Merchandising SOP: How to Request GTIN Exemption

10/09/2024 2:40 pm CDT

> **i** **Who is this for?** This is for Account Specialists preparing to list a product without a product ID.
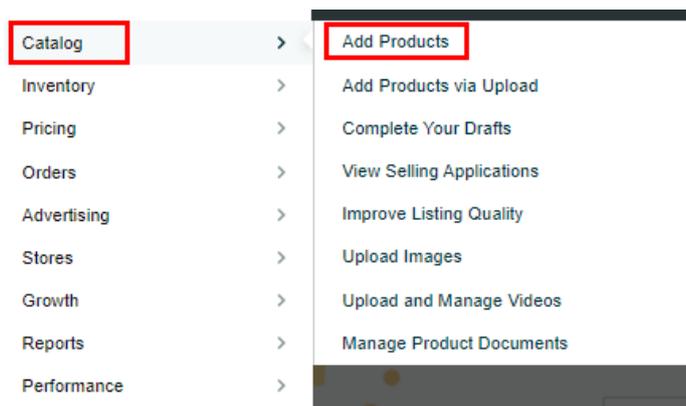
> ✓ **Objective:** To ensure that the Account Specialists know how to request a GTIN (Global Trade Item Number) exemption and proceed with listing creation.

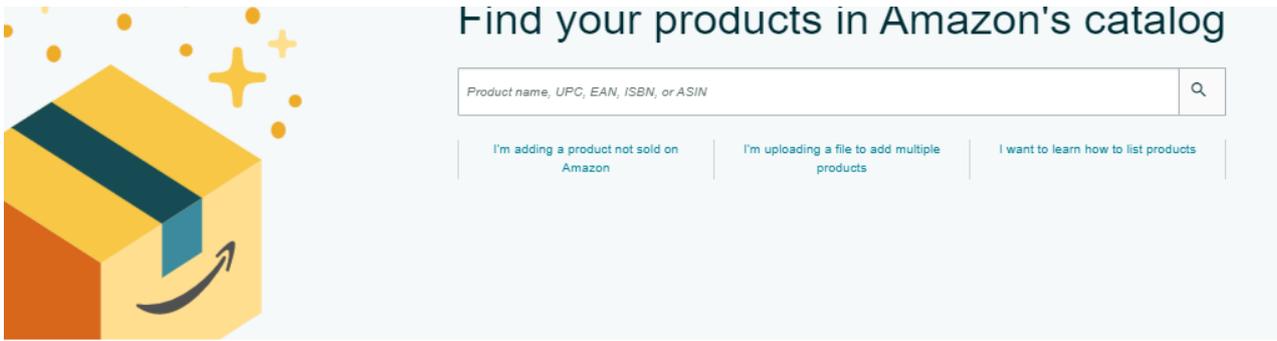**PRE-REQUISITE BEFORE YOU APPLY FOR GTIN EXEMPTION:**

Product name and a minimum of two (and maximum of nine) images showing all sides of your product and the packaging of the product. Ensure the guidelines below are met:

- The brand name entered during the application process should be an exact match to the brand name available on the product or packaging.
- Images should be real-world photos of the products and packaging, meaning the product and packaging need to be held or placed on a table while taking the photo.
- Branding is permanently affixed on the packaging or product.
- Products should not have a GS1-approved barcode available on the product or packaging of the product. If a GS1-approved barcode is available, you can use it to list products instead of applying for a GTIN exemption.

1. In the Seller Central account page, access this through Catalog > Add a Product.

2. Scroll down and look for **What's a GTIN** and click **Learn more**

Find your products in Amazon's catalog

Product name, UPC, EAN, ISBN, or ASIN

| I'm adding a product not sold on Amazon | I'm uploading a file to add multiple products | I want to learn how to list products |

About adding products

Adding products
Get the basics of adding products to Amazon's catalog.
Learn more

Volume listings
Learn how to use spreadsheets to upload your inventory and more.
Learn more

Products requiring approval
Sellers are required to obtain approval from Amazon before listing in certain product categories.
Manage your selling applications

What's a GTIN?
You can find the barcode or GTIN (UPC/EAN/JAN/ISBN) on the packaging of your item. If you do not have a GTIN, you can apply for exemption.
Learn more

GTIN exemption status
If you have requested GTIN exemption you can see the status in Your Case Log.
Check your status here

Product image guidance
Every product on Amazon needs one or more product image. Read about image standards for listings.
Learn more

3. Click **How to request a GTIN exemption** or **CTRL F (find)** **Apply for a GTIN exemption** on the same page.

Seller Central Help > Manage inventory > Create and manage offers > About products and listings >
Listing requirements: Product IDs (GTINs) > How to list products that do not have a Product ID (UPC, EAN, JAN or ISBN)

How to list products that do not have a Product ID (UPC, EAN, JAN or ISBN)

On this page
Before you request a GTIN exemption
How to request a GTIN exemption
How to add a product after you receive a GTIN exemption
Additional resources

4. On the Apply for a GTIN exemption page, click the Select button and then select the relevant Product category from the pop-up list.

Product category *

Ex. Electronics   Select

Brand / Publisher *

For unbranded items or bundles enter "Generic"   (i)

For unbranded items or bundles enter "Generic"   ✕

For unbranded items or bundles enter "Generic"   ✕

+ Add more categories   + Add more brands/publishers

5. Type the brand or publisher name in the Brand/Publisher field.

Product category *

Home & Kitchen | Select

Brand / Publisher *

c   ge   (i)

For unbranded items or bundles enter "Generic"   ×

For unbranded items or bundles enter "Generic"   ×

Note: Type the brand or publisher name in the Brand/Publisher field. For unbranded items and bundles, type Generic (case sensitive). You can apply for multiple exemptions (up to 10) by clicking + Add more brands/publishers to add brands or publishers under the same category and clicking + Add more categories to add new categories.

6. Once done, click Check for eligibility.

An Eligibility summary will appear. A check mark will appear in the Status column if you are eligible for an exemption. If your product is not eligible for a GTIN exemption, you will not be able to continue.

Apply for GTIN exemption

You need to share the barcode number (GTIN/UPC/EAN/JAN/ISBN) for the products that you want to sell on Amazon. If your product does not have a barcode, apply for exemption below.

Note: Exemption is provided for brand and category and you do not have to apply for exemption for each product. You will be able to add as many of your products on Amazon without applying for exemption again for that brand and category.

Product category *

Home & Kitchen | Select

Brand / Publisher *

| S   (i)

For unbranded items or bundles enter "Generic"   ×

For unbranded items or bundles enter "Generic"   ×

+ Add more categories   + Add more brands/publishers

[Check for eligibility]

7. If your product is eligible for exemption, click Continue to submit proof.

8. On the Provide Proof page, upload your images.
Provide the Product name and upload photos showing all sides of the product.

9. Repeat step 5 for all products in your exemption request.

10. Click **Submit a request**.

You will receive an email within 48 hours regarding the approval status of your request. Alternatively, you can check the status of your request in your case log**. Right after you receive a GTIN exemption, wait for at least 30 minutes before listing your products.**