

# **Merchant@amazon.co.jp**

## **Category, Product and Listing Guidelines**

### **(Major Appliances)**

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 major appliances

### 1 Product names

Place the manufacturer's name first and then add the following information.

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

Example: SHARP ボトムフリーザー「どっちもヒンジ」冷蔵庫 137L ブラック系 SJ-14T-B (Bottom Freezer "Dotchimo Hinge" refrigerator 137 liters black SJ-14T-B)

- [Manufacturer] Provide the manufacturer's name (e.g., SHARP, TOSHIBA, ハーマン (Harman), etc.)
- [Series name] Provide the product's series (e.g., ZABOON, etc.). (This may be omitted if the series name and the manufacturer's name are identical.)
- [Product name] Provide the product's official name. (This may be omitted if the series name and the product name are identical.)
- [Specifications/color, size, type, quantity, etc.] Provide the color, type, and characteristic specifications (e.g., プラズマクラスター (Plasmacluster), etc.) of the product.
- [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 examples: “これからはじめる” (Just beginning), “簡単” (simple), “すぐできる” (easy to do), “!” (!)

### 2 Manufacturer's name and brand name

As a rule, English brand names are displayed in the Major Appliance store in the order “English (katakana),” with a half-width spaces between the English name and the first parenthesis, as in Haier (ハイアール). Japanese brand names are displayed in Japanese, as in 東芝.

### 3 Product types

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

■Typical product examples

Product Type	Product Types (in Japanese)	Product Examples
RefrigerationAppliance	冷蔵庫／冷凍庫	Refrigerators, freezers, wine cellars, wine coolers, warmer boxes
Dishwasher	食洗機	Built-in dishwasher/dryers
LaundryAppliance	洗濯機／乾燥機	Washing machine/dryers, twin-tub washing machines, fully automatic washing machines, dryers
CookingOven	調理用オーブン（ビルトインオーブン）	Built-in ovens, built-in convection microwave ovens
Cooktop	コンロ台（ビルトインコンロ）	Built-in stoves
VentHood	換気扇フード	Ventilation hoods
AirConditioner	エアコン	Air conditioners, window air conditioners, portable air conditioners
ApplianceAccessory	付属品	Parts, consumables, and accessories for large household appliances

### 4 Variations

The offering of product options to purchasers in terms of product **color, size, size and color** 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.: Red, green, white, etc.
Size	Purchasers can select different sizes. Ex.: S, M, L, large, medium, small
SizeColor	Purchasers can select different sizes and colors. Enter sizes and colors separately.

\*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>

### 5 Sales of parallel imports and regularly distributed products overseas

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 names

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: 【並行輸入品】 iRobot Roomba アイロボット ルンバ 780 ( 【parallel import】 iRobot Roomba 780 )

## 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 product warranties in Japan
- (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 Sales of outlet items

Register outlet items by using code that is separate from the JAN/EAN/UPC codes used in sales of regularly distributed products. Also, be sure to follow the following registration rules.

### 1. Product names

Clearly note 【アウトレット】 (outlet) in the product name in order to distinguish it from regularly distributed products in Japan.

Example: 【アウトレット】 プラズマクラスター搭載 パワーヘッドサイクロン ゴールド系 EC-PX120-N ( 【Outlet】 Powerhead Cyclone with Plasmacluster gold EC-PX120-N)

### 2. Product specifications and explanation

Be sure to note differences between the outlet item and regularly distributed products in Japan; specifically, provide information concerning the existence of a warranty and support, package conditions, differences in accessories, etc.

## 7 Condition

If you are selling a major appliance as a used or refurbished item, set the selling price at the same level as sales prices on Amazon.co.jp or lower. If you are selling it as a new product, you may set the price freely. Please note that if you are selling a product as a refurbished item, the item must be refurbished by the manufacturer or a refurbishing business and have a warranty. You must also receive prior formal permission to sell the product as a refurbished item from Amazon.co.jp.

**\* New product**

A product that is unused and unopened, and that contains all packaged items in the same packaging as when the product was originally sold as a new product by the manufacturer. You must provide in the Condition column details concerning the existence of an original warranty from the manufacturer and the particulars of said warranty if it exists, or, if the product comes with a warranty that is not issued by the manufacturer, the details of that warranty.

**\* Refurbished product**

A product that has been inspected, cleaned, and repaired to operate normally by a professional based on the manufacturer's specifications. A warranty issued by the refurbishing business is required. Note in the Condition column details concerning who did the refurbishing work, the nature of the work performed, and the fact that the product comes with a warranty. If the product was not refurbished by the manufacturer, clearly indicate this fact in the Condition column and ship the product in a state that will not cause the purchaser to mistakenly believe that it came from the manufacturer.

**\* Used: Nearly new product**

A product that appears unused and is in complete condition. A product in which the box and its contents are in their original, unblemished condition, even if the packaging film has been opened, and which has absolutely no scratches or blemishes. A product that is suitable for sending as a gift.

**\* Used: Very good condition**

A product that has been used but is in extremely good condition, and that was so well cared for that no problems exist in terms of operation or function. A product that has all parts and instruction manuals, and has no major scratches or blemishes. A product that is fully operational.

**\* Used: Good condition**

A product that has seen frequent use and has some scratches and blemishes, but is in good condition overall. A product that comes with its instruction manuals and has no problems in terms of function. Includes items marked with writing or showing evidence of use. A product that is fully operational and appears to be in good condition overall.

**\* Used: Usable**

A product that has conspicuous scratches or blemishes but is fully operational nonetheless. A product with abrasions, dents or other superficial problems. A product with a missing or damaged box or instruction manual that does not directly affect operation. Includes items marked with writing or showing evidence of use.

**Important points**

- Note in the Conditions space any details regarding the existence of a warranty or missing accessories. However, please note that refurbished or recycled products that do not come with a warranty may not be sold.
- Major appliances intended for the Japanese domestic market may not be shipped to locations outside of Japan.

- \*Amazon.co.jp reserves the right to delete any parallel imports, outlet items, or other products that do not fully comply with these Category, Product and Listing Guidelines.

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## 8 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.

Please be aware that all products that do not meet the conditions above must be listed as “off-brand products.” Only those products that are used in sporting events and activities should be listed in Sporting Goods. The following presents examples of products for which confusion often arises.