



Ungating categories

on foreign Amazon sites

2014


Webinterpret

Restricted categories

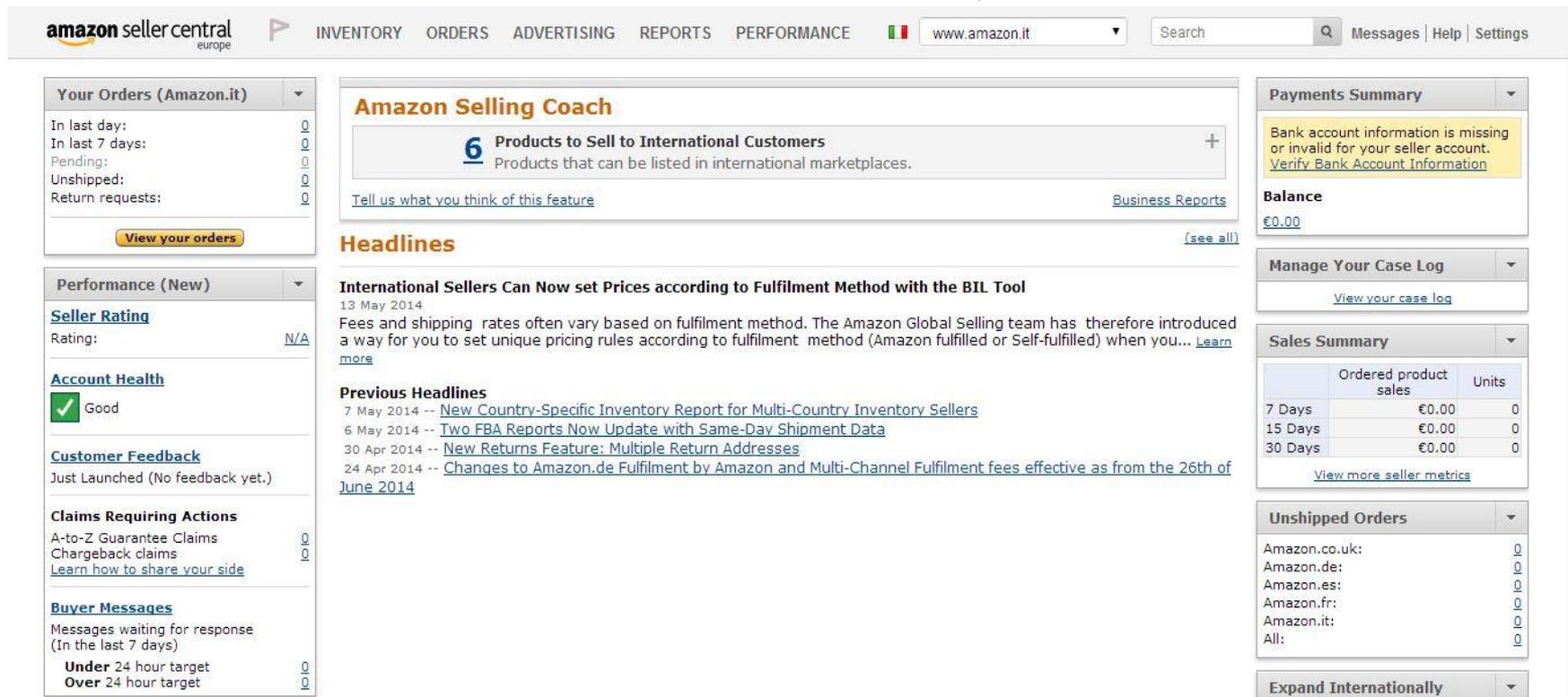
Some of the categories on Amazon are concerned restricted and to list in those a seller needs to meet certain requirements regarding listings' technical quality and appearance.

Those categories are strictly monitored by Amazon and 'gated' → to start listing there, a seller needs to request permission.

In this presentation the process of the un-gating request is described.

Log in to your Amazon Account.

Go to your sellercentral and switch site to e.g. Amazon.it



The screenshot shows the Amazon Seller Central interface. At the top, the navigation bar includes the 'amazon sellercentral europe' logo, a search bar, and a dropdown menu for site selection currently set to 'www.amazon.it'. The main content area is divided into several sections:

- Your Orders (Amazon.it):** A summary of orders with counts for 'In last day', 'In last 7 days', 'Pending', 'Unshipped', and 'Return requests'. A 'View your orders' button is present.
- Amazon Selling Coach:** A notification box stating '6 Products to Sell to International Customers' with a link to 'Business Reports'.
- Headlines:** A section titled 'International Sellers Can Now set Prices according to Fulfilment Method with the BIL Tool' with a 'Learn more' link. Below it are 'Previous Headlines' with dates and links to various reports.
- Performance (New):** A section for 'Seller Rating' (N/A), 'Account Health' (Good), and 'Customer Feedback' (Just Launched).
- Payments Summary:** A section indicating 'Bank account information is missing or invalid for your seller account' with a 'Verify Bank Account Information' link. The balance is shown as '€0.00'.
- Manage Your Case Log:** A section with a 'View your case log' link.
- Sales Summary:** A table showing 'Ordered product sales' and 'Units' for different time periods.
- Unshipped Orders:** A section showing the number of unshipped orders for different regions: Amazon.co.uk, Amazon.de, Amazon.es, Amazon.fr, Amazon.it, and All.
- Claims Requiring Actions:** A section for 'A-to-Z Guarantee Claims' and 'Chargeback claims' with a 'Learn how to share your side' link.
- Buyer Messages:** A section for 'Messages waiting for response (In the last 7 days)' with 'Under 24 hour target' and 'Over 24 hour target' counts.

Accessing the Contact form.

Scroll down to the bottom of the page and click 'Contact Seller Support'.



[Rate this page](#) | [Contact Seller Support](#) | English ▼

The page will be displayed in English if you select it in the dropdown menu.



Specify the request you are going to submit.

Click 'Inventory' and then 'Permission to sell new products', then select relevant category.

1 What is the problem?

- Seller Account Settings
- 1** → Inventory
- Wrong information on product pages
- 2** → Permission to sell new products
- Winning the buy box
- Feed or upload issues
- Issues creating products
- Other inventory issues
- Orders
- Shipping
- Payments
- Report a violation
- Make a suggestion

Apply to sell in a restricted category:

- 3** ← Jewelry
- Shoes & Handbags
- Watches

Don't see your category, or have another question?

[Tell us about your issue](#)

Select Markets.

You will be asked to select the sites you wish to have ungated.

Select Markets

You can read our [Jewellery selling requirements](#) first, or begin the application process now.

Before you begin, please have five sample product images you can provide us, as we'll need to view them in order to evaluate your application.

In which countries do you want to sell Jewellery? *(check all that apply)*

<input type="checkbox"/> Italy
<input type="checkbox"/> France
<input type="checkbox"/> Germany
<input type="checkbox"/> Spain
<input type="checkbox"/> United Kingdom

[Continue](#)

Please check the ones that apply, additional questions will appear.

Additional questions.

The additional questions need to be answered with 'yes'.

In which countries do you want to sell Jewellery? *(check all that apply)*

Italy

Can you provide customer support in Italian?

- Yes
 No

Can you provide either a postal address in Italy or free international shipping to Italy for customer returns?

- Yes
 No

Product requirements.

In this step you need to confirm meeting certain requirements.

Product Requirements

Is your jewellery new?

- Yes
- No

Condition of your products.

How many products (including size and color variations) do you intend to sell?

- 1
- 2-29
- 30-1000
- Over 1000

Number of individual SKUs you are going to offer.

Do the Jewellery items you intend to sell have either an EAN or EAN exemption status, UPC or UPC exemption status, or a Manufacturer Part Number?

- Yes
- No

For some categories you need to provide a code which can be requested [here](#).

Does your jewellery comply with Nickel regulations?

- Yes
- No

For 'Jewellery' there is also a question about Nickel regulations.

What brands do you intend to sell?

Also, tell what brands in this category you have in offer.

Product requirements.

Further questions about your products.

Is each one of your images: **on a pure white background?** 1 of 6

Acceptable Unacceptable



Is each one of your images: **at least 500 pixels on its longest side?** 2 of 6

Acceptable



Is each one of your images: **devoid of any borders, watermarks, text, or other decoration?** 3 of 6

Acceptable Unacceptable



Is each one of your images: **without accessories, showing the product alone, on a model, or on a mannequin?** 4 of 6

Acceptable Unacceptable



Is each one of your images: **showing the entire product, occupying at least 85% of the image area?** 5 of 6

Acceptable Unacceptable



Is each one of your images: **a color photograph?** 6 of 6

Acceptable Unacceptable



Image requirements.

To confirm compliance with Image Requirements you will need to submit sample photos.

Submit Images

Please upload five different images of at least two products for us to review. (No duplicates.)

▼ Show examples and requirements

- 1

JPG, PNG or GIF
Max size: 10MB

[Upload from my computer](#) [Use image URL](#)
- 2

JPG, PNG or GIF
Max size: 10MB

[Upload from my computer](#) [Use image URL](#)
- 3

JPG, PNG or GIF
Max size: 10MB

[Upload from my computer](#) [Use image URL](#)
- 4

JPG, PNG or GIF
Max size: 10MB

[Upload from my computer](#) [Use image URL](#)
- 5

JPG, PNG or GIF
Max size: 10MB

[Upload from my computer](#) [Use image URL](#)

[Continue](#)

You can upload them from your drive or provide an URL of the image (e.g. from existing original listings).

Submit your request.

Within the following 24 hours you will receive Amazon's decision about the permission.

Please contact us at beata.w@webinterpret.com or support@webinterpret.com to inform about it.

We will be able to move forward with listing your inventory on foreign Amazon sites then!

