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Category, Product and Listing Guidelines

(Office Products)

Below translation is for reference purpose only and if there is any conflict between the translation and the Japanese version, the Japanese version will control.

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Registering office products

1 Product names

[Manufacturer] [brand] [product name] [specifications/color, size, type, quantity, etc.] [model number]

Ex. KOKUYO PPC 用紙 A4 サイズ(500 枚×5 冊入) PPCPAPER-EA4 (KOKUYO PPC paper A4 size (500 sheets X 5 packs) PPCPAPER-EA4)

- [Manufacturer] Provide the manufacturer's name (e.g., モンブラン, コクヨ (Montblanc, Kokuyo), etc.)
- [Brand] Provide the brand name (e.g., ペリカン jr (Pelikano Junior), etc.). (The brand name may be omitted if the brand name and the manufacturer's name are identical.) ➤ [Product name] Provide the product's official name.
- [Specifications/color, size, type, etc.] Provide relevant information on such specifications as color, paper size, pen line width, etc.
- [Model number] Provide the manufacturer's model number.

Important points

- Separate each entry with half-width spaces.
- Keep product names to within 50 full-width spaces (including spaces).
- Use half-width spaces.
- Do not use half-width katakana characters.
- Enter alphabetic letters, numerals, and hyphens as half-width characters.
- Do not use Type 1 High ASCII characters, other special characters, or machine-dependent characters.
- Do not include text or symbols that are not actually part of the product name.

Inappropriate example: “卒業・入学お祝いに！○○○○ 万年筆” (“Perfect as a graduation or enrollment gift! The XXXX Fountain Pen”)

2 Product types

Enter the product type in the Product Type column. Select and enter the appropriate type for each product from the following four types.

■ Typical product examples

Product Type	Corresponding products
Educational Supplies	School rulers, compasses, scissors, clay, calligraphy supplies, abacuses, name tags, etc.
Paper Products	Notebooks, business cards, origami paper, envelopes, envelopes for monetary gifts, account books, sales slips, copier paper, manuscript paper for cartoons, etc.
Writing Instruments	Pencils, mechanical pencils, fountain pens, brush-style felt pens, ballpoint pens, highlighters, chalk, crayons, etc.
Office Products	Products not falling under the three product types above.

If you have difficulty determining the product type that best applies, please check the product type list for each merchandise type in the Browse Tree Guide. Note that products that are displayed as Browse

Nodes in the Office Products store but affiliated with other categories appear in gray. Please check the blank portion of Browse Nodes of the Office Products store.

Product type lists for specific merchandise types:

http://g-ecx.images-amazon.com/images/G/09/rainier/help/tutorials/transfer/office_product_type.xls

3 Variations

The offering of options to purchasers in terms of product **color, paper size, pen line width, etc.**, is referred to as “variation.” Please set this item accordingly if you handle merchandise that comes in the following variations.

variation-theme	Description
Color	Purchasers can select different colors. Ex.: Beige, red, green, etc.
Paper Size	Purchasers can select different paper sizes. Ex.: A4, kakukei 0-go, sanshiban, etc.
Line Size	Purchasers can select different pen line widths. Ex.: 0.1 mm or less, 0.13 mm, etc.

*Please also find the help page by entering “variation” into the search box.

Variation Data Preparation Guide (Japanese)

<https://s3.amazonaws.com/seller-guide/jp/MA01017E/MA01017E.html>

<https://images-na.ssl-images-amazon.com/images/G/09/rainier/help/tutorials/MA01017E.html>

4 Product quantity

If you will be selling product sets containing two or more items using the JAN/UPC/EAN code for single item sales, enter the package/set number (item-package-quantity) of the product. Also include the package number/set number/box number in the product name.

Examples: KOKUYO KB 用紙(共用紙)(FSC 認証)(64g) A4 500 枚 1 箱 (KOKUYO KB paper (for printers/copiers) (FSC certification (64 g) A4 500 sheets 1 box) →item-package-quantity =1
 KOKUYO KB 用紙(共用紙)(FSC 認証)(64g) A4 500 枚 8 箱 (KOKUYO KB paper (for printers/copiers) (FSC certification (64 g) A4 500 sheets 8 boxes) →item-package-quantity =8

Setting a product package/set number (item-package-quantity) will result in the preparation of an ASIN based on the entered number.

Example:

http://www.amazon.co.jp/s/ref=nb_ss?_mk_ja_JP=%83J%83%5E%83J%83i&url=searchhttp://www.amazon.co.jp/s/ref=nb_ss?_mk_ja_JP=%83J%83%5E%83J%83i&url=search-alias%3Daps&field-keywords=4901480130019&x=0&y=0alias%3Daps&field-keywords=4901480130019&x=0&y=0

Because the maximum number of ASIN that can be prepared for one JAN code is 10ASIN, please register your products in accordance with the rules.

5 Selling parallel imports

When selling a parallel import, be sure to register it by acquiring a code that is separate from the JAN/EAN/UPC codes used for regularly distributed products. Also, be sure to follow the following registration rules.

1. Product name

Clearly note 【並行輸入品】 (parallel import) in the product name in order to distinguish it from regularly distributed products in Japan.

Example: PARKER マルチファンクション (多機能ペン) 「エグゼクティブ」 ハイライト 【並行輸入品】

(PARKER Multifunction Pen “Executive” Highlight 【parallel import】)

2. Product specifications and explanation

Be sure to note differences with regularly distributed products in Japan in line with the following items.

- (1) Packaging conditions (or difficulty distinguishing between new and used items from packaging conditions)
- (2) Notation of the inapplicability of manufacturer-issued product warranties in Japan and of the content of warranties provided by the seller, if any
- (3) Notation of the fact that explanations concerning country of origin, product specifications, and trademarks are in a foreign language
- (4) Existence of (and differences between) accessories

6 Selling public corporation-made (government-made) postcards

When registering public corporation-made postcards (e.g., government-made postcards that can be sent without affixing a stamp), be sure to adhere to the following rules and procedures.

1. Product registration procedure

Register products in line with the following procedure:

- (1) Provide the authorization number of the postage stamp seller or the authorization number of the dealer in used articles in the seller's information column.
- (2) Apply to the Technical Support Division to register a product without a JAN code.
- (3) Confirm whether or not an existing product page exists.

2. Product name

Indicate “公社製はがき,” and “入り数” (5枚入り, 10枚入り, 100枚入り) (“public corporation-made postcard” and “quantity” (5 postcards, 10 postcards, 100 postcards)) in the product title.

Example: 公社製はがき 年賀状 無地 10枚入り (public corporation-made postcard New Year's card blank 10 postcards)

3. Product images

Upload the front (address side) and back (message side) for use as product images. Sales without product images are not permitted.

4. Product specifications and explanation

Please pay particular attention to the following items:

- (1) Do not set a product quantity (IPQ, see page 4).
- (2) Register the product by entering “公社製はがき” (public corporation-made postcard) in xxx.
- (3) “Condition” applies to new products only. Do not use “Condition” for used or refurbished/recycled products.

7 Selling stamps

When registering stamps (collectors' items; stamps that can be used rather than those that have been cancelled), be sure to adhere to the following rules and procedures.

1. Product registration procedure

Register products in line with the following procedure:

- (1) Provide the authorization number of the postage stamp seller or the authorization number of the dealer in used articles in the seller's information column.
- (2) Apply to the Technical Support Division to register a product without a JAN code.
- (3) Confirm whether or not an existing product page exists.

2. Product name

Indicate “金額” (50 円, 80 円), “切手,” and “入り数” (5 枚入り, 10 枚入り, 100 枚入り) (“monetary amount” (50 yen, 80 yen, etc.), “postage stamps,” and “quantity” (5 stamps, 10 stamps, 100 stamps)) in the product title.

Example 1 : 80 円 切手 10 枚入り (80-yen postage stamps 10 stamps) Example

2: 90 円 慶事用切手 50 枚入り (90-yen commemorative postage stamps 50 stamps)

3. Product images

Upload an image for use as a product image. Sales without product images are not permitted.

4. Product specifications and explanation

Please pay particular attention to the following items:

- (1) Do not set a product quantity (IPQ, see page 4).
- (2) Register the product by entering “切手” (postage stamps) in xxx.
- (3) “Condition” applies to new products only. If you are selling used items (cancelled stamps) as collectors' items, please list them in Toys. Do not use “Condition” for refurbished/recycled products.

8 Selling book cards

Be sure to adhere to the following rules when registering book cards.

1. Product images

Upload an image for use as a product image. Sales without product images are not permitted.

2. Product specifications and explanation

Please pay particular attention to the following items:

- (1) Be sure to provide the following statement:
“Book cards may not be used for purchases on Amazon.co.jp. Please use book cards at bookstores equipped with card terminals.”

- (2) “Condition” applies to new products only. Do not use “Condition” for used or refurbished/recycled products.

9 Selling used items

When selling a used product such as a high-quality fountain pen, be sure to register it using code that is separate from the JAN/EAN/UPC codes used for regularly distributed products in Japan. Also, be sure to follow the following registration rules.

1. Product name

Clearly note 【中古品】 (used item) or 【中古】 (used) in the product name in order to distinguish the product from new products.

Example: PARKER マルチファンクション (多機能ペン) 「エグゼクティブ」 ハイライト 【中古品】

(PARKER Multifunction Pen “Executive” Highlight 【used item】)

2. Product specifications and explanation

In line with the following times, be sure to make statements as appropriate regarding differences between the product and a new product.

- (1) Packaging conditions
- (2) Inapplicability of new product warranty
- (3) Lack of notation explaining country of origin, product specifications, and trademarks
- (4) Existence of (and differences between) accessories

List your product after selecting “中古” (used) as the condition at time of sale.

10 Condition

Please see the “Condition Guidelines” in “Product Guidelines” of “Rules and Guidelines” in Seller Central for detailed rules concerning condition.

11 Private brand

In the event that you make original modifications to an off-brand product manufactured by another company and then list it as an original private-label product, we ask that you adhere to the following.

- 1) Print or engrave the brand name or brand logo on the product itself or its packaging.
- 2) Register an image in which item #1 can be clearly discerned.
- 3) List the brand name in the product name.
- 4) Register the applicable brand name in the brand name field.
- 5) Please be aware that all products that do not meet the conditions above must be listed as “off-brand products.”