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Category, Product and Listing Guidelines

(Musical Instruments)

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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1 Registering Musical Instruments

1.1 Product names

[Manufacturer,] [brand name,] [product name,] [specifications (color, size, type, etc.),] [model number]

Example: ヤマハ サイレントギタークラシックギター SLG120NW LAB SLG-120NW-LAB
(Yamaha Silent Guitar Classic Guitar SLG120NW LAB SLG-120NW-LAB)

- **Manufacturer:** Provide the manufacturer's name (e.g., Yamaha, Roland, etc.)
- **Brand name:** Provide the brand name. For example, in the case of the "Roland Cakewalk MIDI Keyboard Controller A-300PRO," provide "Cakewalk." (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 specifications concerning color, size, type, etc.
- **Model number:** Provide the manufacturer's model number.

Important points

- Separate all entries by 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.

Examples of inappropriate items: 「これからはじめる」 (Startup kit), 「簡単」 (Simple), 「すぐできる」 (Easy to play), 「!」 (!)

1.2 Product types

Enter the product types into the Product Type column. For each product, choose the type that applies from the following eight types.

■ Typical product examples

Product Type	Product Type (in Japanese)	Examples
BrassandWoodwindInstruments	管楽器	Saxophone, recorder, trumpet
Guitars	ギター・ベース	Guitar, bass
InstrumentPartsAndAccessories	楽器部品・アクセサリ	Maintenance supplies, tuner, conductor's baton, case/bag, string, pick
KeyboardInstruments	鍵盤楽器	Keyboard, piano
PercussionInstruments	打楽器	Drum, drum pedal, cymbal, castanet
StringedInstruments	弦楽器	Cello, violin, viola

MiscWorldInstruments	その他楽器・民族楽器	Taiko, shakuhachi, ukulele, djembe, bongo, ocarina, koto
SoundAndRecordingEquipment	録音・PA 機器	DJ set, amp, karaoke machine, digital track mixer

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/btg/gakki_browse_ptd.xls

1.3 Variations

The offering of options to purchasers in terms of product **color**, **size**, or **size and color** is referred to as “variation.” Set the appropriate items if you will be offering a product that fits into any of the following variation themes.

Variation theme	Description
Color	Purchasers can select different colors. Ex.: Red, green, white, etc.
Size	Purchasers can select different sizes. Ex.: S, M, L, large, medium, small
Size and Color	Purchasers can select different sizes and colors. Please provide the sizes and colors separately.

* Please refer to the helppage and search for variation.

Variation Data Preparation Guide <https://s3.amazonaws.com/seller-guide/jp/MA01017E/MA01017E.html>

1.4 Quantity per set

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: Fender Tear Drop Guitar Picks MEDIUM-WHT 10-Pack 1 Set → item-package-quantity =1
Fender Tear Drop Guitar Picks MEDIUM-WHT 10-Pack 3 Sets →item-package-quantity =3

Setting a product package/set number (item-package-quantity) will result in the preparation of an ASIN based on the entered number. Because the maximum number of ASIN that can be prepared for one JAN is 10ASIN, please register your products in accordance with the rules.

1.5 Placement of parallel imports

Please follow the rules concerning parallel imports that are provided in the following web page:
<https://sellercentral-japan.amazon.com/gp/help/200936440>

1.6 Placement of outlet goods

Please follow the rules concerning outlet goods that are provided in the following web page:
<https://sellercentral-japan.amazon.com/gp/help/200329080#outlet>

1.7 When a JAN code is reused by a manufacturer

If two different products are issued the same JAN, Amazon Japan considers the JAN to belong to the product that is supplied by the manufacturer as a “new product.” Thus, if the product you intend to list is supplied by the manufacturer as a new product, then you may list the product using the JAN that was issued to it. However, if you are listing a product that is not new but has the same JAN as a new product, then you must acquire a new JAN and list the product with a separate ASIN.

Example:

A manufacturer had been distributing Product A with the JAN code “490XXXXXXXX.” However, after ten years, it discontinued supply of Product A when it began selling Product B. The manufacturer uses the same JAN code for Product B that was given to Product A. As a result, Product A and Product B exist in the market with the same JAN code.

In the above example, Amazon Japan gives the right to use the JAN code “490XXXXXXXX” to Product B. Consequently, because Amazon Japan does not allow Product A to be listed with the JAN code “490XXXXXXXX,” the seller must list Product A with a separate ASIN after acquiring a new JAN.

One other point...

The product listing rule mentioned above applies only when the actual products differ. The same JAN can be used if the product is the same and only the packaging has been revised. In such cases, please mention the possibility that packaging may be different in the Conditions column.

1.8 Conditions

Please follow the rules concerning conditions that are provided in the following web page:
<https://sellercentral-japan.amazon.com/gp/help/200339950>

***Amazon Japan reserves the right to delete any products that do not comply with these Category, Product and Listing Guidelines.**

1.9 About brand names

By entering brand names according to these guidelines, you will make it easier for customers to find your products. You will also increase your opportunities to be listed in Amazon promotions (such as recommendations of certain brands) on our website.

Brand name guidelines for the instrument category

- For a product made by a Japanese company with an official Japanese name, use the Japanese name (in fullwidth characters).
- For a product made by a Japanese company but without an official Japanese name, use roman letters (halfwidth).
- For a product made by a foreign company, use the official name in roman letters (halfwidth).
- Combinations of roman letters and Japanese characters separated with parentheses or slashes are not permitted.

Character count must be a maximum of 50 bytes (A maximum of approximately 16 fullwidth characters)

Entry example

For a Japanese company with an official Japanese name

Correct: ソニー

Incorrect: ソニ- →Halfwidth katakana is not permitted

Incorrect: SONY →This cannot be used because this is a Japanese company with a Japanese name

Incorrect: S O N Y →Fullwidth characters are not permitted

Incorrect: SONY/ソニー →Combinations of Japanese and roman letters are not advisable

Incorrect: SONY (ソニー) →Combinations of Japanese and roman letters are not advisable

1.10 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."