

Walmart SOP: Requesting for GTIN/UPC Exemption on Walmart

08/29/2024 11:48 am CDT



Who is this for?: This SOP is intended for sellers on Walmart's online marketplace who need to request a GTIN/UPC exemption for their products. It provides step-by-step instructions on how to submit a case to Walmart support in order to list items that do not have a standard GTIN or UPC assigned to them.



Objective: The objective of this SOP is to guide sellers in the process of requesting a GTIN/UPC exemption on Walmart. By following these instructions, sellers will be able to submit a case to Walmart support, provide relevant information, and potentially obtain approval to list their products without a GTIN/UPC.

Requesting a GTIN/UPC exemption on Walmart serves a specific purpose for sellers. In some cases, certain products, particularly those that are unique or custom-made, may not have a GTIN/UPC assigned by the manufacturer. This SOP aims to assist sellers in navigating the process of requesting an exemption, enabling them to list their products on Walmart's marketplace without a standard GTIN/UPC.

Instructions:

1. Log in to your Walmart seller central account by visiting <https://seller.walmart.com/>.



Welcome!

Email or User ID

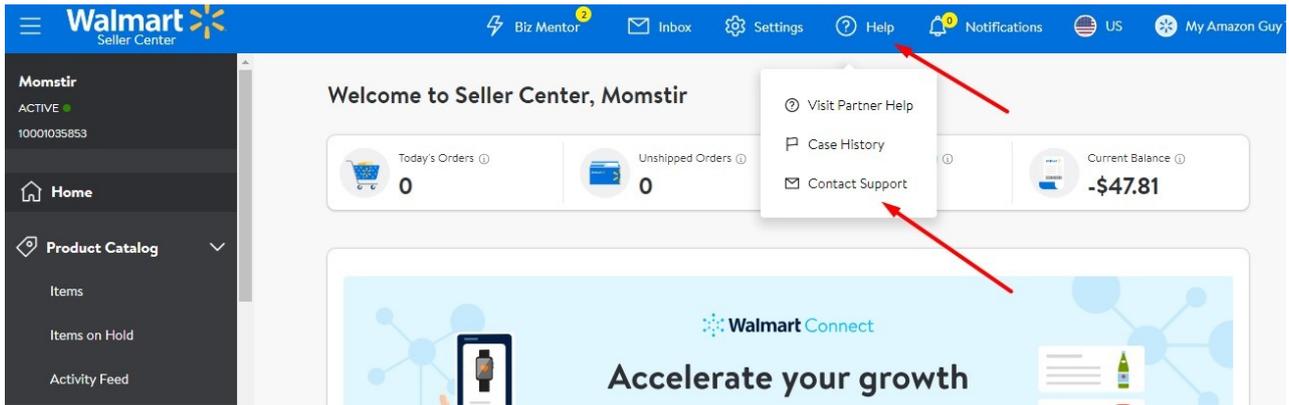
Password

LOG IN

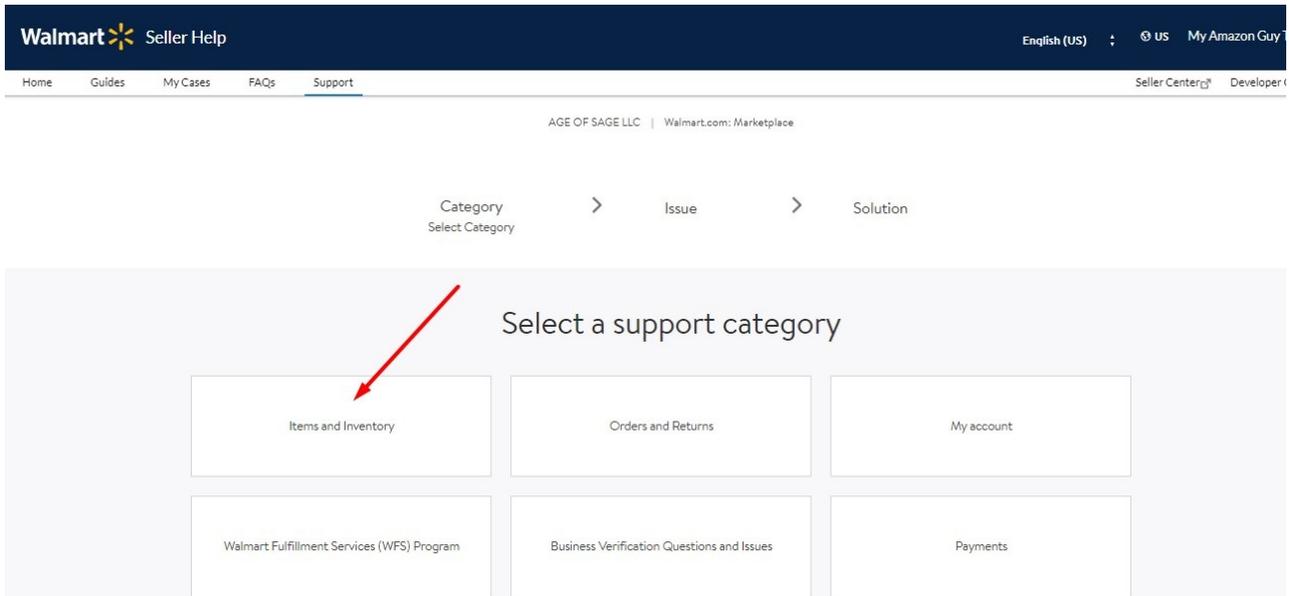
[Forgot your Password?](#)

We recommend setting your monitor resolution to at least 1024 x 768
U.S. Users: Please use Chrome v49 or newer
International Users: Please use Internet Explorer
[Privacy Policy](#)

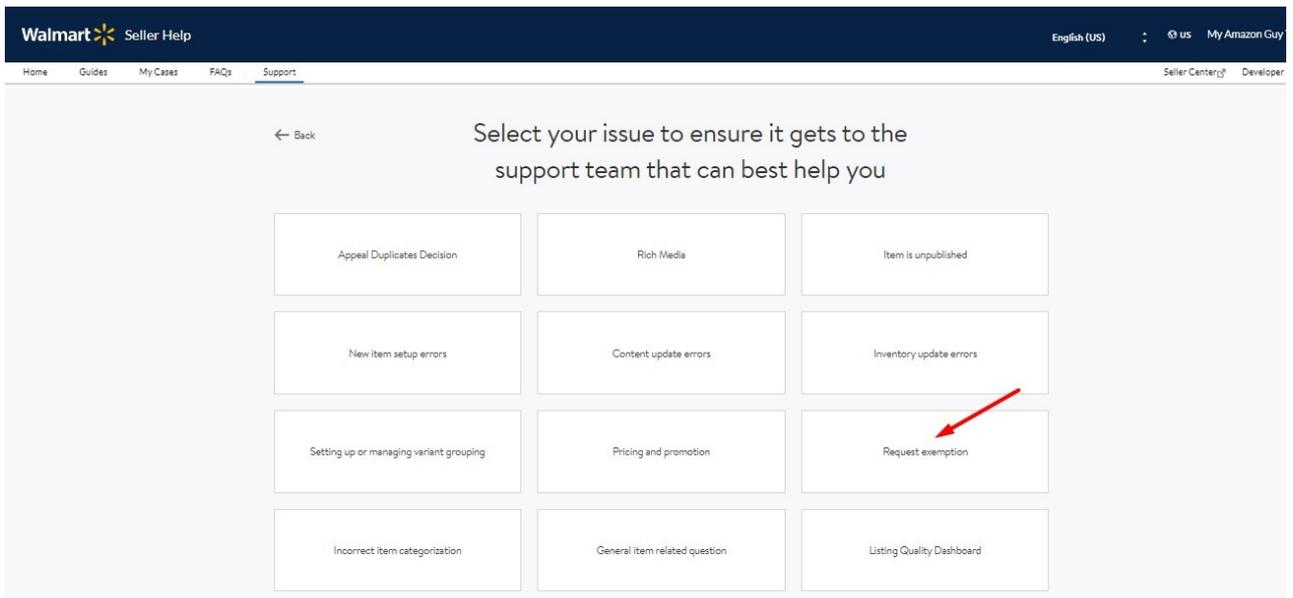
2. Click on "Help" and select "Contact Support".



3. Choose "Items and Inventory" from the support category.



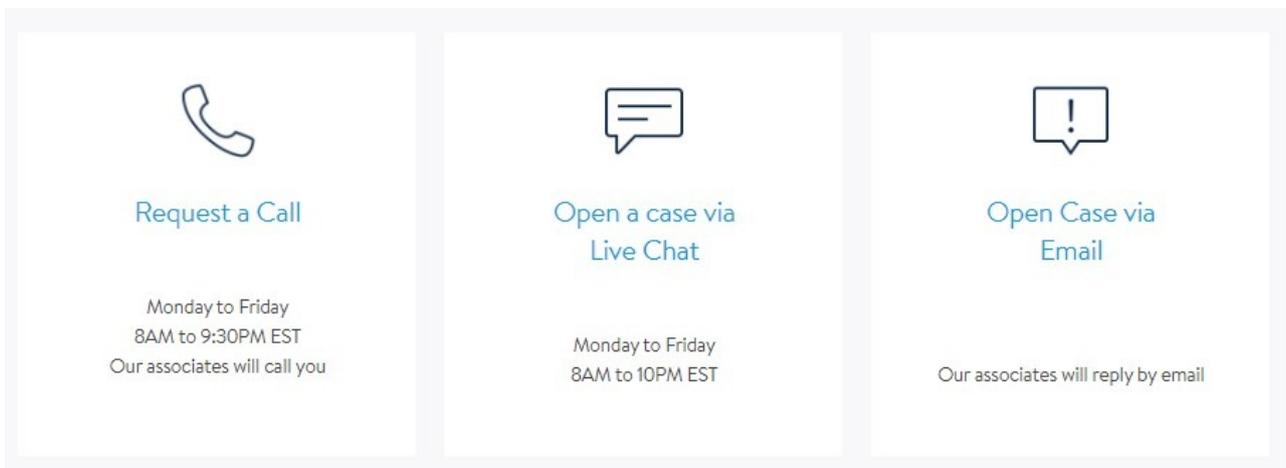
4. Select "Request exemption".



5. Then choose "UPC exemptions".

6. To proceed with case creation, select "No" for the question "Did this solve your issue?".

7. Choose your preferred method of communication with Walmart support. We usually select the option to open the case via Email since call and live chat have specific time restrictions.



8. Fill out and answer the following questions to submit the case:

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Open Case

* Subject line

UPC exemptions

* Which categories are you requesting UPC exemptions for?

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* Are you in direct contact with a Walmart Category Manager or Specialist? If so, please share their name and email address.

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* Please provide the reason for this exemption request, along with an explanation of why the items don't have GS1-approved UPCs/GTINs.

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* Are you a brand/manufacturer, retailer/reseller or both of the items without UPCs

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* Which brand(s) will require UPC exemptions?

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* Do you expect to have UPCs/GTINs for these items in the future?

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* How many items in your catalog are in the categories requested, and what fraction of them will need UPC exemptions?

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* If granted, what is the expected annual sales on Walmart that will be generated by the items with the UPC exemptions?

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* Please send links for your website and 5-10 items (per subcategory) that you are proposing to list without UPCs

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I. Subject line: Provide a clear and concise subject line.

II. Which categories are you requesting UPC exemptions for?

Ensure to determine the most appropriate category of the product by following [Steps 1-4 from the Walmart SOP: Create Bulk Items in Walmart SOP](#).

III. Are you in direct contact with a Walmart Category Manager or Specialist? If so, please share their name and email address.

IV. Please provide the reason for this exemption request, along with an explanation of why the items don't have GS1-approved UPCs/GTINs.

V. Are you a brand/manufacturer, retailer/reseller or both of the items without UPCs

VI. Which brand(s) will require UPC exemptions?

VII. Do you expect to have UPCs/GTINs for these items in the future?

VIII. How many items in your catalog are in the categories requested, and what fraction of them will need UPC exemptions?

IX. If granted, what is the expected annual sales on Walmart that will be generated by the items with the UPC exemptions?

X. Please send links for your website and 5-10 items (per subcategory) that you are proposing to list without UPCs

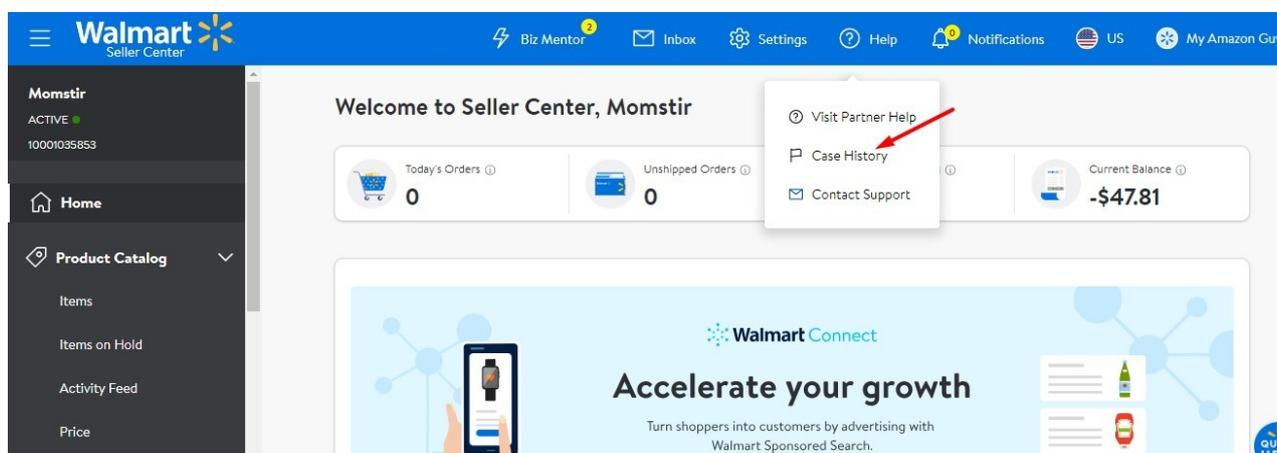
XI. Please provide description of the issue

9. Once you have filled out all the required information, click on "Submit Case & Upload".



10. A unique case ID will be generated. Make sure to save the case ID for future reference and follow-up purposes.

11. To monitor or follow up on your case, click on "Help" and select "Case History".



12. Find the case ID in the history and click on the ID link to read Walmart support's reply.



13. If the case is not yet resolved, respond to the case accordingly and provide any additional information or clarification as requested by Walmart support. If the case is resolved and Walmart support has approved the request, you need to set up the item using the normal bulk item setup templates. In the template, you need to select GTIN for the Product ID Type and enter CUSTOM for the Product Identifier.

	D	E	F	G
2	SKU	Required to sell on Walmart.com		
3		Product Identifiers (productIdentifiers)		
4		Product ID Type	Product ID	Product Name
6	Alphanumeric	Closed List - UPC: GTIN-12, the 12	Alphanumeric, 14 chara	Alphanumeric, 200 charact
7	AOS 40	1 GTIN	CUSTOM	Age of Sage Stainless Tumble
8	AOS 40	2 GTIN	CUSTOM	Age of Sage Stainless Tumble
9	AOS 40	3 GTIN	CUSTOM	Age of Sage Stainless Tumble
10	AOS 40	4 GTIN	CUSTOM	Age of Sage Stainless Tumble
11	AOS 40	5 GTIN	CUSTOM	Age of Sage Stainless Tumble
12	AOS 40	6 GTIN	CUSTOM	Age of Sage Stainless Tumble
13	AOS 40	7 GTIN	CUSTOM	Age of Sage Stainless Tumble
14	AOS 40	8 GTIN	CUSTOM	Age of Sage Stainless Tumble
15	AOS 40	9 GTIN	CUSTOM	Age of Sage Stainless Tumble
16	AOS 40	0 GTIN	CUSTOM	Age of Sage Stainless Tumble
17	AOS 40	1 GTIN	CUSTOM	Age of Sage Stainless Tumble
18	AOS 40	2 GTIN	CUSTOM	Age of Sage Stainless Tumble
19	AOS 40	3 GTIN	CUSTOM	Age of Sage Stainless Tumble
20	AOS 40	4 GTIN	CUSTOM	Age of Sage Stainless Tumble
21	AOS 40	5 GTIN	CUSTOM	Age of Sage Stainless Tumble
22	AOS 40	5 GTIN	CUSTOM	Age of Sage Stainless Tumble