

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

## **Product Registration Terms**

### **(For Cameras and Related Items)**

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## Registering Cameras and Related Items

### 1 Product Names

The common rule for item descriptions is stated below. Please refer to “rules for item description for each product” for detailed rules. Also, for products not listed in the chart, please register item descriptions in accordance with the common rule.

#### ■Common Rule

[Brand (in English)][General Term][Name of Product][Feature 1][Feature 2][Color][Model No.]

#### ■Sample

Nikon Single-lens reflex camera Df 50mm f/1.8G Special Edition Kit Silver DFLKSL

Velbon Lever-type Tripod EX-440 4 Adjustable levels Small size 3Way Head with quick shoe Made of Aluminum

#### ■Rules for Item Description for Each Product

Category	Details	Name of Product
Digital Camera	Compact	[Brand (in English)] [General term digital camera] [Description] [Two features, e.g., pixels, magnification, water resistant, display size, memory capacity] [Color] [Model No.]
Digital Camera	Mirrorless interchangeable-lens camera	[Brand (in English)] [General term mirrorless interchangeable-lens camera] [Description] [Content of attached lens kit] [Color] [Model No.]
Digital Camera	Single-lens reflex camera	[Brand (in English)] [General term single-lens reflex camera] [Description] [Content of attached lens kit] [Color] [Model No.]
Camcorder	Camcorder	[Brand (in English)] [General term camcorder] [Description] [E.g., magnification, memory capacity] [Color] [Model No.]
Compatible Lens	For Camcorder Battery package	[Brand (in English)] [General term, e.g., lithium-ion battery] [Description][Applicable model] [Feature] [Color] [Model No.]
Tripod・Monopod	Monopod	[Brand (in English)] [General term tripod, monopod, tabletop tripod/monopod, or tripod/monopod accessory] [Description] [Adjustable level] [Size categorize by pipe diameter Large: 30mm-36mm or larger Medium : 25mm-30mm Small:-22mm or smaller] [head *Specify head type if

		applicable. If it's not attached, write "leg(s) only". [Material] [Model No.]
Tripod • Monopod	Tripod	[Brand (in English)] [General term tripod, monopod, tabletop tripod/monopod, or tripod/monopod accessory][description][Adjustable level] [Size categorize by pipe diameter Large: 30mm-36mm or larger Medium : 25mm-30mm Small:-22mm or smaller] [head *Specify head type if applicable. If it's not attached, write "leg(s) only". [Material] [Model No.]
Tripod • Monopod	Tabletop Tripod • Mini Tripod	[Brand (in English)] [General term tabletop tripod/mini tripod] [Description] [Model No.]
Tripod • Monopod	Head	[Brand (in English)] [General term head with Pan bar, ball head, head for camcorder or 3-way head] [Description] [Material] [Model No.]
Photo Organizer • Storage	Photo Album	[Brand (in English)] [Product category] [Series] [Size] [Number of pages/side] [Material] [Design] [Color] [Model No.]
Photo Organizer • Storage	Photo Frame	[Brand (in English)] [General term photo stand or photo album] [Series] [Description] [Size, e.g., A4 or A6] [Feature] [Color] [Model No.]
Photo Organizer • Storage	Photo-mount	[Brand (in English)] [Product category] [Series] [Size] [Number of pages/side] [Material] [Design] [Color] [Model No.]
Binocular • Telescope • Optical Equipment	Binocular	[Brand (in English)] [General term, e.g., binocular, monacle or loupe] [Series] [Description] [E.g., roof-prisms binoculars or porro prisms binoculars] [o times o diameter] [Feature] [Color] [Model No.]
Binocular • Telescope • Optical Equipment	Astrometric Telescope	[Brand (in English)] [General term astrometric telescope] [Series] [Description] [E.g., refractor telescope or reflector telescope] [diameter o focal length o] [Feature] [Color] [Model No.]
Accessories	Straps and Cases for Camera • Binocular	[Brand (in English)] [Product category] [Series] [Type of camera] [Design] [Color] [Material] [Model No.]
Accessories	Screen Protector Films for Camera	[Brand (in English)] [Screen protector film] [Description] [Applicable model *name of camera body *If there are two or more, separate with "/".] [Model No.]

Accessories	Filter	[Brand (in English)] [filter for camera, square shaped resin filter for camera, square shared polyester filter for camera] [Description] [Filter radius] [Effects with filter] [Model No.]
Accessories	Bags and Cases for Camera	[Brand (in English)] [Product category] [Series] [Size in liters] [Feature] [Color] [Design] [Model No.]
Accessories	Digital Photo Frame	[Brand (in English)] [General term digital photo frame] [Series] [Product name] [Screen size in inches] [Built-in memory capacity] [Color] [Model No.]
Digital Photo Frame, Photo Frame, Photo Album	Compatible Lens for Camera	[Brand (in English)] [General term including feature type of lens, e.g., single-focus lens or high-magnification zoom lens] [Focal length description including F number (including mount name)] [Applicable sensor size, e.g., compatible with full size or APS-C] [Do not include model No.]

**【Note】**

- Leave a half-size space between each word
- Describe the product within 50 full-width characters including spaces.
- Spaces should be typed in half-size characters.
- Half-size Katakana is not supported.
- Numbers and hyphens should be typed in half-size characters.
- Characters, such as Type 1 High ASCII, other special characters, and machine dependent characters, are not supported.
- Do not include any texts or symbols unrelated to the actual product.

**Example: “starting now”, “easy”, “no setup needed”, “!”, “free shipping”, “limited”, “real cheap”.**

## 2 Feed Product Type

- Enter the type of product in the product type (feed\_product\_type) column. Please choose the appropriate type from the 8 product types.

### ■Product Type and Representative Product Sample

feed_product_type	Sample Product
Digital Cameras	Body of digital camera
Film Cameras	Body of film camera & film
Camcorder	Body of camcorder
Camera Lenses	Lens for cameras
Camera Bags And Cases	Bags and cases for cameras
Camera Other Accessories	Other accessories for cameras (filter/tripod/battery/strobe light/photo frame/photo album etc.)
Telescope	Telescope & related accessories
Binocular	Binocular & related accessories

## 3 Variation

The ability of the customer to choose a product with a different color from the displayed product is called variation settings. When carrying a product with different colors, please adjust these settings. (Variations beyond different colors, such as variation in sizes, are unsupported.)

variation-theme	Content
Color	Enable color selection. Ex: red, green white, etc.

\*All “product types” are able to adopt the different color variation theme.

\*To learn more about how to create variation data, please see the variation data creation guide.

Variation Data Creation Guide

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

## 4 Precautions for Using Inventory Files

When registering the country of origin, enter the value in uppercase letters.

\*Although the recommended values are in lowercase letters (“jp”, “cn”, etc.), please use uppercase letters (“JP”, “CN”, etc.) when entering the values.

## 5 Sales of parallel imports

Please follow rules concerning parallel imports that are provided in the following link.

<https://sellercentral-japan.amazon.com/gp/help/200936440>

## 6 Placing Outlet Items for Sale

Register outlet products with a different code from the JAN/EAN/UPC codes used for regularly distributed goods within Japan. In addition, with no exception, make sure to follow the rules below when registering.

### 1. Product Name

To distinguish the product from goods regularly distributed within Japan, always clearly attach [Outlet] to the product name.

Ex: [Outlet]PLANEX Xi capable LTE mobile router MZK-MR150-O

### 2. Product Specifications & Explanation

**Without exception, list all of the differences between regularly distributed goods within Japan, such as the presence or absence of guarantees or support, the packaging, included accessories, etc.**

## 7 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.

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.

## 8 Conditions of Product

For used and refurbished items, set the retail price to be the same as the one on Amazon.co.jp or lower. For new items, you may set whatever price you would like. Also, note that for refurbished items, it is required that the items be restored by the manufacturer or a refurbisher and is guaranteed. For refurbished items, you will need to officially acquire sales permission from Amazon.co.jp in advance to display the items.

**\*New**

A new product is a brand-new, unused, and unopened item in its original packaging, with all the original packaging materials included. You must state whether the original warranty is included. If it includes a warranty that is not the original from the manufacturer, warranty details and condition details need to be included in their appropriate columns.

**\*Refurbished**

A refurbished product has been professionally restored to working order. Typically this means that the product has been inspected, cleaned, and repaired to meet manufacturer specifications. A warranty from the manufacturer or refurbisher must be included. A description of the restoration process, including how it was done and by whom, and a confirmation of warranty must be included in the condition details column. Also, when the manufacturer did not restore the product, it should be clearly noted in the condition details column to make it clear to consumers so they do not mistake the restoration as having been done by maker. With these measures in place, the product(s) may be shipped.

**\*Used – Like New**

A like new product is an apparently untouched item in perfect condition. Original protective wrapping may be missing, but original packaging and item(s) are intact and pristine. Item is suitable for presenting as a gift.

**\*Used – Very Good**

A well-cared-for item that has seen limited use but remains in great condition. The item is complete, unmarked, and undamaged, but may show some limited signs of wear. The user guide and all the parts are included, and the product is fully operational.

**\*Used - Good**

The item shows wear from consistent use, but it remains in good condition. The instruction manual is included, and the item works perfectly. It may be marked, have identifying markings on it, or show other signs of previous use, but it looks good overall.



**\*Used - Acceptable**

The item is fairly worn but continues to work perfectly. Signs of wear can include aesthetic issues such as scratches, dents, and signs of wear. The instruction manual, which does not have a direct effect on the box or use, may be missing or damaged. The item may have identifying markings on it or show other signs of previous use.

## Unacceptable and Prohibited Cameras

- Camera items that do not work perfectly in all regards.
- Item is damaged in a way that renders it difficult to use.
- Item is missing essential accessories or parts. (This does not necessarily include the instruction manual.)
- Item was illegally acquired. Item has safety issue(s), including recalled items.
- Indicate in the condition details column whether item includes warranty or any missing accessories or parts. However, refurbished items cannot be sold without a warranty.
- Camera items intended for the Japanese market cannot be shipped outside of Japan.
- Products whose sale or use in Japan require any permission; such as licenses, registrations, or notifications; cannot be displayed until the appropriate permissions are obtained.

**\*If you fail to follow these terms of product registration, we may discontinue carrying your products.**

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