printrove **Printrove**

How to request for GTIN exemption from Amazon?

If you are not a brand owner and still want to sell your products on Amazon, here's how you can apply for a GTIN Exemption.

> ⊘ **GTIN/UPC** is a mandatory attribute for creating new listings on Amazon, however you can create listings without GTIN. But you need to obtain an exemption for a particular brand in a specific product category.

Amazon requires that the products you sell on its marketplace have a GTIN (Global Trade Item Number). However, if you sell products through Printrove, they won't have a GTIN. So you have to request an exemption from Amazon.

If you're setting up with the Printrove + Amazon integration, the major step is submitting your GTIN exemption to Amazon.

Step 1: Adding your product on Amazon.

Go to Inventory > Add a Product, click 'I'm adding a product not sold on Amazon' and enter the product details.

Since there is no Product ID (Bar code, UPC, EAN, JAN, or ISBN) on your product or the packaging, you can apply for GTIN exemption and add your products without the Product ID.

Step 2: Submitting Brand Support Letter to get a quicker approval.

A) Select that you do have a **Brand Support Letter.** Please mention the required details, print it out, sign the document, scan, and upload the same on Amazon. Following is a Format for Brand Support Letter

GTIN Exemption Support Letter for Brand

Hereby I confirm that products with brand name identified as below do not have any type of GTIN (UPC, EAN, or JAN). The Seller identified as below is authorized to sell these products on Amazon.

SELLER NAME:	123 Amazon
SELLER EMAIL:	john@example.com
SELLER PHONE NUMBER:	+1121212121212
SELLER ADDRESS:	Address street 123 New York NY 12345 United States
BRAND NAME(S):	Amazon Brand
BRAND OWNER:	John Doe

BRAND OWNER CONTACT:

BRAND OWNER NAME:	John Doe
BRAND OWNER EMAIL:	john@example.com
BRAND OWNER PHONE:	+1121212121212

BRAND OWNER SIGNATURE: _____

DATE: _____

💡 Reason for not having a GTIN? Enter that you're requesting an exemption for branded products because "you sell private label products"

B) Enter the product categories you sell and a **link** to your website (the mock-ups that you used to push your products to your website can be used as proofs).

💡 Ps: If you don't have a website yet, you can use our **Mockup Generator** to create Mock-ups images and upload the same as proofs.

C) Upload your brand support letter and wait!

After you submit your request, you'll have to wait a few days for Amazon to review. They'll send you an email once it's been approved.

ⓘ Now that you know how to apply for GTIN exemption, click on the [Request approval link here](#) and get started.

Step 3: Exemption Approval.

After you have got a GTIN exemption, wait for 30 min before listing your products.

When you are ready to add listings, click on **'I am adding a product not sold on Amazon' a**nd enter the product details. Select the exact product type in which GTIN Exemption has been approved.

Step 4: Post Exemption.

Begin adding the brand name for which you have got the exemption. After you add a valid brand name, the Product ID field will not be highlighted in red, which means that it is optional.

Step 5: Publishing your products.

Fill in the other product-related information and click Next. After all the mandatory attributes are available and the changes are saved, your product goes live. Woohoo!

> (i)   You can even check the status of your GTIN exemption request by clicking [here](#)

Hope this helps. If you have further queries, you can reach out to us by creating a ticket from the Merchant Panel.