



# Amazon CPSIA tracking-label image review workbook

SOURCE

CPSIA 103 / CPSC

SCOPE

LIVE IMAGE EVIDENCE

REVIEWED

JULY 27, 2026

Build one traceable chain from the ASIN to the physical product, retail package, permanent marks, and production code.

RI WORKBOOK · JULY 2026 · VERSION 1.0

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ASIN IDENTITY

IMAGE CHAIN

REJECTION RECORD



# Document control

Use a fresh copy for one ASIN and one rejection cycle. Preserve completed copies with every submission version.

| FIELD       | VALUE              | FIELD         | VALUE               |
|-------------|--------------------|---------------|---------------------|
| DOCUMENT ID | RI-WBK-AMZ-TL-001  | STATUS        | CURRENT             |
| VERSION     | 1.0                | JURISDICTION  | UNITED STATES       |
| PUBLISHED   | JULY 27, 2026      | LAST REVIEWED | JULY 27, 2026       |
| AUTHOR      | Natallia Vasilyeva | AUDIENCE      | U.S. AMAZON SELLERS |

PERMANENT LINKS

|                         |                                                                                                                                     |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Companion article       | <a href="https://polandoc.com/amazon-cpsia-tracking-label-rejected/">https://polandoc.com/amazon-cpsia-tracking-label-rejected/</a> |
| Amazon guide collection | <a href="https://polandoc.com/cpsc-efiling-amazon-pdf-guides/">https://polandoc.com/cpsc-efiling-amazon-pdf-guides/</a>             |
| Registry Intelligence   | <a href="https://polandoc.com/">https://polandoc.com/</a>                                                                           |

SCOPE BOUNDARY

This workbook organizes a seller's evidence review. It does not replace Amazon's case-specific instructions, CPSC guidance, or legal advice, and it does not guarantee marketplace approval.



# Use the shortest defensible route

Complete the core pages first. Use the conditional records only when the product, code system, or Amazon request makes them relevant.

| CORE WORKFLOW |          |                                                                      |
|---------------|----------|----------------------------------------------------------------------|
| 01            | PRESERVE | Save the exact rejection, policy link, and submitted files.          |
| 02            | CLASSIFY | Confirm children's-product scope and additional rules.               |
| 03            | IDENTIFY | Match the ASIN, physical unit, package, and documents.               |
| 04            | AUDIT    | Test content, placement, permanence, code, and practicability.       |
| 05            | SHOOT    | Build context-and-detail evidence with one product revision.         |
| 06            | DECIDE   | Choose the correct correction, explanation, appeal, or review route. |
| 07            | RECORD   | Submit one coherent packet and preserve the outcome.                 |

| CLICKABLE CONTENTS |       |                     |       |
|--------------------|-------|---------------------|-------|
| CASE FILE          | 04-07 | IDENTITY            | 08-10 |
| MARKING            | 11-14 | CONDITIONAL RECORDS | 15-18 |
| IMAGE EVIDENCE     | 19-26 | DECISION            | 27-30 |
| RESUBMISSION       | 31-33 | SOURCES             | 34-35 |



# Case identity sheet

Anchor the review to the exact listing, physical unit, and Amazon request before examining any label image.

## LISTING IDENTITY

|              |            |                     |                      |
|--------------|------------|---------------------|----------------------|
| ASIN         | Child ASIN | PARENT ASIN         | If applicable        |
| <hr/>        |            | <hr/>               |                      |
| SELLER SKU   |            | PRODUCT NAME        |                      |
| <hr/>        |            | <hr/>               |                      |
| MODEL NUMBER |            | VARIATION           | Color / size / style |
| <hr/>        |            | <hr/>               |                      |
| PACK COUNT   |            | INCLUDED COMPONENTS |                      |
| <hr/>        |            | <hr/>               |                      |

## AMAZON REQUEST

|                            |                              |
|----------------------------|------------------------------|
| CASE / REQUEST ID          | MARKETPLACE                  |
| <hr/>                      | <hr/>                        |
| REJECTION DATE             | REVIEW OWNER                 |
| <hr/>                      | <hr/>                        |
| CURRENT SUBMISSION VERSION | Example: 02                  |
| <hr/>                      |                              |
|                            | INVENTORY / LOT UNDER REVIEW |
|                            | <hr/>                        |

### CONTROL RULE

Do not combine evidence from different variations, package revisions, or production lots unless the reason is explicit and documented.



# Preserve the exact rejection

Amazon's headline is not a complete diagnosis. Keep the full message and the exact evidence Amazon reviewed.

EXACT MESSAGE

PASTE OR TRANSCRIBE THE COMPLETE MESSAGE

MESSAGE DATE / TIME

NAMED DEFICIENCY

REQUESTED EVIDENCE CHANNEL

Compliance / PDP / report

SCREENSHOT FILENAME

POLICY PAGE TITLE

POLICY REVIEWED DATE

POLICY OR CASE URL

FILES AMAZON REVIEWED

| ID | FILENAME | PURPOSE CLAIMED |
|----|----------|-----------------|
| 01 |          |                 |
| 02 |          |                 |
| 03 |          |                 |
| 04 |          |                 |



# Is the ASIN subject to the rule?

The scope question comes before the photograph question. Record the evidence for classification rather than relying on the catalog category alone.

## CHILDREN'S-PRODUCT SCOPE

- ☐ The listing, packaging, instructions, and advertising state the intended age consistently.
- ☐ The product's design, sizing, themes, features, and expected use have been reviewed.
- ☐ Amazon's current category and compliance request have been recorded.
- ☐ The exact variation under review has been identified.
- ☐ Any exemption from a material-testing rule has been kept separate from tracking-label scope.
- ☐ Evidence supporting a claimed misclassification has been retained.

## EVIDENCE ANCHORS

AGE SHOWN ON LISTING

AGE SHOWN ON PACKAGE

AMAZON CLASSIFICATION

YOUR CLASSIFICATION CONCLUSION

ROUTE

☐ CONTINUE

☐ ADDITIONAL RULE

☐ CLASSIFICATION REVIEW



# Separate the Part 1130 gateway

A U.S. address, telephone number, model, or registration evidence may arise from an additional rule - not from the general CPSIA tracking-label fields.

| GATE          | GENERAL CPSIA                                                       | PART 1130 / OTHER RULE                                                        |
|---------------|---------------------------------------------------------------------|-------------------------------------------------------------------------------|
| PRODUCT TYPE  | Children's product, primarily for age 12 or younger                 | Defined durable infant or toddler product, generally used under age five      |
| CORE QUESTION | Are source and production facts ascertainable from permanent marks? | Do additional product identification, contact, and registration duties apply? |
| DO NOT ASSUME | One mandatory format, U.S. address, or laboratory certification     | That every baby-marketed item automatically falls within Part 1130            |

CASE-SPECIFIC CHECKS

- ☐ The product definition in 16 CFR Part 1130 has been checked.
- ☐ Any additional category rule is named and linked.
- ☐ Amazon's request is separated into general and additional fields.
- ☐ Contact or registration evidence is not described as universal CPSIA content.

|                            |                      |
|----------------------------|----------------------|
| RULE / PRODUCT CATEGORY    | SOURCE OR POLICY URL |
| <div></div>                | <div></div>          |
| ADDITIONAL FIELDS REQUIRED | ACTION OWNER         |
| <div></div>                | <div></div>          |



# Build the ASIN identity sheet

Verify the exact child ASIN. A parent listing, model family, or different variation does not prove the unit Amazon is reviewing.

CHILD ASIN

---

PRODUCT NAME

---

COLOR / STYLE

---

PACK COUNT

---

INTENDED AGE

---

PACKAGE REVISION

---

PARENT ASIN

---

MODEL NUMBER

---

SIZE

---

INCLUDED COMPONENTS

---

CATALOG CATEGORY

---

CATALOG IMAGE REVISION

---

VISIBLE IDENTITY ANCHORS

MODEL / ITEM NUMBER VISIBLE ON THE PHYSICAL UNIT

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FEATURE THAT CONNECTS THE FULL IMAGE TO THE LABEL CLOSE-UP

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# Catalog vs. photographed unit

Compare the listing and the actual production unit before reshooting. Record every mismatch, including old packaging and incomplete multipacks.

| ATTRIBUTE        | CATALOG | PHOTOGRAPHED UNIT | STATUS      |
|------------------|---------|-------------------|-------------|
| MODEL            |         |                   | MATCH / GAP |
| VARIATION        |         |                   | MATCH / GAP |
| COLOR / SIZE     |         |                   | MATCH / GAP |
| PACK COUNT       |         |                   | MATCH / GAP |
| COMPONENTS       |         |                   | MATCH / GAP |
| PACKAGE REVISION |         |                   | MATCH / GAP |
| AGE / CATEGORY   |         |                   | MATCH / GAP |
| MARK LOCATION    |         |                   | MATCH / GAP |

PRIMARY MISMATCH

CORRECT LAYER

Catalog / unit / document

ACTION OWNER

RESULT

☐ MATCH

☐ CORRECT CATALOG

☐ RESHOOT UNIT

☐ REPLACE DOCUMENT



# Test every link in the chain

A readable close-up is insufficient when the reviewer cannot connect it to the exact ASIN, retail package, and retained production record.

| ID | LINK         | WHAT MUST CONNECT                      | FILE / RECORD | STATUS     |
|----|--------------|----------------------------------------|---------------|------------|
| 01 | ASIN         | Exact child listing under review       |               | PASS / GAP |
| 02 | VARIATION    | Model, color, size, quantity           |               | PASS / GAP |
| 03 | PRODUCT      | Recognizable physical unit             |               | PASS / GAP |
| 04 | PRODUCT MARK | Location plus readable close-up        |               | PASS / GAP |
| 05 | PACKAGE      | Actual retail sale configuration       |               | PASS / GAP |
| 06 | PACKAGE MARK | Location plus readable close-up        |               | PASS / GAP |
| 07 | CODE         | Visible code tied to this unit         |               | PASS / GAP |
| 08 | RECORD       | Decoder and specific production source |               | PASS / GAP |

## OUTPUT

The first unresolved link becomes the primary proof gap. Do not add more files until that gap has a named correction.



# What must be ascertainable?

A printed code is useful only when the required facts can be retrieved. Record whether each fact is visible, decoded, and supported.

| FACT     | REQUIRED RESULT                                 | VISIBLE MARK | DECODER / RECORD | STATUS     |
|----------|-------------------------------------------------|--------------|------------------|------------|
| ENTITY   | Manufacturer / importer / private labeler       |              |                  | PASS / GAP |
| LOCATION | City + state/province + country                 |              |                  | PASS / GAP |
| DATE     | Month/year or permitted range                   |              |                  | PASS / GAP |
| COHORT   | Batch, run, lot, or meaningful identifier       |              |                  | PASS / GAP |
| SOURCE   | Record isolating the specific production source |              |                  | PASS / GAP |
| CONTACT  | Consumer can identify whom to contact           |              |                  | PASS / GAP |

RETRIEVAL TEST

WHO CAN RETRIEVE THE RECORD?

HOW LONG DID RETRIEVAL TAKE?

UNRESOLVED FACT OR DEAD END

RESULT

☐ ASCERTAINABLE

☐ MISSING FACT

☐ DECODER NEEDED



# Which identifier proves what?

Inventory every mark on the product and package. Do not treat a number as production traceability merely because it appears beside a barcode.

| IDENTIFIER   | PRINTED VALUE | CAN HELP ESTABLISH | STILL DOES NOT PROVE                 |
|--------------|---------------|--------------------|--------------------------------------|
| UPC / GTIN   |               | Product type       | Date, location, cohort               |
| FNSKU        |               | Amazon offer       | Federal production source            |
| MODEL        |               | Design family      | Specific run or date                 |
| SERIAL       |               | Specific unit      | Decoded facts without records        |
| BATCH / LOT  |               | Production cohort  | Entity and contact path              |
| ORIGIN MARK  |               | Country            | City, date, cohort                   |
| TEXTILE RN   |               | Textile business   | Remaining production facts           |
| QR / WEBSITE |               | Route to records   | Complete system if entity is unclear |
| AMAZON CODE  |               | Inventory handling | CPSIA traceability                   |

OPERATIONAL TEST

If the answer is "the supplier knows" but the importer or private labeler cannot retrieve the information, the system is operationally weak.



# Product and package are separate

Map the actual physical surfaces. Different marks may contribute to the same system, but the product-side and packaging-side evidence must remain clear.

## PHYSICAL PRODUCT

MARK LOCATION

---

MATERIAL / SURFACE

---

MARKING METHOD

---

VISIBLE ENTITY

---

VISIBLE CODE / DATE

---

## RETAIL PACKAGE

PACKAGE TYPE

---

MARK LOCATION

---

MARKING METHOD

---

MODEL / PACK COUNT

---

VISIBLE CODE / DATE

---

## RECOGNIZED PHYSICAL CIRCUMSTANCES

- ☐ All required product information is plainly visible through clear packaging.
- ☐ No retail packaging encloses the product.
- ☐ A reusable container remains with the product.
- ☐ A product-side limitation requires a documented practicability review.

## PHOTOGRAPH THAT PROVES THE ACTUAL SALE CONFIGURATION

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# Test the real production mark

For a product, the mark should remain through its useful life. For disposable packaging, it must remain long enough to reach the consumer.

## PHYSICAL METHOD

PRODUCT MATERIAL

MARKED SURFACE

METHOD

Molded / engraved / sewn / printed / affixed

EXPECTED USEFUL LIFE

## USE-LIFE CHECKS

- ☐ Normal handling will not remove or obscure the mark.
- ☐ Washing, moisture, or cleaning has been considered where relevant.
- ☐ Friction, flexing, and wear have been considered.
- ☐ The image shows the actual production method - not artwork or a sample label.
- ☐ The package mark will reach the consumer intact.
- ☐ Any adhesive method is evaluated for the specific surface and use.

OBSERVED FAILURE OR LIMITATION

RESULT

☐ LIKELY ADEQUATE

☐ NEEDS REVIEW

☐ PHYSICAL CORRECTION



# Record the physical facts

A statement such as "there is no space" is not a considered analysis. Document the product, alternatives, and peer-market evidence.

## PRODUCT DIMENSIONS

## MATERIAL

## FUNCTIONAL SURFACES

## INCONSPICUOUS LOCATIONS

## QUESTIONS CONSIDERED

- |                                                                                    |                                                                                          |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Would marking damage the product?                         | <input type="checkbox"/> Would marking impair safety or function?                        |
| <input type="checkbox"/> Would marking materially alter appearance?                | <input type="checkbox"/> Could a smaller permanent code work?                            |
| <input type="checkbox"/> Could an existing permanent mark form part of the system? | <input type="checkbox"/> Could another surface, seam, base, tag, or molded area be used? |
| <input type="checkbox"/> Which production methods were tested?                     | <input type="checkbox"/> How are comparable products marked?                             |

## PEER PRODUCTS OR RESEARCH RETAINED

## ALTERNATIVE MARKING METHODS TESTED

## NOTES AND MEASUREMENTS



# Make and retain the decision

A departure from product-side marking is fact-specific. Record the conclusion, remaining marks, traceability path, and approval owner.

CONCLUSION

- ☐ Permanent product marking is practicable.
- ☐ A defined limitation remains.

PRECISE REASON FOR THE CONCLUSION

PERMANENT INFORMATION THAT REMAINS ON THE PRODUCT

INFORMATION PRESENT ON THE PACKAGE

HOW THE PRODUCT MARK CONNECTS TO THE PACKAGE COHORT

RETAINED SUPPORT

| ID | RECORD                             | FILENAME / LOCATION |
|----|------------------------------------|---------------------|
| 01 | Product measurements / photographs |                     |
| 02 | Alternative method test            |                     |
| 03 | Peer-market examples               |                     |
| 04 | Internal decision memorandum       |                     |

DECISION OWNER

DECISION DATE



# Map the visible code

CPSC permits coded information, but the code must not become a dead end. Tie every segment to a stable, retained production record.

VISIBLE CODE ON PRODUCT

VISIBLE CODE ON PACKAGE

ILLUSTRATIVE STRUCTURE ONLY

TL-2606-SZ-04-B12 may map to month/year, location, line/run, and batch. No federal rule requires this exact syntax.

| ID | CODE SEGMENT | MEANING | SOURCE RECORD / SYSTEM |
|----|--------------|---------|------------------------|
| 01 |              |         |                        |
| 02 |              |         |                        |
| 03 |              |         |                        |
| 04 |              |         |                        |
| 05 |              |         |                        |
| 06 |              |         |                        |

CODE KEY OWNER

CODE KEY VERSION / DATE

CONSUMER CONTACT PATH



# Run the four-layer test

A defensible system combines visible identity, a permanent code, a reliable decoder, and a route for the consumer to reach the responsible firm.

|    |                  |                                                                     |                          |
|----|------------------|---------------------------------------------------------------------|--------------------------|
| 01 | VISIBLE IDENTITY | The product or package identifies the company.                      | <input type="checkbox"/> |
| 02 | PERMANENT CODE   | The code remains with the product for its useful life.              | <input type="checkbox"/> |
| 03 | RELIABLE DECODER | The company can map the code to location, date, cohort, and source. | <input type="checkbox"/> |
| 04 | CONSUMER ACCESS  | A consumer knows whom to contact, with or without internet access.  | <input type="checkbox"/> |

|                              |                          |
|------------------------------|--------------------------|
| LIVE LOOKUP TEST             |                          |
| TESTED CODE                  | LOOKUP DATE / OWNER      |
| <input type="text"/>         | <input type="text"/>     |
| PRODUCTION LOCATION RETURNED | PRODUCTION DATE RETURNED |
| <input type="text"/>         | <input type="text"/>     |
| COHORT / RUN RETURNED        | SPECIFIC SOURCE RETURNED |
| <input type="text"/>         | <input type="text"/>     |

|        |                                     |                                   |                                         |
|--------|-------------------------------------|-----------------------------------|-----------------------------------------|
| RESULT | <input type="checkbox"/> DEFENSIBLE | <input type="checkbox"/> DEAD END | <input type="checkbox"/> RECORD MISSING |
|--------|-------------------------------------|-----------------------------------|-----------------------------------------|



# Product and package evidence

Part 1 of 2. Record the current file, the stronger proof standard, and the specific gap. More files do not compensate for an unresolved contradiction.

| PROOF ELEMENT    | STRONGER EVIDENCE                                               | CURRENT FILE | STATUS      |
|------------------|-----------------------------------------------------------------|--------------|-------------|
| PRODUCT IDENTITY | Full unit plus visible model / variation features               |              | READY / GAP |
| PRODUCT MARK     | Location image plus readable close-up on the item               |              | READY / GAP |
| PACKAGE MARK     | Full package, location image, and readable close-up             |              | READY / GAP |
| ENTITY           | Legible company name or unambiguous identifier and contact path |              | READY / GAP |
| LOCATION         | Visible field or decoder tied to photographed code              |              | READY / GAP |
| DATE             | Month/year or permitted range tied to photographed code         |              | READY / GAP |

PRIMARY GAP FOUND ON THIS PAGE

|                   |       |
|-------------------|-------|
| CORRECTIVE ACTION | OWNER |
|                   |       |
|                   |       |



# Traceability and consistency

Part 2 of 2. Test cohort, permanence, ASIN identity, special packaging circumstances, and document consistency.

| PROOF ELEMENT | STRONGER EVIDENCE                                                      | CURRENT FILE | STATUS      |
|---------------|------------------------------------------------------------------------|--------------|-------------|
| COHORT        | Permanent batch / run / lot tied to retained records                   |              | READY / GAP |
| PERMANENCE    | Method appropriate to the product's useful life                        |              | READY / GAP |
| ASIN MATCH    | Same model, color, size, quantity, and package revision                |              | READY / GAP |
| CLEAR PACKAGE | Full image proving all required information is visible through package |              | READY / N/A |
| NO PACKAGE    | Actual sale configuration proves no retail package exists              |              | READY / N/A |
| DOCUMENTS     | CPC / report / records do not contradict the physical item             |              | READY / GAP |

CONTRADICTION TO REMOVE FROM THE OLD PACKET

REPLACEMENT FILE / RECORD

VERSION



# Plan the eight-image sequence

Use context first and detail second. The same physical unit and package revision should remain recognizable across the full set.

| ID | VIEW             | WHAT IT MUST PROVE                              | PLANNED FILE | STATUS  |
|----|------------------|-------------------------------------------------|--------------|---------|
| 01 | FULL PRODUCT     | Exact model, variation, color, configuration    |              | PLAN    |
| 02 | PRODUCT LOCATION | Where the permanent mark sits on the item       |              | PLAN    |
| 03 | PRODUCT CLOSE-UP | Readable text or code with retained context     |              | PLAN    |
| 04 | FULL PACKAGE     | Actual retail package and pack count            |              | PLAN    |
| 05 | PACKAGE LOCATION | Where tracking information appears              |              | PLAN    |
| 06 | PACKAGE CLOSE-UP | Legible mark without glare or crop              |              | PLAN    |
| 07 | ASIN BRIDGE      | Model, item, variation, or quantity link        |              | PLAN    |
| 08 | CODE SUPPORT     | Separate decoder or record tied to visible code |              | IF USED |

PHYSICAL UNIT / SAMPLE ID

PACKAGE REVISION

SET RULE

Do not combine different variations or production lots without an explicit reason. A clean evidence set minimizes ambiguity rather than maximizing files.



# Images 1-3: physical product

The first three images form one context-and-detail sequence. A close-up must remain connected to the recognizable product.

## 01 FULL PHYSICAL PRODUCT

Show the complete product as the model, variation, color, and configuration under review.

☐ FULL UNIT☐ ASIN FEATURES☐ NO CROP

FILENAME

ACCEPT / RESHOOT

## 02 PRODUCT MARK LOCATION

Show the surface, seam, molded area, tag, or component while retaining enough product context.

☐ LOCATION CLEAR☐ SAME UNIT☐ MARK VISIBLE

FILENAME

ACCEPT / RESHOOT

## 03 PRODUCT MARK CLOSE-UP

Make the text or code readable without cropping away every identifying feature.

☐ FOCUS☐ NO GLARE☐ CONTEXT BRIDGE

FILENAME

ACCEPT / RESHOOT



# Images 4-6: retail package

Prove the actual sale configuration, the package identity, and the location and readability of the packaging-side mark.

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**04****FULL RETAIL PACKAGE**

Show the actual package associated with the unit, including model, variation, and quantity where possible.

☐ FULL EDGES☐ PACK COUNT☐ SAME UNIT

FILENAME

ACCEPT / RESHOOT

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**05****PACKAGE MARK LOCATION**

Show which package side carries the tracking information and how it belongs to this product.

☐ SIDE VISIBLE☐ LOCATION CLEAR☐ ASIN LINK

FILENAME

ACCEPT / RESHOOT

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**06****PACKAGE MARK CLOSE-UP**

Show complete characters without glare, folded edges, blur, or cropped code segments.

☐ FOCUS☐ NO GLARE☐ FULL CODE

FILENAME

ACCEPT / RESHOOT

---

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# Images 7-8: identity and code

Use these images to close the gap between the photographed item, the exact ASIN, and any coded production information.

## 07 ASIN IDENTITY BRIDGE

Show the model, item number, variation, pack count, or stable feature connecting the unit to the ASIN.

☐ MODEL ☐ VARIATION ☐ QUANTITY

FILENAME ACCEPT / RESHOOT

## 08 CODED-INFORMATION SUPPORT

Provide the permitted decoder or record tied to the exact visible code. Keep the original photograph unaltered.

☐ EXACT CODE ☐ SEPARATE RECORD ☐ NO OVERLAY

FILENAME ACCEPT / RESHOOT

### WHEN IMAGE 8 IS NEEDED

Use coded-information support when the visible mark does not state location, date, cohort, or source in plain text. The support record explains the code; it does not replace the photograph of the physical mark.



# Quality, authenticity, and filenames

Complete this page after the full image set exists. Reject any frame that hides identity, alters the label, or weakens readability.

## TECHNICAL CONTROLS

- |                                                                             |                                                                      |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Same physical unit throughout                      | <input type="checkbox"/> Same package revision throughout            |
| <input type="checkbox"/> No digitally inserted or reconstructed label       | <input type="checkbox"/> No retouching that changes the evidence     |
| <input type="checkbox"/> No glare on glossy or molded surfaces              | <input type="checkbox"/> No cropped package edges or code characters |
| <input type="checkbox"/> Camera square to the marked surface                | <input type="checkbox"/> Resolution supports ordinary review         |
| <input type="checkbox"/> No artificial sharpening or unreadable compression | <input type="checkbox"/> All requested sides are included            |
| <input type="checkbox"/> Every close-up has a context bridge                | <input type="checkbox"/> Original files are preserved unchanged      |

## FILENAME PLANNER

PATTERN ASIN\_surface\_purpose\_version.jpg

product\_full

product\_label\_location

product\_label\_closeup

packaging\_full

packaging\_label\_closeup

RESULT

☐ READY

☐ RESHOOT

☐ RENAME / REPLACE



# Put each file in the right channel

Compliance submission images, detail-page images, and test-report images are different evidence channels. Record where Amazon requested each file.

EVIDENCE CHANNELS

COMPLIANCE SUBMISSION

Files uploaded for the current request.

PRODUCT DETAIL PAGE

Images associated with the listing.

TEST REPORT

Images of the tested sample inside the report.

REPLACEMENT PACKET

| ID | FILENAME | CHANNEL | FACT PROVED | VERSION |
|----|----------|---------|-------------|---------|
| 01 |          |         |             |         |
| 02 |          |         |             |         |
| 03 |          |         |             |         |
| 04 |          |         |             |         |
| 05 |          |         |             |         |
| 06 |          |         |             |         |
| 07 |          |         |             |         |

PACKET VERSION

MANIFEST OWNER



# CPC and report consistency

A CPC or test report may support identity, but it cannot create a permanent mark on the current product or cure a contradictory evidence packet.

| FIELD             | PHYSICAL UNIT | CPC | TEST REPORT | STATUS      |
|-------------------|---------------|-----|-------------|-------------|
| MODEL             |               |     |             | MATCH / GAP |
| VARIATION         |               |     |             | MATCH / GAP |
| AGE GRADING       |               |     |             | MATCH / GAP |
| ENTITY            |               |     |             | MATCH / GAP |
| PRODUCT IMAGE     |               |     |             | MATCH / GAP |
| MARK SHOWN        |               |     |             | MATCH / GAP |
| PACKAGE REVISION  |               |     |             | MATCH / GAP |
| CURRENT INVENTORY |               |     |             | MATCH / GAP |

CRITICAL BOUNDARY

A tracking-label deficiency is primarily a marking, traceability, identity, and evidence problem. New safety testing is relevant only when a separate safety rule, product change, or category requirement creates that need.



# Translate the Amazon message

Amazon wording varies by category and case. Use the message as a starting point, then audit the missing proof rather than guessing at a federal format.

| AMAZON RESPONSE          | WHAT MAY NOT BE PROVED                                     | FIRST AUDIT            |
|--------------------------|------------------------------------------------------------|------------------------|
| FORMAT NOT ACCEPTED      | Content, placement, permanence, package, code, or identity | Audit pages 10-20      |
| MISSING FROM PRODUCT     | Only package, artwork, or detached label shown             | Review pages 13-14, 22 |
| MISSING FROM PACKAGE     | Package evidence absent or not linked to ASIN              | Review pages 13, 23    |
| MISSING INFORMATION      | Entity, location, date, cohort, or source unresolved       | Review pages 11, 17-18 |
| MANUFACTURER MISSING     | Company absent, ambiguous, or not tied to code             | Review pages 11, 17    |
| IMAGES DO NOT MATCH ASIN | Model, variation, quantity, or package conflicts           | Review pages 8-10      |
| LIVE IMAGES MISSING      | Artwork, render, edited image, or report used              | Review pages 21-25     |
| LABELING REQUIREMENTS    | Generic content, placement, or readability defect          | Request exact element  |

THE SPECIFIC PROOF ELEMENT I WILL TEST FIRST

RULE

Do not redesign the label solely because the word "format" appears.



# Choose the correct route

Select the route supported by the evidence. Photography cannot correct an absent permanent mark, and a new mark cannot fix an incorrect ASIN.

|                          |          |                 |                                               |                                                        |
|--------------------------|----------|-----------------|-----------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> | <b>A</b> | CLASSIFICATION  | ASIN is not a children's product              | Correct attributes or pursue review / appeal           |
| <input type="checkbox"/> | <b>B</b> | PHYSICAL MARK   | Current unit lacks a permanent mark           | Stop photography; correct marking and assess inventory |
| <input type="checkbox"/> | <b>C</b> | EVIDENCE        | Mark exists; image set is incomplete          | Reshoot context-and-detail evidence                    |
| <input type="checkbox"/> | <b>D</b> | IDENTITY        | Unit, package, catalog, or document conflicts | Correct the appropriate layer                          |
| <input type="checkbox"/> | <b>E</b> | CODE            | Coded information is not self-explanatory     | Provide a decoder tied to the visible code             |
| <input type="checkbox"/> | <b>F</b> | ADDITIONAL RULE | Part 1130 or another category rule applies    | Complete the additional requirement                    |
| <input type="checkbox"/> | <b>G</b> | TARGETED REVIEW | Complete packet remains rejected              | Ask which exact proof element remains unresolved       |

PRIMARY ROUTE

SECONDARY ROUTE / IF ANY



# Build the corrective action plan

Name the gap, owner, evidence, and readiness condition. Do not append one new photo to an old packet that still contains contradictions.

SELECTED ROUTE

PRIMARY PROOF GAP

| ID | ACTION | OWNER | EVIDENCE OUTPUT | DUE | STATUS |
|----|--------|-------|-----------------|-----|--------|
| 01 |        |       |                 |     |        |
| 02 |        |       |                 |     |        |
| 03 |        |       |                 |     |        |
| 04 |        |       |                 |     |        |
| 05 |        |       |                 |     |        |
| 06 |        |       |                 |     |        |

FILES OR CLAIMS TO REMOVE FROM THE OLD PACKET

READY CONDITION FOR THE REPLACEMENT PACKET



# Pre-submission gate

Complete every applicable check. A single known identity conflict or physical marking defect is enough to stop the submission.

## SCOPE

- ☐ Age, intended use, design, and category verified
- ☐ Part 1130 / category rule separated
- ☐ Misclassification evidence retained if claimed

## PHYSICAL MARKS

- ☐ Product-side mark present and durable
- ☐ Package-side mark or circumstance documented
- ☐ Actual production method shown

## IMAGES

- ☐ Full, location, and close-up views complete
- ☐ Text and codes legible; no glare or crop
- ☐ No digital insertion or retouching

## REVIEWED BY

## CONTENT

- ☐ Entity ascertainable
- ☐ Location and date visible or decoded
- ☐ Meaningful cohort and source traceable

## IDENTITY

- ☐ ASIN, variation, model, and quantity match
- ☐ Same product and package revision throughout
- ☐ CPC / report do not contradict the unit

## SUBMISSION CONTROL

- ☐ Exact rejection and policy link preserved
- ☐ Previous packet frozen and versioned
- ☐ Each file has one defined proof purpose

## REVIEW DATE

### RESULT

☐ READY☐ NOT READY☐ PHYSICAL CORRECTION☐ CLASSIFICATION



# State what changed

Address the named deficiency with a short evidence statement. Prove what the new packet contains without claiming that Amazon must approve it.

|    |                  |                                                   |       |
|----|------------------|---------------------------------------------------|-------|
| 01 | DEFICIENCY       | The current response addresses:                   | <hr/> |
| 02 | PHYSICAL PRODUCT | The new full, location, and close-up images show: | <hr/> |
| 03 | RETAIL PACKAGE   | The package images establish:                     | <hr/> |
| 04 | ASIN IDENTITY    | The visible model / variation / quantity match:   | <hr/> |
| 05 | CODE EXPLANATION | The photographed code maps to:                    | <hr/> |
| 06 | FILES            | The replacement packet includes:                  | <hr/> |

## RESPONSE BOUNDARY

Do not write "fully compliant," "Amazon must approve," or "this is the only accepted format." If the packet remains rejected, ask which exact element is unresolved.



# Preserve every submission outcome

Freeze the exact files Amazon reviewed. A version log prevents recycled filenames and repeated submission of the same unresolved packet.

| VERSION | DATE | FILES / MANIFEST | WHAT CHANGED | AMAZON OUTCOME | NEXT ROUTE |
|---------|------|------------------|--------------|----------------|------------|
| 01      |      |                  |              |                |            |
| 02      |      |                  |              |                |            |
| 03      |      |                  |              |                |            |
| 04      |      |                  |              |                |            |

LATEST UNRESOLVED ELEMENT

FINAL OUTCOME

OUTCOME DATE

RECORD LOCATION / CASE ARCHIVE



# Official sources

Official legal requirements in this workbook come from the statute, CPSC materials, and the current eCFR. Open the source before relying on it.

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                           |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| S01 | <b>15 U.S.C. 2063(a)(5), enacted through CPSIA Section 103</b><br><br>Statutory basis for permanent distinguishing marks on children's products and packaging.<br><br><a href="https://www.govinfo.gov/content/pkg/PLAW-110publ314/html/PLAW-110publ314.htm">https://www.govinfo.gov/content/pkg/PLAW-110publ314/html/PLAW-110publ314.htm</a>                                                                                                                                                                                | CURRENT<br><br><br>REVIEWED JULY 27, 2026 |
| S02 | <b>CPSC Tracking Label Business Guidance</b><br><br>Required information, coded information, responsibility, and CPC/testing boundary.<br><br><a href="https://www.cpsc.gov/Business--Manufacturing/Business-Education/tracking-label">https://www.cpsc.gov/Business--Manufacturing/Business-Education/tracking-label</a>                                                                                                                                                                                                    | CURRENT<br><br><br>REVIEWED JULY 27, 2026 |
| S03 | <b>CPSC Tracking Label FAQ</b><br><br>Date, location, format, permanence, adhesives, packaging circumstances, and practicability.<br><br><a href="https://www.cpsc.gov/FAQ/Tracking-Label">https://www.cpsc.gov/FAQ/Tracking-Label</a>                                                                                                                                                                                                                                                                                       | CURRENT<br><br><br>REVIEWED JULY 27, 2026 |
| S04 | <b>CPSC Statement of Policy on Section 103(a)</b><br><br>Commission interpretation of totality of marks and ascertainability.<br><br><a href="https://www.cpsc.gov/s3fs-public/pdfs/blk_media_sect103policy.pdf">https://www.cpsc.gov/s3fs-public/pdfs/blk_media_sect103policy.pdf</a>                                                                                                                                                                                                                                       | CURRENT<br><br><br>REVIEWED JULY 27, 2026 |
| S05 | <b>16 CFR Part 1130</b><br><br>Additional requirements for defined durable infant or toddler products.<br><br><a href="https://www.ecfr.gov/current/title-16/chapter-II/subchapter-B/part-1130">https://www.ecfr.gov/current/title-16/chapter-II/subchapter-B/part-1130</a>                                                                                                                                                                                                                                                  | CURRENT<br><br><br>REVIEWED JULY 27, 2026 |
| S06 | <b>CPSC Durable Infant or Toddler Product Labeling Table</b><br><br>Official comparison of general tracking elements and additional Part 1130 duties.<br><br><a href="https://www.cpsc.gov/Business--Manufacturing/Business-Education/Business-Guidance/Product-and-Outer-Package-Labeling-Requirements-for-Durable-Infant-or-Toddler-Products">https://www.cpsc.gov/Business--Manufacturing/Business-Education/Business-Guidance/Product-and-Outer-Package-Labeling-Requirements-for-Durable-Infant-or-Toddler-Products</a> | CURRENT<br><br><br>REVIEWED JULY 27, 2026 |



# Amazon policy and method

Amazon may issue ASIN-, category-, account-, or case-specific instructions inside Seller Central. Those instructions control the current submission.

|     |                                                                                                                                                                                                                                                                                                                                                                     |                                        |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| S07 | <b>Amazon: Marking and Labeling Requirements for Children's Products</b><br>Public marketplace guidance for tracking-label review.<br><a href="https://sellercentral.amazon.com/help/hub/reference/external/GN9YK5Y7TYGRGNRG">https://sellercentral.amazon.com/help/hub/reference/external/GN9YK5Y7TYGRGNRG</a>                                                     | REVIEWED<br><br>REVIEWED JULY 27, 2026 |
| S08 | <b>Amazon: CPSC-Regulated Products</b><br>Public overview of CPSC product and evidence requirements.<br><a href="https://sellercentral.amazon.com/help/hub/reference/external/GKHQEFBM7834V6AV">https://sellercentral.amazon.com/help/hub/reference/external/GKHQEFBM7834V6AV</a>                                                                                   | REVIEWED<br><br>REVIEWED JULY 27, 2026 |
| S09 | <b>Amazon: Product Compliance Documentation</b><br>Public evidence and product-image guidance, including the paper-label warning.<br><a href="https://sellercentral.amazon.com/help/hub/reference/external/GFYECKCN9TSQ8H5B">https://sellercentral.amazon.com/help/hub/reference/external/GFYECKCN9TSQ8H5B</a>                                                      | REVIEWED<br><br>REVIEWED JULY 27, 2026 |
| C01 | <b>Amazon forum case: missing packaging evidence under "format" rejection</b><br>Case-specific operational example; not universal policy.<br><a href="https://sellercentral.amazon.com/seller-forums/discussions/t/3b41ee5e-f56a-4a9a-a142-d0d75ee8487d">https://sellercentral.amazon.com/seller-forums/discussions/t/3b41ee5e-f56a-4a9a-a142-d0d75ee8487d</a>      | CONTEXT<br><br>REVIEWED JULY 27, 2026  |
| C02 | <b>Amazon forum case: physical images and ASIN mismatch</b><br>Case-specific operational example; not universal policy.<br><a href="https://sellercentral.amazon.com/seller-forums/discussions/t/6865f7d8-779a-4937-994e-9949218680b6">https://sellercentral.amazon.com/seller-forums/discussions/t/6865f7d8-779a-4937-994e-9949218680b6</a>                        | CONTEXT<br><br>REVIEWED JULY 27, 2026  |
| C03 | <b>Amazon forum case: repeated "format is not accepted" message</b><br>Seller-reported experience; not federal law or universal Amazon policy.<br><a href="https://sellercentral.amazon.com/seller-forums/discussions/t/0f301576-4e7b-41da-b96b-ffc90d589e48">https://sellercentral.amazon.com/seller-forums/discussions/t/0f301576-4e7b-41da-b96b-ffc90d589e48</a> | CONTEXT<br><br>REVIEWED JULY 27, 2026  |

METHOD BOUNDARY

The identity-chain model, shot protocol, evidence matrix, and decision routes are Registry Intelligence operational methods derived from the cited sources. They are not represented as official Amazon or CPSC procedures.

CONTINUE WITH VERIFIED CONTEXT

- Read the full article
- Open the guide collection
- Knowledge library