



Basics of Product Listing

Chapter 3

Product listing is the most effective way for buyers to learn about products. This guide will give you a comprehensive introduction to product listings, and a brief introduction to the importance of product listings through customers' purchasing behavior. You can also learn more about the preparations for uploading product listings, specific uploading procedures, and self-examination and evaluation criteria.



3. Preparations before uploading listings

Prior to uploading listings, you must ensure your products are compliant with all legal & industrial requirements. To this end, your products must have written certificates of commodity standardization from the target country. In addition, you should also check if the products require category approval.

3.1	<u>Written certificates of commodity standardization</u>	3
3.2	<u>Commodity quality and category approval</u>	9
3.3	<u>Quiz</u>	11

This material includes 4 chapters. To study other chapters, please refer to the search guide on the [Related Topics](#) page to find what you want.









3.1 Written certificates of commodity standardization

3.1.1 Definition of product certification






The International Standardization Organization (ISO) defines product certification as "a process in which an independent body inspects and evaluates the company's quality management system and runs sample tests to confirm whether the company's products, processes or services meet specific requirements, and whether it has continuous and stable capabilities to produce qualified products that conform to standard requirements, and issues a written certificate."

3.1.2 Common product certifications


- North America Stores

Logo	Certification	Definition
	FDA	Food and Drug Administration is one of the executive agencies established by the U.S. government in the Department of Health and Human Services (DHHS) and the Department of Public Health (PHS). Click here for more information.
	CPC	Children's Product Certificate is a system designed for children products. Click here for more information.
	FCC	Short for "Federal Communications Commission" of the U.S. Many radio application products, communication products, and digital products require FCC certification to enter the US market. Click here for more information.
	BQB	Bluetooth Qualification Body, namely, Bluetooth certification, is a certification procedure that any product using Bluetooth wireless technology must go through. Click here for more information.
	DOT	Short for "US Department of Transportation". DOT is a mandatory certification. All motor vehicles and accessories sold in the United States must have the DOT certification and marking. Click here for more information.
	IC	Short for "Industry Canada", a testing standard for analog and digital terminal equipment specified by Industry Canada. Click here for more information.

- Europe Store

Logo	Certification	Definition
	CE	Conformite Europeenne is the EU's mandatory conformity marking for consumer safety, and is regarded as a passport for manufacturers to enter the European market. Click here for more information.
	RoHS	Restriction of Hazardous Substance is a mandatory standard established by EU legislation. Click here for more information.
	Erp	Short for "Energy-related Products", an eco-design directive of CE. Click here for more information.
	GS	Short for "Geprüfte Sicherheit", German safety certification mark recognized in the European market. Click here for more information.
	E-Mark	Short for "European Common Market". For automobiles and motorcycles and their safety parts and products, noise and exhaust gas, etc., the EEC Directives and the ECE Regulation shall apply. Click here for more information.

- Japan

Logo	Certification	Definition
	PSE	Short for "Product Safety of Electrical Appliance & Materials", a mandatory market access system for electrical appliances sold in Japan. It is an important part stipulated in the DENAN act (Electrical Appliances and Materials Safety Act) of Japan, according to which electrical appliances are divided into "specified products" and "non-specified products". Click here for more information.
	TELEC	Short for "Telecom Engineering Center", a major certification and testing organization handling technical regulations conformity certifications for radio equipment in Japan. Click here for more information.
	VCCI	Short for "Voluntary Control Council for Interference by Information Technology Equipment", Japan's electromagnetic compatibility testing and certification mark. Click here for more information.

3.1.3 More product certifications

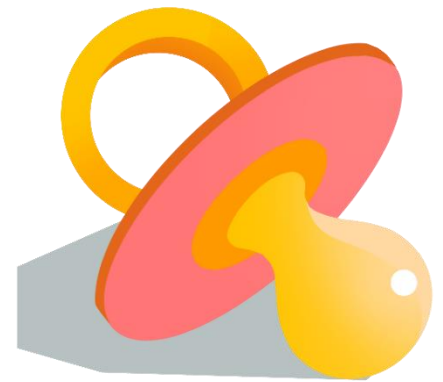
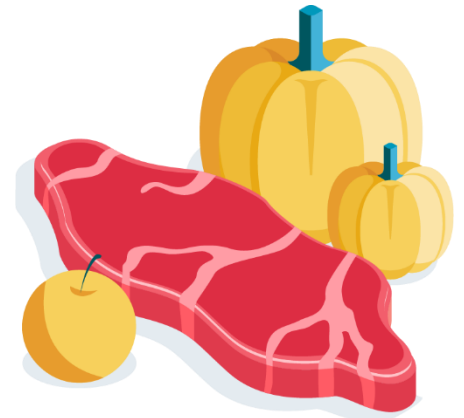
- **Amazon US:**

- **FDA:** Short for "Food and Drug Administration". It is one of the executive agencies established by the U.S. government in the Department of Health and Human Services (DHHS) and the Department of Public Health (PHS). The agency's responsibility is to ensure the safety of food, cosmetics, drugs, biological agents, medical devices, and radiological products imported or produced in the United States. To sell products involving food, medicine, or any commodities that require contact with the human body, the Seller must submit this certification. Otherwise the listings may be at risk of being removed forcibly. For more details, please click here to [view more information](#).

Examples of commodities: food, cosmetics, drugs, biologicals, medical devices, radiological products, etc.

- **CPC:** The Consumer Product Safety Act (CPSA) stipulates that manufacturers and importers of children's products must certify, in a written Children's Product Certificate (CPC) based on test results from a CPSC-accepted laboratory, that their children's products comply with applicable children's product safety rules. CPC is applicable to all products mainly intended for children aged 12 and under, such as toys, cradles, children's wear, etc. For commodities produced in the United States, the manufacturer is responsible for providing it, and for those produced in other countries, the importer is responsible for providing it. For more details, please click here to [view more information](#).

Product examples: electric toys, rattle toys, pacifiers, children's wear, strollers, cribs, fences, baby carriers, safety seats, bicycle helmets, etc.



- **FCC:** Short for "Federal Communications Commission" of the U.S. The FCC coordinates domestic and international communications by controlling radio broadcasting, television, telecommunications, satellites and cables. Many radio application products, communication products, and digital products require FCC certification to enter the US market. For more details, please click here to [view more information](#).

Examples of commodities: Personal computers and peripherals, household appliances, electric tools, audio and video products, lamps, wireless products, toys, security products, industrial machinery, etc.



- **DOT:** DOT is short for "US Department of Transportation". Its responsibility is to develop and improve laws and regulations related to transportation, formulate a series of regulations for vehicles and hazardous materials transported in the United States, and issue certificates. DOT is a mandatory certification. All motor vehicles and accessories sold in the United States must have the DOT certification and marking. For more details, please click here to [view more information](#).

Examples of commodities: motor vehicles and spare parts.



- **Amazon Europe:**

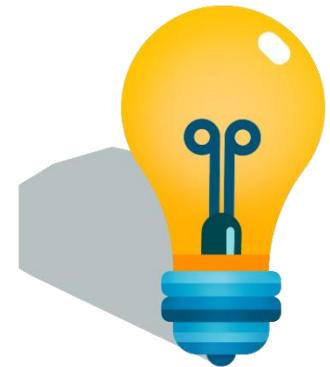
- **CE:** CE marking is mandatory in the EU market. It is required for products manufactured anywhere in the world that are then marketed in the EU, to indicate the products meet the basic requirements of the New Approach to Technical Harmonization and Standardization. This is a mandatory requirement of EU law. **CE covers a wide range of products. In principle, more than 90% of products require CE.** For more details, please click here to [view more information](#).

Examples of commodities: all products that circulate freely on the EU market.



- **RoHS:** RoHS (Restriction of Hazardous Substance) is a set of mandatory criteria formulated by the EU to regulate the use of toxic materials in electrical and electronic devices, systems, and toys, and to prevent the risks posed to human health and the environment. For more details, please click here to [view more information](#).

Examples of commodities: large/small household appliances, toys, leisure and sports equipment, lighting equipment, user equipment, music equipment, IT and telecommunication equipment, etc.



- **Amazon Japan:**

- **PSE:** PSE, short for "Product Safety of Electrical Appliance & Materials", is a mandatory market access system for electrical appliances sold in Japan. It is an important part stipulated in the DENAN act (Electrical Appliances and Materials Safety Act) of Japan, according to which electrical appliances are divided into "specified products" and "non-specified products". All electrical appliances on the catalog of "specified products", before entering the Japanese market, must obtain a certificate from a third-party certification body authorized by Japan's Ministry of Economy, Trade and Industry (METI), and apply a diamond-shaped PSE mark on the nameplate. For electrical appliances on the catalog of "non-specific products" that are about to enter the Japanese market, it is required to go through self-testing and self-declaration to confirm compliance with the Japanese technical standards for electrical appliances, and apply a circle-shaped PSE mark on the nameplate. For more details, please click here to [view more information](#).

Examples of commodities: AC adapter, hair dryer, electric iron, electric blender, electric shaver, etc.

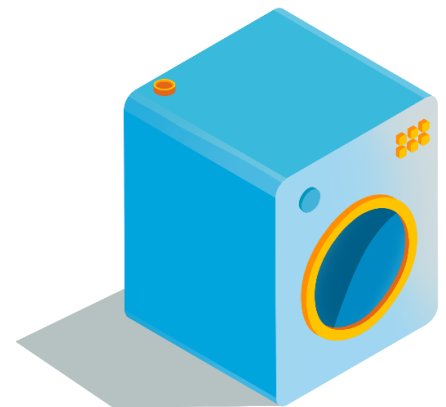


- **TELEC:** TELEC is a mandatory certification for Japanese wireless products. It is similar to China's SRRC. It complies with Japan's radio law enacted by MIC. TELEC certification is also called MIC certification. TELEC (Telecom Engineering Center) is the main registered certification body engaged in the radio equipment conformity certification service in Japan. MIC (Ministry of Internal Affairs and Communications) is the government agency that regulates radio frequency equipment in Japan. And MIC sees to the general affairs of Japan, and is responsible for compiling regulations and standards. While TELEC is just one of the designated issuing agencies of MIC. So TELEC or MIC certification are both acceptable. Products to be sold in Japan that emit radio frequencies must comply with the technical regulations stipulated in the "Radio Law", with a technical compliance mark to prove conformance to legal requirements. For more details, please click [here to view more information](#).



Examples of commodities: wireless headsets, wireless speakers, Bluetooth devices, etc.

- **PSC:** According to Japan's Consumer Product Safety Act, the following products cannot be sold without the PSC mark: household pressure cookers and sterilizers, helmets (for automobiles, bicycles, etc.), cribs, climbing ropes, portable laser equipment, hot water circulators for baths, oil water heaters, oil bath boilers, oil heaters, gas water heaters (urban gas and LPG), bathing boilers with indoor gas stoves (urban gas and LPG), forced exhaust type oil heaters, built-in electric dishwashers, electric dryers for bathroom, electric fans, air conditioners, ventilators, laundry machines and CRT TVs. For more details, please click [here to view more information](#).



Examples of commodities: household pressure cookers and sterilizers, helmets (for automobiles, bicycles, etc.), climbing ropes, portable laser equipment, laundry machines and CRT televisions, etc.

3.2 Definition of category approval

For some product categories, Sellers are not allowed to create listings without approval from Amazon. Amazon restricts the sale of such product categories in order to ensure that Sellers' products meet quality requirements, listing standards and any other special requirement for such product categories. These standards will foster customers' confidence when buying products on Amazon.

Therefore, **Sellers must first check the product categories before uploading, to see if their products need to be reviewed.**

Common product categories and quality review requirements (Amazon US for example)

- Common product categories and quality review requirements - 1

Product category	Condition allowed	Is approval required
Major Appliances	New, second-hand, certified refurbished products	No
Independent design	New	<u>Required</u>
Industrial and science	New, second-hand, certified refurbished products	<u>See selling guideline</u>
Mother and infant (Garment excluded)	New	No, but may be required in holidays
Automotive	New, certified refurbished products Second-hand, collectibles	<u>Required</u>
Software	New, second-hand	No, but may be required for particular commodities
Groceries	New	<u>See selling guideline</u>
Video, DVD Blue-ray Disc	New, second-hand, collectibles	<u>See selling guideline</u>
Video games	New, second-hand, collectibles	No, but may be required for particular commodities

- Common product categories and quality review requirements - 2

Product category	Condition allowed	Is approval required
Mobile phones and accessories	New, second-hand, certified refurbished products; unlocked	<u>Required</u>
Sports collectibles	Collectibles, similar to new products	<u>Required</u>
Books	New, second-hand, collectibles	<u>Required</u>
Toys	New, collectibles	Approval may be required to sell products during the winter holiday season
Consumer electronics	New, second-hand, certified refurbished products	In normal circumstances, all Sellers are allowed to upload listings under the categories of "software", "video games" and "consumer electronics", but may need to obtain pre-approval to sell some certain products.
Amazon equipment accessories	New, second-hand, certified refurbished products	<u>Required</u>
Artwork	New (including first-hand items and second-hand artworks)	Yes, but restrictive to new Sellers' applications.
Music	New, second-hand, collectibles	<u>See selling guideline</u>
Collectible Coins	Collectibles, similar to new products	<u>Required</u>
Entertainment collectibles	Collectibles, similar to new products	<u>Required</u>
Clocks and watches	New	<u>Required</u>

3.3 Quiz

01

Which of the following is not a type of certification in North America Stores?

A. FDA

B. FCC

C. VCCI

D. IC

02

Which of the following is not a type of certification in North America Stores?

A. CE

B. PSE

C. TELEC

D. DOT

03

Which of the following product category disallows second-hand items?

A. Independent design

B. Software

C. Books

D. Automotive

04

Which of the following product category does not require approval?

A. Automotive

B. Music

C. Musical instruments

D. Video, DVD and Blue-ray disc

Answer: CAAC

Related Topics

Basics of Product Listing

- What is listing?
- Learn about the importance of listing via buying process
- Preparations before uploading listings
- Uploading steps and quality check

Paths: Amazon Seller Central > Performance > Seller University > Search course name

Quick links: Amazon Seller University [North America Stores](#), [Europe Stores](#), [Japan Store](#)

The screenshot shows the Amazon Seller University interface. At the top, there's a navigation bar with 'amazon seller central' and various menu items like 'Catalog', 'Inventory', 'Orders', etc. Below that is the 'Seller University' header with a search bar. The main content area is titled 'Listing Basics 1.3 - Pre-Listing Preparations'. On the left, there's a 'Browse topics' sidebar with a list of courses: 'Listing Basics 1.1 - What is listing?', 'Listing Basics 1.2 - Understand the Important Parts of Listing', 'Listing Basics 1.3 - Pre-Listing Preparations' (highlighted with an orange border), and 'Listing Basics 1.4 - Uploading Listings & Quality Self-Examination'. The main content area features a large orange banner with the text 'Basics of Product Listing Chapter 3'. Below the banner, there's a 'Learn how to upload a listing' button. At the bottom, there's a 'Module' section with 'Listing Basics 1.3 - Pre-Listing Preparations - Global Seller' and a 'What you'll learn' section listing 'Guidance for Global Seller: Listing basics on pre-listing preparations'. To the right, there's a 'More information' section with a list of related courses.

Learning Feedback

If you found the content covered to be helpful for you, please light up the “✓” in the bottom right corner of the page to give your feedback, thank you!

The image shows a screenshot of the Amazon Seller University website. The page title is "Basics of Product Listing Chapter 3". The page includes a navigation menu on the left with categories like "Quick Start Guide", "Listing Products", "Pricing", and "Global Selling". The main content area features a large orange header with the chapter title and a "Learn how to upload a Listing" button. Below this, there is a "Module" section and a "What you'll learn:" section. In the bottom right corner, there is a "Was this useful?" feedback box with a green checkmark selected. A callout box highlights the "Essential Courses for Global Seller" link in the left navigation menu. Another callout box highlights the "Was this useful?" feedback box. A third callout box highlights a smaller "Was this useful?" feedback box in the bottom right corner of the page.