

Merchant@amazon.co.jp

Category, Product and Listing Guidelines

(Baby & Maternity)

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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6/9/2014

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About these guidelines

- Please be sure to comply fully with these Guidelines when registering a new product. Please note that Amazon Japan reserves the right to suspend the listing of any products that are not in compliance with the Guidelines.
- Please contact Technical Support (<https://sellercentral.amazon.co.jp/gp/contact-us/contact-amazon><https://sellercentral.amazon.co.jp/gp/contact-us/contact-amazon-form.html/form.html/>) if a catalog for a product you wish to register exists but is not in compliance with the Guidelines.

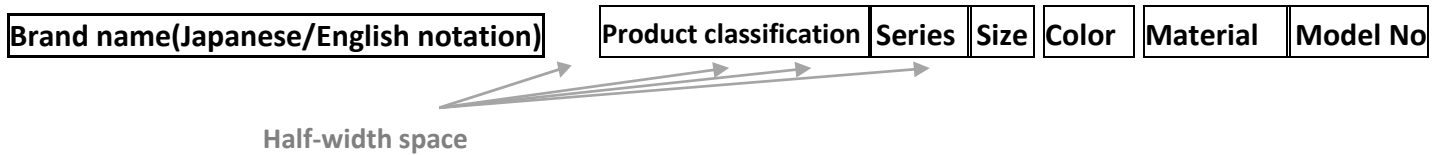
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1. Product registration

1.1. Product name

Register the product name as follows:



*For parallel imported goods, please enter 【並行輸入】 (parallel import) in the product name.

*If the brand name in English is very common in Japan, please enter it in parentheses preceded by the name in Japanese. e.g. ストッケ(STOKKE)

Entry examples:

カーメイト お昼寝ピロー フラットマットネックピロー グレー LM28 (Car Mate nap pillow flat mat neck pillow gray LM28)

きかんしゃトーマス トレーニングパンツ 3 枚組 95CM ブルー パイル N88500 (Thomas the Tank Engine training pants 3 pieces 95 cm blue pile N88500)

Good example



<u>バンボ (Bumbo)</u>	<u>ベビーソファ</u>	<u>専用腰ベルト入り</u>	<u>イエロー</u>
Brand name	Product classification	Series	Color
(katakana (English))			

Bad example



STOKKE Tripp Trapp Cherry

Correct entry ストッケ(STOKKE)

ハイチェア トリップトラップチェリー 0023

Product Information

- Brand name: Provide the brand name (e.g., カーメイト, (**Car Mate**), バンボ (**Bumbo**), etc.).
- Product classification: Provide the product classification (e.g., お昼寝ピロー (**nap pillow**) フラットマット
ネックピロー(**flat mat neck pillow**), ベビーソファ(**baby sofa**), etc.).
- Size: Provide the product's size (e.g., **95cm**, etc.).
- Color: Provide the product's color (e.g., ブルー(**blue**), etc.).
- Material: Provide the material (e.g., パイル(**pile**), etc.).
- Model No.: Provide the product's model number (e.g., **LM28**, etc.).

Important points

- In the case of accessory, enter its product specifications and product explanation in the respective items.
- Do not include text or symbols that are not actually part of the product name. Do not include such items as “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) in the title (see 1.2.) .
- 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.
- Separate each entry with half-width spaces.
- Keep descriptions to within 50 full-width spaces (including spaces).

1.2. Important points in registering product names

1.2.1. When you want to draw attention to a price markdown:

【50%OFF】 野菜 木のおままごと 果物シリーズ

この商品の最初のレビューを書き込んでください。 (0)

参考価格: ¥500
セール品: ¥250
OFF: ¥250 (50%)

在庫あり。在庫切れについて
この商品は、『マザーガーデン』が販売、発送します。返品については出品者のリンクからご確認ください。
この出品商品には代金引換が利用できます。

8点在庫あり。ご注文はお早めに。

お知らせ:「ショッピングカートに入れる」ボタンをクリックすると、Amazonマーケットプレイス®の商品がカートに入ります。マーケットプレイスの商品は、出品者によって配送料が異なります。代金引換およびコンビニ・ATM・ネットバンキング・Edy払い、上記に利用できる旨の記載がある場合に、出品者の商品にも利用できます。(詳しくはこちら) マーケットプレイスからの新品/中古品購入は簡易返品サービスが利用できません。

Not Acceptable
NG
Do not include in product name

OK

Do not include “セール,” (“sale,”) “OFF 率,” (“% off,”) and “激安” (“price slashed,”) etc. in the product name. Use the following settings for those descriptions:

(A) When registering sales information at Seller Central

Enter the manufacturer’s suggested retail price and regular price for “selling price” and “suggested list price,” and enter the sale price for “sale price.”

(B) When making a batch registration in the sales file

Enter the manufacturer’s suggested retail price and regular price in “item price” and “MSRP,” enter the sale price in “sale price,” and enter the sale period in “sale end date.”

1.2.2. When you want to draw attention to the availability of free shipping:

Do not include [送料無料] and the like in the product name. Use the following settings for those descriptions.



【送料無料】 夏用ワンピース 白玉ブルー

この商品の最初のレビューを書き込んでください。 いいね (0)

価格: ¥ 1,980

在庫あり。在庫状況について

この商品は、WFLネットショップが販売、発送します。返品については出品者のリンクからご覧いただけます。

Not acceptable

Do not include in product name

(A) When offering free shipping for a set time period

Provide “Free Shipping” promotion using the promotion setting.

Setting method: <https://sellercentral.amazon.co.jp/gp/help/60961>

キャンペーンおよび追加情報

- イケベ楽器店から全商品(一部大型商品を除く)を¥30,000以上購入すると、配送料が無料になります(沖縄・離島除く)。詳細はこちら(詳細もこちらからご覧いただけます)
- 初夏の楽器セール開催中:期間中、随時セール商品を追加。ギターからDTR機材までまでお買い得価格で出品中。6月17日まで。*本セールはマーケットプレイス商品を含みます。バーゲン会場はこちら。
- おすすめストア: 出品者続々、掘り出し物がみつかると中古楽器。初心者にもったり、入門用のセット商品が満載の初心者セット。今すぐチェック。

OK

(B) When offering free shipping for an unlimited period

Change the setting on the shipping fee overwrite setting.

Setting method: <https://sellercentral.amazon.co.jp/gp/help/200212820>

1.2.3. When you want to draw attention to the availability of advanced orders:

Do not include [予約販売], [XX月発送], etc. in the product name. Use the following settings for those descriptions.

【50%以上OFF数量限定予約販売】【送料無料】【12月中旬発送】

Disney(ディズニー)キャラクター・オリジナルグッズクリスマスギフトパッケージ☆
Disney(ディズニー)

この商品の最初のレビューを書き込んでください。 いいね (0)

価格: ¥ 10,000

サイズ: 2オ
色: カーズ(男の子)

在庫あり。在庫状況について
この商品は、子供服のcouche-tof(クシェトフ)が販売、発送します。返品については出品者のリンクからご確認ください。

Not acceptable
Do not include in product name

Advance order sales are permitted only for a period of 30 days or fewer prior to the product's release date.

Setting method for advanced order sales and important points:

<https://sellercentral.amazon.co.jp/gp/help/200182190>

<予約開始>産地直送 和歌山県産南高梅(青梅)約5kg 6月中旬頃から出荷予定
YAMATAベジフル.net

いいね (0)

価格: ¥ 2,980

サイズ: Lサイズ約5kg(送料無料)

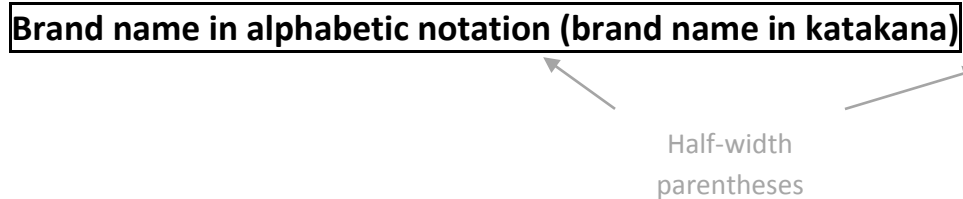
Lサイズ約5kg(送料無料) 2Lサイズ約5kg(送料無料)
3Lサイズ約5kg(送料無料)

この商品の発売予定日は2012年6月15日です。在庫状況について
たまたま予約受付中です。

OK

1.3. Brand name

Register the “brand name” and “manufacturer name” as shown below:



Entry examples:

Carter's (カーターズ)
 OLD NAVY(オールドネイビー)

Registration content

- Brand name in alphabetic notation: **Carter's**, etc. Use uppercase and lowercase letters properly. This can be omitted if the brand name does not have a set alphabetic notation.
- (Brand name in katakana): (カーターズ) , etc. Enclose the brand name within parentheses.
- Properly entered information will accurately guide customers to the products they are searching for using brand names.

1.4. Size

With regard to a product's size, generally speaking, you only have to enter “Size” (1.4.1.). However, **only in case you register baby apparel**, you also have to enter “Size map” (1.4.2.).

1.4.1. Registering “Size” (for all products)

- If you register a product through the Seller Central, enter its size (e.g. ‘80cm’) in the item of “サイズ” (“Size”), in the “重要情報” (“Important information”) tab.
- If you register with a flat file, enter it in the item of “size_name”.

1.4.2. Registering “Size map” (**only for baby apparel**)

- If you register a product through the Seller Central, choose the most suitable value among such recommended ones as “XXX-Small” in the “サイズマップ” (“Size map”) item in the “詳細” (“Detail”) tab.

- If you register with a flat file, enter it in the item of “size_map”.
- Do not choose “X-Large”, “XX-Large”, “XXX-Large”, “XXXX-Large”, “XXXXX-Large”.

Important Note: The “Size map” (or “size_map”) value you choose will be automatically converted into a baby’s age in month or year in the search category “by Size” in the page of “Baby Apparel, Baby & Maternity” in Amazon.co.jp in the following manner:

“Size map” value	Automatically converted age
XXXXX-Small	0 - 3 months
XXXX-Small	3 - 6 months
XXX-Small	6 - 12months
XX-Small	12 – 18 months
X-Small	18 – 24 months
Small	24 – 30 months
Medium	30 – 36 months
Large	3 – 4 years

The screenshot shows the Amazon.co.jp website interface for the 'Baby Apparel' category. The navigation bar includes 'amazon.co.jp', 'マイストア', 'Amazonポイント', 'ギフト券', 'タイムセール', and '出'. The category filter is set to 'ベビー服'. Below the navigation, there are links for 'ベビー&マタニティ', 'Amazonファミリー', 'ベストセラー', '出産準備', 'おむつ', 'ベビーカー', and 'チャ'. The main content area is titled 'ベビー服' and includes a sub-header 'ベビー服 インナーからアウター、帽子や靴下などの小物まで!'. There are two size filters: '60 cm' and '70 cm'. A section titled '「アパレル春物」新作ランキング' is visible at the bottom, featuring images of baby clothing items.

1.5. Product specifications and explanation

If the product is not your original offer, do not enter descriptions suggesting that your company is the only seller that offers it.

Information about the seller should be entered into “promotion settings” or “condition details,” neither in the product specifications nor explanation.

For detail on promotion settings: <https://sellercentral.amazon.co.jp/gp/help/60951>

For sales information: <https://sellercentral.amazon.co.jp/gp/help/200182950>

1.6. Registering variations in color and size

- If selling a product available in different colors and sizes, use the variation relationship setting to tie the child SKU to one parent SKU.
- If both size and color variations exist, tie them to the same parent SKU.
- Please note that Amazon.co.jp may delete products whose variation themes are not set correctly.

*Please see the following webpage for more details:

<https://sellercentral.amazon.co.jp/gp/help/8841/>

*Please contact Technical Support via the following link (or by telephone or e-mail) if you have any questions concerning settings: <https://sellercentral.amazon.co.jp/gp/contact-us/contact-amazon-form.html/>

2. Parallel imported goods and limitations

Regarding the display 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.

For baby and maternity products, please add the below postscript: "Regarding partial product limitations".

Regarding partial product limitations

Because at the baby and maternity store, the products of multiple exhibitors were reported to be counterfeits of the baby sling parallel import product "ergo baby", we determine whether to display parallel imports in the following series based on the submission of certification documents.

[Affected products]

ERGObaby baby carrier/black
 ERGObaby baby carrier/camel
 ERGObaby baby carrier/galaxy gray
 ERGObaby baby carrier/cranberry cranberry
 ERGObaby baby carrier/purple mystic

[Necessary documents]

Documentation (including electronic data) verifying the products to be genuine ERGObaby inc. products. Because we will decide whether to display the products based on the submission of these documents, we ask that you keep this in mind beforehand.

*Please direct any queries regarding this matter to technical support (phone or email).

https://sellercentral.amazon.co.jp/gp/contact-us/contact-amazon-form.html/ref=ag_contactus_foot_home
 "Stock and product information">"Regarding the approval of specific products"

* Be aware that "8. Regarding forbidden products and prohibited conduct" also applies to parallel imports. Products that do not comply with other laws of Japan cannot be displayed or marketed on Amazon.co.jp.

3. Restricted Products

See the details [here](#).

4. Used Baby/Maternity clothing

You can offer used baby/maternity clothing. But dirty clothes and products that are transferred to buyers mouth or consumables cannot be listed.

4.1. Product name

Register the product name as follows:

【古着】 [Brand name(Japanese/English notation)] [Product classification] [Series] [Size]
[Color] [Material] [Model]



*Underlines are required.

E.g. 【古着】 Mikihouse skirt 90cm red knit
 【古着】 バーバリー (BURBERRY) one-piece 80cm stripe

4.2. Condition types

Please set as the condition of the item. See more detail below.

<https://sellercentral.amazon.co.jp/gp/help/1831>

5. 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.

Entry examples:

korbell おむつポット専用 取替えロール 3P (Replacement rolls for omutsu pot 3 pieces) → item-package-quantity =1

korbell おむつポット専用 取替えロール 3P×6 個セット (Replacement rolls for omutsu pot 3 pieces X 6 sets) → item-package-quantity =6

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=0

*This is an example for Office Products.

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. Please note that registering products in excess of this limit could result in the deletion of products.

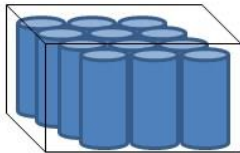
パターン①
単品JANを単品で販売したい



記入例		
JAN区分	販売単位の種類	販売単位の数量 (IPO)
単品JAN	単品販売	1

販売単位に対するJAN区分あたりの梱包数↑

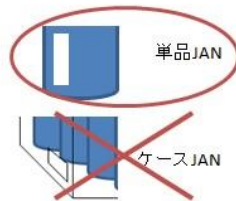
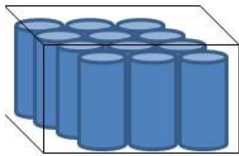
パターン②
ケースJANをケースで販売したい



記入例		
JAN区分	販売単位の種類	販売単位の数量 (IPO)
ケースJAN	ケース販売	1

販売単位に対するJAN区分あたりの梱包数↑

パターン③
ケース販売したいが、単品JANしか取得できない



記入例		
JAN区分	販売単位の種類	販売単位の数量 (IPO)
単品JAN	ケース販売	12

販売単位に対するJAN区分あたりの梱包数↑

Note: Please note that sales of single items using a case JAN are not permitted.

6. Registration of “fukubukuro”

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

- **Product name**

Use a product name that includes “福袋” (“Fukubukuro”) or other such notations to indicate that the product does not involve single-item sales. Also indicate the product contents, targeted sex, colors, and sizes.

Entry examples:

[ブランド名] ベビー用おむつカバー L サイズ、布おむつ 2 点入り 福袋([Brand name] diaper cover for babies large size cloth diaper fukubukuro containing two items)

- **Product specifications and explanation**

Indicate the product contents of the fukubukuro in the product explanation column (also note the size).

- **Product photo**

Post a photo of the actual products to be shipped, not a photo of the bag or a conceptual image.



- **Returns**

Allow customers to return products. If a customer wishes to return a purchase, you must accept it in accordance with Amazon’s return policy. (Returns will be in line with conditions on returns stipulated in the agreement you entered to begin selling your product on Amazon.co.jp.)

- Brand name and manufacturer name

Please register the brand name. Using “福袋” (“fukubukuro”) as the brand name is not acceptable.

If the fukubukuro contains various brands, indicate [Various Brand (複数ブランド)].

- Allow customers to make advance orders.

*Please see the following webpage for more details:

<https://sellercentral.amazon.co.jp/gp/help/help-page.html/?itemID=200329080#fukubukuro>

7. Image registration guidelines

Registered main images are displayed in search results and product details pages. Sub images are displayed in the main image space of the product page when clicked.

Main image



Sub images

拡大機能とその他のビュー



自分のイメージを掲載する

コンビ キューレットミューラー エメラ
コンビ

★★★★☆ (2件のカスタマーレビュー) いいね (15)

参考価格: ¥ 63,000

価格: ¥ **14,800** 国内配送料無料 Amazonプライム特典

OFF: ¥ 48,200 (77%)

ポイント: 161pt (1%) [詳細はこちら](#)

色: **アーバンベージュ**



在庫あり。 在庫状況について
この商品は、[Amazon.co.jp](#) が販売、発送します。

12点 在庫あり。ご注文はお早めに。

2011/11/19 土曜日 にお届けします! 今から4時間と56分以内に! お急ぎ便です (Amazonプライム会員は無料)。詳しくは [こちら](#)

Important points concerning main image registration

- The product must make up at least 85% of the entire image.
- Make sure the image is an accurate representation of the product, and that only the product to be sold appears. Omit or minimize the appearance of coordinate items.
- Graphics and illustrations may not be used as main images. Do not use images showing accessories that are not packaged with the product, coordinate items that could mislead purchasers, lettering that is not part of the product, logos, watermarks, or inset photos.
- Format: Acceptable image formats are JPEG (.jpg), TIFF (.tif), GIF (.gif), and PNG (.png). (The JPEG format is recommended for its small file size and fast processing and uploading.)
- Color mode: RGB
Main images should have a pure white background. "Pure white" refers to a RGB value of (255, 255, 255) that matches well with Amazon.co.jp's product search screens and product details pages.

- Size: An image file must have at least 500 pixels on its longest side. Amazon.co.jp strongly recommends that you use images that are in line with its standards. Images must have at least 1,000 pixels on their longest sides to take advantage of the zoom feature on product details pages.

Exceptions

- ① If the product's outline will be hard to see against a white background because its own color is white, or if the product's size or characteristics will be difficult to discern without a background, photograph it using a faintly colored background (e.g., blue, gray, etc.).
- ② If a manufacturer-supplied image was prepared with a background color that is other than white, the image may be used so long as the color is a faint blue, gray, etc.

Examples of acceptable exceptions:



Examples of good main images



Examples of bad main images



8. Requests concerning product registration categories

Amazon sets categories for the following merchandise types. For more information on product registration categories, please refer to the Browse Tree Guide (BTG).

Merchandise type	Category	Browse Node	Browse Node ID
Powdered milk	Food & beverage	Food & beverage/food/baby food/milk	71430051
Baby food/rice	Food & beverage	Food & beverage/food/baby food/rice	71427051
Baby food/noodles	Food & beverage	Food & beverage/food/baby food/noodles	71428051
Baby food/desert & confectionery	Food & beverage	Food & beverage/food/baby food/desert & confectionery	71429051
Baby food/egg	Food & beverage	Food & beverage/food/baby food/egg	71424051
Baby food/meat	Food & beverage	Food & beverage/food/baby food/meat	71425051
Baby food/vegetable	Food & beverage	Food & beverage/food/baby food/vegetable	71423051
Baby food/beverage	Food & beverage	Food & beverage/food/baby food/beverage	71431051
Baby food/fish	Food & beverage	Food & beverage/food/baby food/fish	71426051

Paper diaper	Health & personal care	Health & personal care/baby care & maternity/diapers	170329011
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In the interest of enhancing the customer's experience, Amazon.co.jp asks for your understanding and compliance with the above Guidelines.