

AMAZON GTIN EXEMPTION

A DETAILED GUIDE & CHECKLIST



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GTIN Exemption is...

The process put together by Amazon to allow sellers to create product listings without the need to add product identifiers such as UPC, EAN, JAN, or ISBN.

The exemption is provided for Brand and Category. This means you will be able to add as many of your products on Amazon without applying for exemption again for the approved brand and category.

Before applying for GTIN exemption...

1. Check if your product already exists in Amazon's catalog. If it does, simply add your offer on the existing product detail page. **NO NEED TO ADD A GTIN.**
2. Check Amazon's list of brands that require GTIN. Visit the link below to download the file. If your product belongs to any of the brand on the list, you cannot file for GTIN Exemption.

https://s3-us-west-2.amazonaws.com/gtin-exemption-templates/NA-EN/Brands_Require_GTIN_US.xls

Eligible Products

1. Private Label, Handmade Products
2. Product Parts (i.e. automotive parts or mobile accessories)
3. Bundle Pack consisting more than one product.

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Checklist of Requirements

For brand owners, manufacturers, or publishers.

- Product Name
- Minimum of 2 & a maximum of 9 images of the product showing all sides of the packaging.

For NON-brand owners, manufacturers, or publishers.

- A readable support letter (In English or in the local language of the Amazon marketplace the product is to be sold) from the brand owner, manufacturer, or publisher that contains the following:
 - Name & Contact Information of the brand owner, manufacturer, publisher of the product.
 - A clear statement that the brand does not provide GTIN and the reason for such.
 - Your physical address
 - Phone Number
 - Email Address
 - Website Address

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Step-by-Step GTIN Exemption Application Process

1. Go to sellercentral.amazon.com/gtinx
2. Click the "Select" button.
3. Choose the category from the pop-up list to which your product belongs to.
4. Input the brand or publisher name in the "Brand/Publisher" field.
 - a. For unbranded items and bundles, key in "Generic" (case sensitive).
 - b. You are allowed to apply for up to 10 exemptions at once by clicking "+Add More brand/publishers" or "+Add More Categories" for additional categories.
5. Click on "Check Eligibility".
6. If the brand or product is eligible for GTIN exemption, you should see a checkmark on the "Status" column. Otherwise, you would not be able to continue the application.
7. If your product is eligible, proceed to click on "Continue to Submit Proof".
8. If you have a support letter from the brand owner, manufacturer, or publisher, click "Yes" and upload the document.
 - a. Supported files: PDF, JPG, TIFF, PNG, and DOC.
 - b. Max file size is 4MB.
9. If you're the brand owner, manufacturer, or publisher, then click "No".
10. Input the product name and upload your product photos.
11. Repeat steps 7 and 8, if you're not the brand owner, manufacturer, or publisher. Repeat steps 7 and 9 if you are for all the brand and category you are applying the exemption for.
12. Once all steps are completed, click on "Submit Request".

You will receive an email within 48 hours regarding the approval status of your exemption request. You may also monitor the status of your request in your Amazon Seller Central case log.

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