

AMAZON / TEST-REPORT IDENTITY

# Identifier mismatch. Fix the listing, amend the report, or retest?

The results passed. Amazon still rejected the report. This guide locates the one broken identity node — and the party authorized to correct it.

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## SOURCE

Approved article and cited official sources

## SCOPE

United States · Amazon marketplace requests

## REVIEWED

August 12, 2026 · Version 1.0 / Current

RI GUIDE · AUGUST 2026 · VERSION 1.0

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# Document control

What this document is, who it is for, and which record governs if anything here conflicts with the live Amazon request.

|                                                           |                                     |                                         |
|-----------------------------------------------------------|-------------------------------------|-----------------------------------------|
| DOCUMENT ID<br><b>RI-GDE-AMZ-008</b>                      | VERSION<br><b>1.0 / CURRENT</b>     | FORMAT<br><b>RI GUIDE · 16 PAGES</b>    |
| JURISDICTION<br><b>UNITED STATES</b>                      | PUBLISHED<br><b>AUGUST 13, 2026</b> | LAST REVIEWED<br><b>AUGUST 12, 2026</b> |
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## SCOPE

### Covers

One Amazon rejection message — Product identifier mismatch - Test report — and the evidence that resolves it.

### Excludes

Legal advice, laboratory determinations, classification guides for specific rules, and any promise of approval, reinstatement or timing.

### Controlling record

The live compliance request in Seller Central. Amazon may issue ASIN-, category-, account- or case-specific instructions that override general guidance.

## PERMANENT LINKS

### COMPANION ARTICLE

[polandoc.com/amazon-product-identifier-mismatch-test-report/](https://polandoc.com/amazon-product-identifier-mismatch-test-report/)

### GUIDE COLLECTION

[polandoc.com/amazon-marketplace-compliance-guides/](https://polandoc.com/amazon-marketplace-compliance-guides/)

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# The short answer

Correct the identity record that is factually wrong or insufficiently proved — not the record that is easiest to change.

01

## The message is an evidence verdict

It reports that Amazon could not establish a reliable connection between the targeted child ASIN and the tested product. It is not a finding that the safety test failed.

02

## Start from the physical unit

Record what is actually marked on the product, packaging and barcode, and identify the production revision now in inventory — before opening any editor.

03

## One broken node, one route

Catalog correction, laboratory amendment, documented identity bridge or retesting. The evidence selects the route; convenience does not.

04

## Every record has one owner

Amazon controls the catalog, the issuing laboratory controls its report, the applicant controls the bridge, the manufacturer controls the revision.

### WHAT THIS CHANGES IN PRACTICE

Stop resubmitting the same packet. Before the next submission, **name the single unresolved node in one sentence** and state who is authorized to correct it. If you cannot, the packet is not ready — and a second rejection carries the same information as the first.

# What the message proves — and what it does not

Amazon has not published a universal algorithm showing which fields drive this rejection. Reading more into the wording than it carries is the first avoidable error.

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## WHAT IT ESTABLISHES

- ✓ **An identity objection exists** between the submitted report and the targeted product request.
  - ✓ **The submitted evidence was not accepted** as a reliable connection between them.
  - ✓ **The request remains open** until that connection is made or the requirement is successfully disputed.
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## WHAT IT DOES NOT ESTABLISH

- × Which identifier triggered the rejection.
  - × Whether the catalog or the report is wrong.
  - × Whether the issue involves UPC/GTIN, ASIN, brand, model, image or sample identity.
  - × Whether different model strings describe different products.
  - × Whether an amendment will be accepted.
  - × Whether retesting is necessary.
  - × Whether the report must contain an ASIN.
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## FOUR RECORDS, FOUR OWNERS

A **GTIN** identifies a trade item across supply chains. An **ASIN** identifies a product in Amazon's catalog. A **SKU** is generally an offer or inventory identifier controlled by a seller. A **model number** is another record again. They are not interchangeable, and no single one of them proves what was tested.

# Must the report contain an ASIN?

The federal identifier rule for covered certificates lists what may identify a product. The list is instructive precisely because of what is absent from it.

S01 / FEDERAL RULE · 16 CFR §1110.11

ACCESSED AUGUST 12, 2026

A certificate may identify the product by a GTIN, model number, registered number, serial number, SKU, UPC, or an alternate identifier together with a sufficient product description.

| PUBLISHER              | TITLE                                               | URL                                                                 | STATUS                 |
|------------------------|-----------------------------------------------------|---------------------------------------------------------------------|------------------------|
| eCFR · U.S. Government | 16 CFR Part 1110 —<br>Certificates of<br>compliance | ecfr.gov/current/title-<br>16/chapter-II/subchapter-<br>B/part-1110 | Current at access date |

Excerpt typeset for readability. The provision governs applicable Children's Product Certificates and General Certificates of Conformity — not every test report or regulatory regime.

- ASIN is not among the listed identifiers.** No universal federal or ISO rule requires a test report to carry an Amazon catalog field. A report without an ASIN is not defective for that reason alone.
- The tested item must still be unambiguously identified.** ISO/IEC 17025 reporting controls require unambiguous identification of the item, and results relate to that identified item — not to a listing (S04).
- Amazon may require the connection anyway.** A marketplace may impose mapping requirements beyond a federal minimum. That does not convert its request into a universal federal ASIN rule.

Boundary: this page establishes what identifiers may be used. It does not establish which identifier Amazon requires in a specific request.

# The identity chain

Twelve records must describe one product. Each has its own source of truth and its own authorized owner — which is why the broken node, not the message, determines the route.

## CATALOG SIDE — WHAT THE LISTING CLAIMS

NODE 01 — 12

|                                                                                                     |                                                                                                          |                                                                                                                       |                                                                                                                  |
|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>NODE 01</b><br><b>Targeted child ASIN</b><br>Current Amazon request and catalog<br>Owner: Amazon | <b>NODE 02</b><br><b>UPC / GTIN</b><br>Physical barcode and GS1 assignment<br>Owner: brand owner / GS1   | <b>NODE 03</b><br><b>Listed brand</b><br>Catalog and physical branding<br>Owner: brand owner / Amazon                 | <b>NODE 04</b><br><b>Catalog model / MPN</b><br>Child-ASIN backend attribute<br>Owner: authorized contributor    |
| <b>NODE 05</b><br><b>Physical identifier</b><br>Permanent product label<br>Owner: manufacturer      | <b>NODE 06</b><br><b>Packaging identifier</b><br>Packaging, barcode, printed model<br>Owner: brand owner | <b>NODE 07</b><br><b>Factory / OEM model</b><br>Factory specification and records<br>Owner: manufacturer / OEM        | <b>NODE 08</b><br><b>Lot, batch, revision</b><br>Manufacturing change control<br>Owner: manufacturer             |
| <b>NODE 09</b><br><b>Sample ID and intake</b><br>Laboratory chain of custody<br>Owner: laboratory   | <b>NODE 10</b><br><b>Tested-sample photos</b><br>Original report and lab records<br>Owner: laboratory    | <b>NODE 11</b><br><b>Report no. and applicant</b><br>Report and original application<br>Owner: laboratory / applicant | <b>NODE 12</b><br><b>CPC / GCC identifier</b><br>Current certificate, if applicable<br>Owner: certificate issuer |

## REPORT SIDE — WHAT THE LABORATORY TESTED

ONE PHYSICAL UNIT

### EXPLAINABLE DIFFERENCE

A catalog model of **BR-200** and a factory model of **OEM-X17** may both be truthful — but only if reliable records show that both identify the same unchanged product tested in the report.

### UNVERIFIED NODE

A report photograph showing **Revision 1** while inventory is **Revision 2** is a different problem. Matching the model strings would leave the revision node unverified.

Text equivalent: twelve identity records, listed in order from the Amazon request to the certificate, each with its source of truth and the party authorized to correct it. Status per node is one of match, explainable difference, contradiction, or unverified.

# Before you edit anything

An edit can erase the best evidence of what Amazon was comparing. Establish the record first, then diagnose, then act once.

01 / INPUT

## Preserve

Capture the exact rejection wording, request and case IDs, marketplace, targeted child ASIN, timestamp, backend export, unedited product, label, packaging and barcode photographs, every previously submitted file, and the complete original report.

02 / VERIFY

## Crosswalk

Build one crosswalk for the targeted child ASIN — never the parent, an approved sibling or a supplier family. Mark each of the twelve nodes as match, explainable difference, contradiction or unverified.

03 / DECIDE

## Classify

Name the pattern before selecting a remedy. The seven patterns on the next page are not interchangeable, and each one has a different authorized owner.

04 / OUTPUT

## Submit once

One coherent route, one packet, one explanation of which node was corrected or connected. Do not change the catalog while claiming its original value was correct.

ORIGINAL STATE      DIAGNOSIS      ONE ROUTE      RETAINED RECORD

PROCEED

Every node verified against its source of truth, and one route is supported by the evidence.

REVIEW

A node shows an explainable difference that is not yet documented by contemporaneous records.

MISSING INFORMATION

A node cannot be verified at all. Coverage is unproven — record the gap instead of assuming it away.

This is an evidence-control practice, not an official Amazon file-count rule. Follow the fields and actions displayed in the live request.

# Seven mismatch patterns

Name the pattern in front of you before selecting a route. Compliance significance depends on the product, the applicable rule, the test method and the documented coverage.

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01

## Wrong or legacy catalog data

Product, packaging, manufacturer records and test evidence agree, but Amazon holds a typo, obsolete model, incorrect brand, wrong identifier or an inherited parent value.

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03

## Two naming systems, one product

The listing uses a brand or retail model while the report uses a factory or OEM model. Both are accurate, and controlled technical records support one unchanged construction.

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05

## Unproven report coverage

The products might be the same, but intake records, photographs, revision history or technical basis are unavailable. A plausible story is not proof.

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07

## Incorrect compliance classification

Every identity node may agree, while Amazon has assigned an inapplicable category or standard. This is a scope dispute, not a documentation defect.

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02

## Supported report typo or omission

The correct identity existed when the sample was received and tested, and the laboratory's contemporaneous records show the issued report misstated or omitted it.

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04

## Different product, variation or revision

Report and child ASIN represent different colors, sizes, voltages, materials, constructions, factories, revisions, bundles or multipacks.

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06

## New trade item or genuine rebranding

Primary brand, trade-item identity or commercial configuration has genuinely changed. Amazon requires a new listing for a generic-to-branded change; GS1 treats a primary-brand change as a new-GTIN event.

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Patterns one to five are resolved inside the four corrective routes. Patterns six and seven fall outside them — they are boundaries, and they cannot be disguised as a report correction.

FOUR CORRECTIVE ROUTES · TWO BOUNDARIES

# Four routes. One record to correct.

Each route repairs a different node and belongs to a different party. None of them guarantees Amazon approval or reinstatement, and none of them substitutes for another.

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## ROUTE ONE

### Correct the catalog

Authorized catalog contributor,  
brand owner or Amazon

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## ROUTE TWO

### Amend or reissue

Issuing laboratory only

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## ROUTE THREE

### Identity bridge

Report applicant with  
manufacturer records

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## ROUTE FOUR

### Retest

Competent laboratory or  
required TIC provider

# Which route does the evidence support?

Answer in order. Do not pick a desired remedy first and assemble evidence around it.

|    |                                                                                                                                                                                                                        |                                                                                              |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| 01 | <b>Does the current physical product match the tested sample?</b><br>Compare construction, materials, components, dimensions, voltage, accessories, factory, revision, markings, sample ID and laboratory photographs. | <b>NO, OR UNPROVABLE → RETEST</b><br>Competent laboratory or required TIC provider           |
| 02 | <b>Are the different identifiers merely different naming systems?</b><br>Factory and retail identifiers may describe one unchanged product — or separate products, variations, revisions and bundles.                  | <b>SEPARATE ITEMS → RETEST</b><br>Test the correct configuration; assess trade-item identity |
| 03 | <b>Does physical truth match the Amazon catalog?</b><br>Compare the unit and the report against child-ASIN backend values, not only the visible detail page.                                                           | <b>CATALOG IS FALSE → ROUTE ONE</b><br>Authorized contributor, brand owner or Amazon         |
| 04 | <b>Can the laboratory prove a report error from its original records?</b><br>Application, intake, sample ID, photographs and worksheets either support the correction or contradict it.                                | <b>SUPPORTED → ROUTE TWO</b><br>Issuing laboratory issues the controlled output              |
| 05 | <b>Can an authorized applicant document sameness?</b><br>ASIN, GTIN, retail model, factory model, report, facility, BOM, revision and photographs must connect to one unchanged product.                               | <b>DOCUMENTED → ROUTE THREE</b><br>Report applicant, supported by the manufacturer           |

## TWO BOUNDARIES OUTSIDE THE FOUR ROUTES

### BOUNDARY ONE

#### New ASIN and GTIN assessment

The item is genuinely new or rebranded. Stop reconciling a new product to an old identity; a new catalog identity does not preserve old test coverage.

### BOUNDARY TWO

#### Classification or scope appeal

The chain is complete but the assigned standard does not apply. Use the appeal action displayed for the request; never falsify a listing or report to answer it.

Output: next action, not a guarantee. If the physical product matches neither the catalog nor the report, no route is available until you establish what is actually being sold.

# Four-route decision matrix

Read each row across: the factual condition determines the route, the proof, the authorized actor and the point at which the route must stop.

| FACTUAL CONDITION                                                                 | CORRECT ROUTE                                     | REQUIRED PROOF                                                                                              | AUTHORIZED ACTOR                                                      | STOP CONDITION                                                         |
|-----------------------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------|
| Product and tested sample agree; catalog holds a false, legacy or inherited value | Catalog correction                                | Labels, packaging, child-ASIN export, controlled brand and manufacturer records, GTIN and report evidence   | Authorized contributor, brand owner or Amazon, depending on the field | Proposed catalog value is not objectively true                         |
| Correct item was tested; issued report has a provable error or omission           | Laboratory amendment or reissue                   | Original application, intake, sample ID, photographs, worksheets and report-control records                 | Issuing laboratory                                                    | Laboratory cannot support the change from its controlled records       |
| Two truthful identifiers describe one unchanged product                           | Documented identity bridge                        | Applicant authority, OEM-to-brand mapping, both models, report, photographs, BOM, facility and revision     | Applicant and manufacturer; laboratory if its report changes          | Technical sameness or signer authority cannot be established           |
| Current product differs from the tested sample, or coverage cannot be proved      | Retest                                            | Current production sample, change-control review, correct standard and method, child-specific configuration | Competent laboratory or the required TIC provider                     | Identity or coverage remains unverified while the old report is reused |
| Item is genuinely new or rebranded, or the request has the wrong scope            | New ASIN/GTIN assessment or classification appeal | Trade-item and brand history; or specifications and authoritative scope evidence                            | Brand owner and GTIN licensee; Amazon for classification              | Existing ASIN is no longer truthful, or the standard is inapplicable   |

Source: Registry Intelligence source ledger, page 15. Status values are stated in words so the matrix retains its meaning in grayscale.

## WHAT NO ROUTE CAN FIX

No route turns a report for one product into evidence for another, supplies missing sample traceability, covers an untested variation, or erases a production change. Where the defect is real, the remedy is new evidence — not new wording.

# Seven worked cases

Illustrative applications of the framework — not claims about undisclosed Amazon outcomes. The broken node, not the wording of the rejection, selects the route.

| CASE | WHAT IS KNOWN                                                                                                                                     | BROKEN NODE                                            | ROUTE THE EVIDENCE SUPPORTS                                                                                                                 |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 01   | Label, packaging, manufacturer records and report say <b>XS.0329</b> ; the child ASIN says <b>A0329</b> .                                         | <b>Catalog model</b>                                   | Truthful catalog correction through the authorized channel, after the original state is preserved.                                          |
| 02   | Product, listing, application, intake record and sample photographs say <b>AB-410</b> ; the issued report says <b>AB-401</b> .                    | <b>Issued report</b>                                   | Controlled correction, amendment or replacement report under the laboratory's quality system.                                               |
| 03   | Listing and packaging use <b>RI-200</b> ; the report uses <b>OEM-X7</b> ; BOM, facility, revision and photographs describe one unchanged product. | <b>Missing relationship between two truthful names</b> | Documented identity bridge from the actual applicant; ask the laboratory separately about an amendment.                                     |
| 04   | Report photographs show <b>V1</b> ; <b>V2</b> has a changed enclosure, material, component, supplier or voltage.                                  | <b>Production revision and sample coverage</b>         | Determine the affected scope and retest as required. For applicable children's products, 16 CFR §1107.23 supplies the material-change rule. |
| 05   | A report was accepted for one child; Amazon requests another child with a different coating, size, voltage, material or accessory.                | <b>Child-variation coverage</b>                        | Confirm whether the original scope expressly covers the requested child; otherwise test that variation.                                     |
| 06   | The old item was generic or Brand A; current inventory carries Brand B or a different configuration under the old ASIN and GTIN.                  | <b>ASIN and GTIN continuity</b>                        | Stop reconciling. Evaluate a new ASIN and, under GS1 rules, a new GTIN; assess the old report's coverage separately.                        |
| 07   | Child ASIN, catalog, product, GTIN, sample, report and certificate all align; the requested standard applies to another product class.            | <b>None — the dispute is scope</b>                     | Use the appeal action displayed for the request and make a focused scope argument.                                                          |

Wrong action in every case: making the easiest record match the hardest one. Editing a PDF, inventing an identifier, or presenting a one-sentence letter as a laboratory amendment converts a documentation problem into a credibility problem.

# Why repeated submissions fail

A resubmission fails when it repeats the same unresolved contradiction. Each failure below has one specific correction — and none of them is “send it again”.

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## The same packet is uploaded without new evidence

- Identify the contradicted node first; a packet with no new evidence carries no new information.

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## The detail page changes, the backend does not

- Correct the child-level model, MPN, brand, manufacturer and variation records, then verify both views.

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## A letter has no contemporaneous support

- Attach the BOM, facility, revision and production records the statement relies on, signed by a party with authority.

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## The “amended” PDF was created by the seller

- Only the issuing laboratory may alter its report, through its controlled amendment or reissue process.

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## The product genuinely changed

- Freeze the current specification and test the exact sellable configuration, not a convenient sibling or a retained old sample.

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## The certificate is corrected, the report is not

- An amended CPC or GCC cannot repair defective laboratory sample identity. Address the report defect at the laboratory.

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## The report belongs to a parent or approved sibling

- Obtain evidence for the requested child configuration, or have the laboratory confirm expressly documented coverage.

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## The physical label does not show the claimed model

- Reconcile the marking itself. Documentation cannot outrank the unit in the buyer's hands.

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## The report identifies an old revision

- Assess the change against the applicable rule and retest the affected scope; do not describe a technical change as a naming update.

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## The easiest record was corrected

- Correct the record that is objectively wrong or unsupported, even when it is the slowest one to change.

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**Recovery test.** Before resubmitting, name the single unresolved node in one sentence and state how the new evidence corrects or connects it. If that sentence cannot be written, the packet is not ready.

# Before you resubmit

The objective is not more attachments. It is a traceable connection from one targeted child ASIN to one physical product and one tested sample.

## THE PACKET, IN ORDER

- ☐ **Cover and index.** Marketplace, targeted child ASIN, request ID, date and the exact rejection wording.
- ☐ **One-page identifier crosswalk.** All twelve nodes with current value and status.
- ☐ **Unedited contextual photographs** of the complete current product.
- ☐ **Label and packaging photographs.** Permanent markings, barcode, model, manufacturer, variation features.
- ☐ **Catalog and GTIN evidence.** Saved detail-page and backend child-ASIN data plus reliable brand or GS1 records.
- ☐ **The complete original report** — sample description, ID, dates, photographs, scope, applicant and amendment history, not only passing pages.
- ☐ **Laboratory intake and application records**, where available.
- ☐ **Only the authorized corrective record** that matches the diagnosed defect.
- ☐ **Concise explanation.** Which node contradicted the chain, who controlled it, and why the result now identifies the targeted child ASIN.

## HARD STOPS

- ✗ Do not edit a laboratory test report yourself.
- ✗ Do not add an invented ASIN, UPC, GTIN, model, photograph or cover page.
- ✗ Do not change truthful catalog data to match an old or unrelated report.
- ✗ Do not hide a revision, factory, BOM, material or component change.
- ✗ Do not treat a shared factory, similar appearance, a GS1 record or sibling approval as proof of coverage.
- ✗ Do not present a seller or manufacturer letter as a laboratory amendment.
- ✗ Do not promise that an affidavit will be accepted, or guarantee approval, reinstatement or timing.

## IF NO ATTACHMENT OPTION APPEARS

The request may require direct provider submission. Use the action shown for that ASIN, preserve the screen, and open a support case identifying the request ID, ASIN, missing action and attempted route.

# Sources & method

Every statement has an origin and a permitted use. Entries marked **URL PENDING** are recorded honestly rather than completed by assumption.

| ID  | SOURCE                                                                                                                        | USE IN THIS GUIDE                                                | STATUS             |
|-----|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------|
| S01 | <b>16 CFR Part 1110 (§1110.11)</b><br>ecfr.gov/current/title-16/chapter-II/subchapter-B/part-1110                             | Identifiers permitted on covered certificates; ASIN absent       | <b>CURRENT</b>     |
| S02 | <b>16 CFR Part 1107 (§1107.23)</b><br>ecfr.gov/current/title-16/chapter-II/subchapter-B/part-1107                             | Material change rule; affected testing and new CPC               | <b>CURRENT</b>     |
| S03 | <b>16 CFR Part 1109</b><br>ecfr.gov/current/title-16/chapter-II/subchapter-B/part-1109                                        | Conditions for component-part testing reliance                   | <b>CURRENT</b>     |
| S04 | <b>ISO/IEC 17025:2017</b><br>iso.org/standard/66912.html                                                                      | Unambiguous identification of the tested item; clause 7.8.8      | <b>CURRENT</b>     |
| S05 | <b>NIST Handbook 150 — §7.8 assessment checklist</b><br>URL to be supplied by the publisher                                   | Reporting requirements applied to accredited laboratories        | <b>URL PENDING</b> |
| S06 | <b>European co-operation for Accreditation — 7.8.8 guidance</b><br>european-accreditation.org · exact document to be supplied | Identifiable changes; replacement report control                 | <b>URL PENDING</b> |
| S07 | <b>GS1 GTIN Management Standard</b><br>gs1.org/standards/gtin-management-standard                                             | New-GTIN events, including primary-brand change                  | <b>CURRENT</b>     |
| S08 | <b>Amazon Seller Central — GTIN requirements</b><br>URL to be supplied by the publisher                                       | GTIN, ASIN and seller SKU as separate identifiers                | <b>URL PENDING</b> |
| S09 | <b>Amazon Seller Central — generic product and Brand Registry</b><br>URL to be supplied by the publisher                      | New listing for generic-to-branded change; restricted attributes | <b>URL PENDING</b> |
| S10 | <b>Amazon announcement (2025) — compliance consolidation</b><br>URL to be supplied by the publisher                           | Document, appeal and TIC actions moved into Account Health       | <b>URL PENDING</b> |
| S11 | <b>Amazon announcement (August 2026) — TIC and appeal routes</b><br>URL to be supplied by the publisher                       | Provider-submitted results; separate appeal route                | <b>URL PENDING</b> |
| S12 | <b>Amazon Seller Forums — identifier-mismatch cases</b><br>Thread URLs to be supplied by the publisher                        | Recurring operational patterns only; never treated as policy     | <b>URL PENDING</b> |

## METHOD BOUNDARY

**Checked:** federal identifier, material-change and component-part provisions against the eCFR; reporting duties against ISO/IEC 17025 and accreditation guidance; trade-item identity against the GS1 standard — all as at August 12, 2026. **Not checked:** the live content of Amazon Seller Central pages behind account login, and the outcome of any individual case. **Never inferred:** which field triggered a specific rejection. Amazon publishes no universal matching algorithm.

# Read. Check. Trace the source.

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## READ THE ARTICLE

[polandoc.com/amazon-product-identifier-mismatch-test-report/](https://polandoc.com/amazon-product-identifier-mismatch-test-report/)

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**Registry Intelligence · RI-GDE-AMZ-008 · Version 1.0 / Current** · Published August 13, 2026 · Last reviewed August 12, 2026 · United States · Importers, sellers and brand owners.

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