only as internal packing for lack of resistance to moisture.	
Jumia Fliers	Protect items from moisture, but low resistance from crushing and impact.	

### 2.3. Closures and safety stickers

Type	Description	Example
Scotch Tape	It is generally used for closing cartons. It easily loses its stickiness when it comes in contact with sunlight, moisture. Thus, it can be easily taken off and replaced without keeping any mark.	
Gorilla Tape	It has a component which, upon contact with water, produces a reaction that becomes a powerful adhesive to close cardboard boxes. The gummed paper is made from craft paper and glue plant has the advantage of being biodegradable and fully recyclable. Besides, after application, it becomes inviolable as the part must be broken. It also increases the strength of the box.	
Fragile Sticker	They are ideal for closed cardboard packages requiring special treatment such as fragile glass material.	
Heavy-item Sticker	They are used to indicate the handling requirement of the item so that it should be lifted properly.	

### 3. How to package products for delivery to Jumia

#### 3.1. Packaging by product category

The table below sets out the different types of packaging materials required to be used in packaging different types of products.

Product category	Product sub-category	Type of packaging material
Clothes & Apparel	Men's clothing, Women's clothing	Flier
Underwear	Swimsuits, underwear	Flier
Fashion Accessories	Women's accessories, Men's accessories, Watches, Sunglasses	Flier with Bubble wrap
Footwear	Men's shoes, Women's shoes	Flier with Bubble wrap OR Flier over Manufacturer box OR Jumia carton with fillers (Air cushion, Paper, Styrofoam)
Wallets & Purses	Women's accessories > Bags Formal bag, hand bags, clutches, sling bags	Flier with Bubble wrap
Bags	Women's accessories > Bags Formal bag, hand bags, clutches, sling bags	Flier with Bubble wrap
Jewelry	Women's accessories > Jewelry	Flier with Bubble wrap
Jewelry + Other items	Women's accessories > Jewelry	Jumia Carton with bubble wrap & Air fillers
Fragrances	Beauty & Perfumes > Men & Women's perfumes	Jumia Carton with bubble wrap and fillers (Air cushion, Paper, Styrofoam)
Books	Books & Stationery > Books	Flier
Stationery	Books & Stationery > Stationery	Jumia Carton with fillers (Air cushion, Paper, Styrofoam)
Baby	Kids and Baby > Baby, Baby care & safety, Baby feeding, Baby toddler toys, Sleeping & Nursery Strollers	Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer carton with Shrink wrap
Toys & games	Kids & Baby > Baby, Car & remote-control toys, Dolls, puzzles, educative toys, crafts, Sports games, outdoor toys, Kids laptops & tablets, Bricks, blocks & buildings, Action toy figures	Jumia Carton with fillers (Air cushion, Paper, Styrofoam)
Phones	Phones > Phones & accessories, Landline phones	Flier with Bubble wrap
Computers, laptops, tablets & components	Computing > Laptops, desktops & Monitors, Printers & Scanners, External HD, Flash drives, Adapters, Batteries, Chargers, Software	Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer carton with Shrink wrap
Grocer's shop	Beverages, Tobacco, Food	Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer carton with Shrink wrap
Musical instruments	TV, Audio & Video, Musical instruments, Guitars, Drums & Percussion, Live & studio, Pianos	Manufacturer package with Bubble wrap and Shrink wrap

Kitchen & dining	Home >Kitchen & Dining, Kitchen tool & accessories, Kitchen storage, Table linen & Accessories, Table ware	Jumia Carton with (Air cushion, Paper, Styrofoam) OR Manufacturer with Shrink Wrap
Kitchen & dining	Cookware, Bakeware	Manufacturer package with Shrink Wrap
Kitchen & dining	Cooking knives	Jumia Carton with bubble wrap and (Air cushion, Paper, Styrofoam)
Large appliances & electronics	Appliances >Washing machines, Dryers, Fridges & Freezers, Wine & Bar, Dishwasher, Air conditioning, Heaters, Hot water systems	Manufacturer package with Shrink Wrap
Small appliances & electronics	Appliances >Small Appliances, Mixers & Blenders, Cookers & Toasters, Ironing & Laundry, Vacuum cleaner, Floorcare	Manufacturer package with Shrink Wrap or Jumia Carton with fillers (Air cushion, Paper, Styrofoam)
Bedding & Bathroom	Home >Bedding, Bathroom, Bedlinen, bedding accessories, Pillow, Towel, mat & robe	Flier
Bedding & Bathroom	Shower accessories, Bathroom storage	Jumia Carton with bubble wrap and fillers (Air cushion, Paper, Styrofoam)
Decor	Home >Home Decor, Decorative pillow, Wall art, Curtains, blinds & shades	Manufacturer package with Bubble wrap Or Shrink wrap
Decor	Mirror, wall art, clock	Jumia Carton with bubble wrap and fillers (Air cushion, Paper, Styrofoam)
Lighting	Home >Lighting, Decorative ceiling light, lamp, lampshade, bathroom light, bulbs	Jumia Carton with bubble wrap and fillers (Air cushion, Paper, Styrofoam)
Furniture	Home >Furniture, Bedroom & Living room, furniture, Kitchen & dining furniture, Office furniture & Game, room furniture	Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer package with Shrink wrap
Home fixture	Home >Home fixture, Door hardware, Safety & Security, Toilet & Toilet fixtures, Electrical fixtures, Laundry fixtures	Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer package with Shrink wrap
Pets	Home >Pets, Pet food, Pet accessories & toys, Pet care	Flier OR Jumia Carton with fillers (Air cushion, Paper, Styrofoam)
Games, consoles, CD, DVD	Games & Console >Home & portable consoles, PlayStation & Xbox, Board & card games, Gaming accessories	Jumia Carton with fillers (Air cushion, Paper, Styrofoam)
Sports equipment & accessories		Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer with Shrink wrap
Motor vehicle accessories	Automotive & Motorcycle >Oils, fluids & spray, Car fresheners & electronics, Station equipment, Batteries for Car, Car lights & accessories, Car stickers, Tyres & wheelers	Jumia Carton with fillers (Air cushion, Paper, Styrofoam) OR Manufacturer package with Shrink wrap

## 3.2. Illustration of packaging required by product category

 <p>Phones</p>	 <p>Bubble Wrap + Flier</p>	 <p>Large appliances &amp; Electronics</p>	 <p>Manufacturer Packaging + Shrink Wrap</p>
 <p>Mobile Accessories</p>	 <p>Bubble Wrap + Jumia Carton</p>	 <p>Furniture, Sport Equipment &amp; Motor Vehicle Accessories</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap OR Jumia Carton + Bubble Wrap</p>
 <p>Jewellery + Fragrances</p>	 <p>Pouch OR Transparent Nylon + Bubble Wrap + Jumia Carton</p>	 <p>Bedding, Bathroom</p>	 <p>Transparent Nylon + Flier OR Jumia Carton</p>
 <p>Clothes &amp; Apparel</p>	 <p>Transparent Nylon + Flier</p>	 <p>Decor</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap</p>
 <p>Footwear</p>	 <p>Dust Bag / Soft Tissues + Jumia Carton OR Manufacturer Packaging + Flier</p>	 <p>Clocks &amp; Lighting</p>	 <p>Bubble Wrap + Jumia Carton</p>
 <p>Fashion Accessories</p>	 <p>Dust Bag OR Bubble Wrap With Jumia Carton OR Flier</p>	 <p>Kitchen &amp; Dining (Table Ware)</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap OR Jumia Carton + Bubble Wrap</p>
 <p>Health &amp; Beauty</p>	<p>Liquid                      Solid</p>  <p>Bubble Wrap + Jumia Carton OR Bubble Wrap + Flier</p>	 <p>Groceries</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap OR Jumia Carton + Bubble Wrap</p>
 <p>Kitchen &amp; Dining (Cook ware)</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap</p>	 <p>Baby</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap OR Jumia Carton + Bubble Wrap</p>
 <p>Kitchen &amp; Dining (Cooking knives)</p>	 <p>Bubble Wrap + Jumia Carton</p>	 <p>Toys &amp; Games</p>	 <p>Bubble Wrap + Jumia Carton OR Bubble Wrap + Flier</p>
 <p>Computers, Laptops, Tablets &amp; Components</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap OR Jumia Carton</p>	 <p>Stationery</p>	 <p>Bubble Wrap + Jumia Carton</p>
 <p>Small appliances &amp; Electronics</p>	 <p>Manufacturer Packaging + Bubble Wrap + Shrink Wrap OR Jumia Carton</p>	 <p>Pets</p>	 <p>Bubble Wrap + Jumia Carton OR Bubble Wrap + Flier</p>

### 3.3. General Dos and Don'ts

#### DO

- pack small and fragile items in bubble envelopes and protect them with soft cushioning around each item;
- use cardboard dividers between flat, fragile material such as glass bottles;
- ensure that goods face the right way, as some fragile goods must be kept upright;
- use cushioning materials to stabilise items in a box; each item should be surrounded by at least 5cm of cushioning;
- ensure that fragile stickers are applied on all sides of a package;
- remove all labels and stickers when reusing a box and ensure that the box is not worn out;
- ensure that packages are easy to open and reuse for returned items;
- use cardboard edge protectors to protect the edges and corners of large, bulky or heavy items; and
- use an arrow to indicate if an item (especially in heavy, large, bulky or heavy items) must be loaded on one side only.

#### DO NOT

- consider "fragile" and "handle with care" labels as a substitute for careful packaging
- use bags made of fabric or cloth;
- use substandard or damaged cartons;
- allow space for contents to move within the packed box or flier;
- allow fragile items inside a package to contact each other; or
- overload a box with more weight than it can handle.

### 3.4. Rules for special categories

**Large items** must be packaged by:

- protecting edges and corners with cardboard edge protectors;
- only ever using strapping with edge protector;
- using strapping or strong tape to seal and secure the box;
- always using an arrow to indicate if an item must be loaded on one side only; and/or
- placing the package on a pallet if necessary.

**Batteries and battery-operated products** must:

- be protected by removing batteries from products and packaging separately; and
- only supplied as dry batteries (e.g. AA or AAA batteries) in good condition and in original sealed packaging.

**Bicycles** must be packaged by:

- disassembling wheels and pedals;
- using bubble wrap to protect pedals;
- securing wheels with thick bubble wrap and placing cardboard between them to prevent friction and damage;
- using thick bubble wrap to pack the bicycle frame;
- placing all components in a strong cardboard box; and
- using internal packaging or polystyrene foam to stabilise the contents so the bicycle does not move during handling and transport.

**Books** must be packaged by:

- wrapping heavy/hardback books in multiple layers of bubble wrap and sealing with sellotape; and
- stacking in a cardboard box using appropriate cushioning material (cardboard is fine) to ensure that there is no space and movement between items.

**Ceramics** must be packaged by:

- wrapping of each individual item, separately, in at least two layers of thick bubble wrap;
- placing each individually wrapped item in its own, separate, cardboard container;
- wrapping smaller boxed items again with bubble wrap and sealing with sellotape and placing into a larger, strong outer cardboard box filled with appropriate dunnage (air cushion or polystyrene chips) to eliminate movement;
- closing the outer container with multiple layers of strong tape; and
- placing a “fragile” label on all sides of the outer package.

**Cutlery and sharp objects** must be packaged by:

- covering sharp edges with cardboard;
- packing in a thick box; and
- packing in a further outer package with multiple layers of strong tape.

### 3.5. Quality health and safety

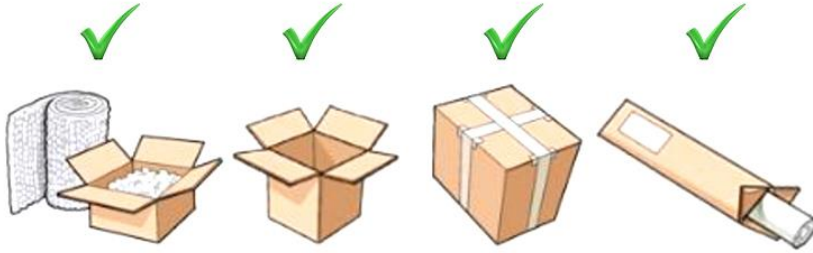
The guidelines in this section 3 represent best practice in respect of packaging of the categories of products identified.

Particular products may however have additional/alternative packaging requirements, and Jumia expects sellers to exercise good judgment and apply best practice quality, health and safety principles to maintain the quality of packaging (and enclosed products).



## 4. Illustrating best practice: examples of good and bad packaging

### 4.1. Visual of good packaging



USE QUALITY MATERIALS FOR CUSHIONING

USE BOXES MADE OF CORRUGATED CARDBOARD

USE STRAPPING TO SECURE THE BOX

USE TRIANGULAR TUBES FOR ROLLED PAPER



USE TRONG TAPE TO SECURE THE BOX

USE JIFFY BAGS FOR SMALL ITEMS

USE DIVIDERS IF SENDING MULTIPLE ITEMS

REMOVE ALL LABELS IF RE-USING BOXES

### 4.2. Visual of bad packaging



DO NOT SEND ATTRACTIVE PACKAGING



DO NOT USE WEAK OR DAMAGED BOXES



DO NOT LABEL ITEMS AS FRAGILE INSTEAD OF CAREFULLY PACKING THEM



DO NOT USE CIRCULAR TUBES FOR ROLLED PAPER



DO NOT ALLOW THE CONTENTS TO MOVE







DO NOT SEND CLOTHES OR FABRIC BAGS



DO NOT RESEND BOXES WITHOUT REMOVING LABELS

## 5. Understanding and avoiding the common causes of bad packaging

Sellers are required to test their packaging materials, storage and transportation, to ensure that they avoid the common causes of damage to products and packaging described in the table below.

Type	Description	Image
Impact	Occurs due to mishandling during transportation and handling of the product.	
Flattening	Occurs when a product is subject to more weight than it can endure. It can be due to a bad stowage or piling other heaving objects on the packaging.	
Humidity	Occurs when the product comes into contact with or other liquid or moisture, often resulting in fungi growth and weakening the strength of the packaging.	
Improper packing	Occurs when staples, shafts, etc. damage the box rather than help protect it.	

## 6. What are the consequences of violation of these Guidelines?

Failure to comply with these Guidelines may result in Jumia taking one or more of the following actions:

- refusing receipt of the products;
- returning the products to the seller;
- repacking the products and invoicing the seller for the same; and/or
- applying a financial penalty as provided for by the Seller Penalty Policy.

## 7. Further information

If you are a seller and you have any questions about this Policy, please raise contact our Seller Support Team.

Adopted 1 April 2020