

ASIN creation policy

To create an ASIN, go through the process as outlined in our [Add a Product](#) tool. To sell a product available in the Amazon catalogue, match it to the existing ASIN by creating an offer. If your product is not in the Amazon catalogue, you will have to create a single new ASIN for the product. ~~As general, the following policies apply to protect the customer shopping experience:~~

- ~~• Amazon may limit the number of new listings that you may create depending on your sales history, listing creation history, and other factors.~~
- ~~• You may not create a new ASIN for a product that already exists in Amazon’s catalogue.~~
- ~~• You may only create accurate variation relationships between products which are fundamentally related to one another. Newer versions or models of the same product are invalid variations.~~

ASIN creation by non-brand owners

To protect the customer shopping experience, we limit the creation of new ASINs for a brand enrolled in Brand Registry, by sellers who are not associated with the brand owner.

If you encounter the following error message, it is because you are not associated with the brand owner and therefore restricted from creating new ASINs for the brand. You may still seek approval to create the new ASIN if you can show that it is an authentic product of the brand, for which no ASIN exists yet. Providing all the necessary information on the first contact will reduce the time it will take for your request to be reviewed.

<u>Error code</u>	<u>Error message</u>	<u>Requested information</u>
5461	<u>You may not create new ASINs for this brand. You are free to add offers to any existing ASIN for this brand. Please review our ASIN creation policy here: https://sellercentral-europe.amazon.com/gp/help/201844590. If you believe the product you want to sell is not already listed in the Amazon catalogue and should be listed as a new ASIN, contact Selling Partner Support at https://sellercentral-europe.amazon.com/hz/contact-us and mention error code 5461.</u>	<ul style="list-style-type: none"> <u>• Product name</u> <u>• Brand</u> <u>• Manufacturer</u> <u>• Category</u> <u>• Description</u> <u>• SKU</u> <u>• UPC/EAN/JAN</u> <u>• Product title including any variations in colour, size, measurements, model/part number, etc.</u> <u>• Batch ID of inventory file process report</u> <u>• Images of the product (front and back images of the product including bar code along with UPC and brand name; packaged and unpackaged;</u>

<u>Error code</u>	<u>Error message</u>	<u>Requested information</u>
		<u>unfolded if the item is apparel)</u>

Where do I find product information?

Brand name, UPC (or EAN/JAN), and part number (or model/style number) can be found on a purchase order or invoice from the manufacturer or distributor from which your product was purchased. Some information may be available directly from the product packaging or through the manufacturer's catalogue or website.

ASIN creation limit

To protect the on-site shopping experience for our customers, we limit the number of listings (offers and ASINs) that you can create in a given week until you establish a sales history with Amazon. As you increase your sales, your capacity will increase. We encourage you to prioritise the products that you are listing to increase your sales quickly.

Additionally, if you are an established seller and have created a high number of new listings, we reserve the right to temporarily remove your ability to create new listings. We will re-evaluate your status on a weekly basis.

If you think your listing creation privileges have been removed in error, please contact [Seller Support](#).

Variation policy

Variations are sets of products that are related to one another. Good variation relationship listings allow buyers to compare and choose products based on different attributes such as size, colour, or other characteristics from the available options on a single product detail page. For more information, see [Variation Relationships Overview](#).

The following prohibited practices are misuses of variations, either of the parent ASIN or in parent-child relationships. They create a negative customer experience and can result in your ASIN creation or selling privileges being temporarily or permanently removed:

- Changing the product's detail page (parent or child) to become fundamentally different from the original product listed.
- Changing the parent product's detail page so that it does not match the children.
- Adding incorrect child variations that are not true variations of the parent product. This includes but is not limited to:
 - Adding products that are fundamentally different from the parent ASIN
 - Adding products images and/or names that are that are fundamentally different from the parent ASIN.
 - Adding products that are newer versions or models of the parent ASIN.
- Adding multi-pack variations that are not manufacturer-created to an already existing parent.
 - If you have created a multi-pack listing that is not directly sold by the manufacturer, you must match your listing to an identical multi-pack product detail page. If an identical multi-pack detail page does not exist, you must create a new product detail page with its own unique UPC.
 - Adding multi-pack children by bundling two or more of the same manufacturer products, that is, bundling two three-packs to create a package quantity of six. Multi-

pack children must be packaged by the manufacturer. If a customer wants to buy two or more of the same product, they can select that quantity for purchase.

Duplicate ASIN creation policy

Creating a new ASIN when the same product already exists in Amazon's catalogue is prohibited and can result in your ASIN creation or selling privileges being temporarily suspended or permanently removed.

Matching your products to existing products in Amazon's catalogue helps drive a high-quality customer experience. Matching to an existing product instead of creating a duplicate listing allows you to more fully benefit from buyer interest and traffic for that product.

How are duplicates created?

Duplicates are most commonly created when one or more of the following happens:

- You incorrectly use the UPC, EAN, ISBN, ASIN or JAN not belonging to the product (such as from another product) to identify the product that you are selling.
- You introduce distinct UPCs, EANs, ISBNs or JANs for identical products. For example:
 - You assign a product a new UPC or EAN in each Amazon marketplace where you sell the product.
 - You assign a new UPC or EAN for compatible products, such as a laptop charger that is compatible with multiple laptops.
- You are a Brand Registry seller using an alternative key attribute to list your products. If you use multiple key attribute values to list the same product, a new ASIN will be created for each key attribute value.
- You have received a product identifier exemption for a product that actually has a product identifier. Listing it without an identifier will create a duplicate.

Tips to avoid creating duplicate ASINs

Ensure that you always use the appropriate UPC, EAN, ISBN, ASIN or JAN code when listing a product. The codes are reliable data that can be used to match your products to existing products in the catalogue. Using incorrect UPC, EAN, ISBN, ASIN or JAN codes to list a product is prohibited, and can result in your ASIN creation privileges being suspended or permanently removed. ~~Listed below are alternatives to help you list your product if it does not have one of these standard product identifiers:~~ For more information, refer to [Potential duplicates](#), [Amazon brand name policy](#), and [guidance on how to obtain a GTIN exemption](#).

Register your brand with Amazon

If you are the brand owner or manufacturer of your own products and if you can uniquely identify each product with other attributes such as model number or style number, you might be eligible to register your brand with the Amazon Brand Registry, which allows you to use an alternative product identifier.

Visit [About Amazon Brand Registry](#) for more information.

Request a brand or SKU-level UPC exemption

If the product that you are listing has been confirmed to have no known UPC, EAN, ISBN, ASIN or JAN code, and if you are listing a unique selection, you can request a brand or SKU-level UPC exemption. Visit [How to List Products That Do Not Have a GTIN](#) for eligibility information.

Provide fitment data to Amazon

For fitment-related products such as Automotive and Power Sports, visit [Automotive & Powersports Part Finder and Fitment Data](#) to learn more about how to provide fitment data to Amazon. You may apply for brand or SKU-level UPC exemptions to list these types of products.

Register for Amazon Custom

If you are listing print-on-demand or customisable products, you might be eligible to join the Amazon Custom programme, which allows you to offer customised products. Using Amazon Custom to list your products can improve your discoverability among buyers, improve your search relevance and listing efficiency and also help you to manage your inventory better. Additionally, one product with multiple designs requires only a single UPC exemption. Visit [Amazon Custom](#) for more information.