



Merchant@amazon.co.jp

Category, Product and Listing Guidelines

Sporting Goods

(Other than Golf 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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1 General rules

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.

- **Supplement (protein, etc.):** Health & Personal Care store
- **Sportswear and uniforms (jersey, etc.):** Clothing & Accessories store
- **Shoes and bags (golf shoes, etc.):** Shoes & Bags store

The stores to which newly registered products will be affiliated are determined based on the Browse Tree Guide (BTG). Please register products in the Sporting Goods store after referring to the BTG.

■ Browse Tree Guide (BTG)

<https://sellercentral.amazon.co.jp/gp/help/1661>

2 Product names

Place the manufacturer's name first and then add the following information, placing half-width spaces between items.

[Manufacturer] [Brand] [Series name][Product name][Specifications: color, size, etc.] [Model number]

Example: タニタ(TANITA) 活動量計 カロリズム DIET ブラック AM-130-BK (active mass meter Calorism DIET black AM-130-BK)

- [Manufacturer] [Brand] Provide the brand, as in **タニタ(TANITA)**, etc. (The brand name may be omitted if the brand name and the manufacturer's name are identical.) ➤ [Series name] Provide the series name (e.g., **カロリズム** (Calorism) **DIET**, etc.).
- [Product name] provide the product name (e.g., **活動量計** (active mass meter), etc.).
- [Specifications/color, size, type, etc.] Provide the color and size (e.g., **ブラック** (black), etc.).
- [Model number] Provide the manufacturer's model number (e.g., **AM-130-BK**, etc.).

Important points

- Separate each entry with half-width spaces.
- Keep product names to within 50 full-width spaces (including 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: “セール (sale), “OFF 率” (% off), “激安” (price slashed), “送料無料” (free shipping), “限定予約” (limited advance order), 入荷日 (availability date), or シーズン (season)

Prohibited entries

- Do not include keywords that may have excessive promotional effect or definitive expressions (such as “日本正規品” (genuine Japanese product), “プロ使用モデル” (professional model), “NEW” (new), “単品” (single item), “本年度” (this year's model) and “新製品” (new model) in the product name.

3 Brand names

Brand name written in the alphabet + (Japanese writing)

Acceptable : MIZUNO (ミズノ) Unacceptable : ミズノ

Listing Private-Label Products

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.

* In the case of clothing items, please adhere to the following.

Sew a label onto the product that lists the brand name, or attach a tag with the same information using a string, chain, tag pin, or other means.

Please be aware that all products that do not meet the conditions above must be listed as “off-brand products.”

4 Product types

Select **SportingGoods** as the Product Type. If you are registering a golf club, please see “Product Registration Rules: Golf Clubs.”

Product Type	Product type (in Japanese) = Sheet name of applied sales file	Corresponding products
SportingGoods	エクササイズ&フィットネス, サイクリング&アクションスポーツ, 釣り&ボート, ハンティング&ペイントボール, アウトドア, チームゲーム&室内ゲーム	Sporting gear other than golf clubs (outdoor products, bicycles, fitness products)
GolfClubHybrid	ゴルフ	Utility
GolfClubIron	ゴルフ	Iron
GolfClubPutter	ゴルフ	Putter
GolfClubWedge	ゴルフ	Wedge
GolfClubWood	ゴルフ	Driver

5 Variations

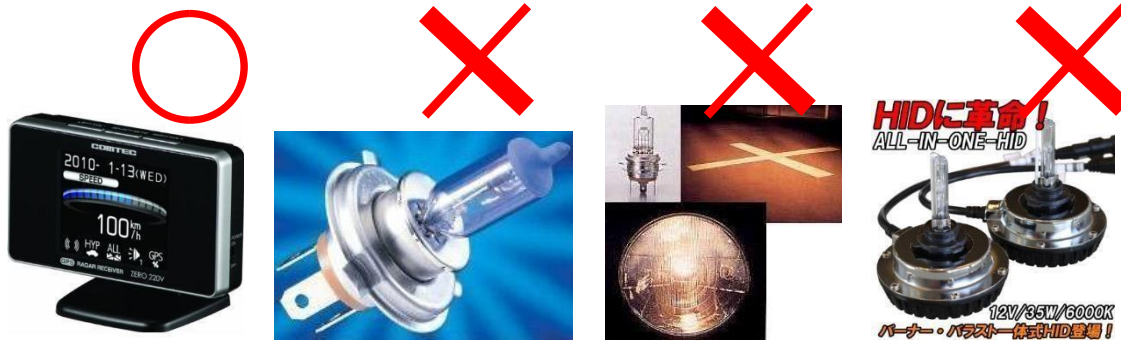
Displaying products coming in different sizes and colors on product pages to help purchasers make their selection is called “variation.”

Variation Data Preparation Guide (Japanese)

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

6 Images

- Only “white” backgrounds are acceptable.
- Main images must show only one product.
- Illustrations and images containing lettering or writing are prohibited.
- Resolution must be 500 pixels (both horizontally and vertically) or more.



7 Important points concerning specific items

Please see the following link for details on parallel imports, outlet items, and bundle sales:

<https://sellercentral.amazon.co.jp/gp/help/200329080>

Please see the following link for details on specific conditions (differentiation of new and used products):

<https://sellercentral.amazon.co.jp/gp/help/200339950#Sports>