

Merchant@amazon.co.jp

Category, Product and Listing Guidelines

(Tools & Home Improvement)

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.

Amazon Japan All rights reserved.

June/2014

This document contains confidential information. No part of this document may be reproduce in any form without the written consent of Amazon Japan. Information in this document is for use by Amazon Japan, its employees, and customers under license only.

Table of Contents

1	Registering tools & home improvement products.....	3
1.1	Product names.....	3
1.2	Product types.....	4
1.3	Variations.....	5
1.4	Product quantity.....	5
1.5	Selling of parallel imports.....	5
1.6	Displaying Private Brands.....	5

1 Registering tools & home improvement products

1.1 Product names

{Manufacturer} {brand} {product name} {color, size, type, quantity, etc.}
{model number}

Example: BLACK&DECKER サイクロン方式ダストバスターカーバック Z-ACV1205(Black & Decker Cyclone-type DustBuster Car Vac Z-ACV1205)

Example: KAKURI 木釘 極小 A 20 本入(Kakuri wooden pegs extra small A 20 20-pack)

- {Manufacturer} Provide the manufacturer's name (e.g., **BOSCH**、**RYOBI**、シンワ(**Shinwa**) etc.)
- {Brand} Provide the brand name (e.g., ナノケア(Nanocare) of “Panasonic ナノケア ドライヤー オレンジ EH-NA91-D.” (Panasonic Nanocare Dryer orange EH-NA91-D.) (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.
- {Color, size, type, quantity, etc.} Provide information concerning color, size, quantity, grain size, etc.
- {Model number} Provide the manufacturer's model number.

Important points

- Separate each entry with half-width spaces.
- Keep descriptions 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: 日曜大工におすすめ! コードレス充電式ドリル&工具お買い得セット(Great for do-it-yourselfers! Discounted set containing a cordless rechargeable drill and tools)

1.2 Product types

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

■ Typical product examples

PRODUCT TYPE	プロダクトタイプ (Japanese)	Product examples
Building Materials	建設資材	Wood deck, cement, tile, lumber, wall material, floor material
		Water-based coating, putty, adhesive
Hardware	金物・電設	Nails, chain, wire, door fixtures
		Cable, fuses, terminals
Organizers And Storage	収納・整理・エクステリア	Storage sheds, garden lights, lattice
		Kitchen storage, dressing room shelves, cabinets, entrance storage
Major Home Appliances	住宅設備	Built-in cooking stoves, water heaters
		Kitchen counters, bathroom equipment, system kitchens
Plumbing Fixtures	水周り用品・設備	Plumbing equipment, kitchen sinks, faucet fixtures, wash basins, bathtubs, toilets, drainage equipment
Tools	工具・作業用品	Ladders, cardboard, helmets, work clothes, safety shoes, traffic cones
		Planes, knives, chisels, painting supplies, plaster supplies, hammers
		Tape measures, scales, inking string, levels, thermo-hygrometers
		Air tools, sharp tools, driving tools, work tools, clamps and fixing tools, machining tools, grinding and polishing tools, cutting tools, ventilation, dust collectors

If you have difficulty determining the product type that best applies, please check the refinements in the Browse Tree Guide.

Product type lists for specific merchandise types:

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

1.3 Variations

The offering of options to purchasers in terms of product **color, quantity, length width**, etc., is referred to as “variation.” Please set this item accordingly if you handle merchandise that comes in the following variations. Please note that the variations that can be used vary depending on the product type.

Variation Themes	Description (Japanese Translation of Variation Themes)
Size	(サイズ) サイズを選択できるようにします。幅 30cmx 長さ 60cm など
Color	(カラー) 色を選択できるようにします。赤、ベージュ、茶など
Material	(素材) 素材で選択できるようにします。アルミ、鉄など
ItemWeight	(重量) 商品の重さで選択できるようにします。200g、50.0Kg など
Size-Color	(サイズ&カラー) サイズと色で選択できるようにします。サイズと色は別々に入力してください。
ItemPackageQuantity	(入り数) 入り数で選択できるようにします。20 本入り、5 枚入りなど

1.4 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: キムタオル ホワイトスモールポップアップシングル 150 枚 (Kimtowel white small pop-up single 150 sheets)
⇒ item-package-quantity = 1

キムタオル ホワイトスモールポップアップシングル 150 枚 8 箱 (Kimtowel white small)pop-up single
150 sheets 8 boxes) ⇒ item-package-quantity = 8

1.5 Selling of parallel imports

Please follow the "registration of parallel import products" section on the "parallel imports" page below for parallel import goods. <https://sellercentral.amazon.co.jp/gp/help/200936440>

Note: displayed products, even parallel imports, must strictly observe all laws, including the Electrical Appliance and Material Safety Act, and Household Goods Quality Labeling Act. Please be aware that products not strictly observing Japanese laws will not be displayed or marketed by Amazon.co.jp.

1.6 Displaying Private Brands

Please observe the following guidelines when displaying non-in house generic brands, or individual private-brand products that display a degree of originality.

- 1) Print or press the brand name or logo onto the product's package or the product itself.

- 2) Register an image where 1) can be clearly identified.
- 3) Write the brand name within the product name.
- 4) Register the proper brand name in the brand column.

Please be careful, as any product that does not meet the above guidelines will be displayed as a “Generic Product.”