



SYSTEMS2SCALE

UNGATING GUIDE



UNGATING GUIDE

TABLE OF CONTENTS

Introduction	3
What categories on Amazon are subject to restrictions?	4
Which categories can new sellers sell in?	5
Which brands on Amazon are gated?	6
How to get Ungated on Amazon	7
What are the common causes of rejected applications?	11
How long does it take to get ungated?	12
Conclusion	13
Let's get you started on Amazon FBA!	14
About Us	



PART 1

INTRODUCTION



Are you an Amazon seller eager to expand your business by venturing into restricted categories? Be assured that you're not alone. Every day, many sellers are working towards having their accounts ungated, granting them access to the lucrative opportunities these categories offer.

Ungating on Amazon can be a complex undertaking, demanding time and effort. Nevertheless, with the right approach, there is a promising chance of ultimately obtaining approval to sell in restricted categories.

This comprehensive guide is to help you in successfully navigating the process of getting ungated on Amazon. It delves into the significance of ungating, outlines the process itself, and provides invaluable tips to ensure a seamless application experience.

Our aim is to deal with any concerns and questions you may have and to enhance your confidence when submitting your request.





PART 2

WHAT CATEGORIES ON AMAZON ARE SUBJECT TO RESTRICTIONS?

Amazon wants to make it easy for aspiring entrepreneurs to get their businesses off the ground. However, their number one priority remains to make the Amazon marketplace a **safe and credible** shopping experience for customers.

So they impose restrictions on certain **product categories**, requiring sellers to undergo a special approval process that may involve additional fees, performance evaluations, and specific qualifications.

For detailed information on each of these restricted categories, please refer to the provided [link](#). Amazon provides clear guidelines and expectations for sellers venturing into these categories.

- **Collectible Coins**
- **Personal Safety and Household products**
- **Fine Art**
- **Holiday Selling Requirements in Toys & Games**
- **Jewelry**
- **Join Amazon Subscription Boxes**
- **Made in Italy**

- **Music & DVD**
- **Requirements for selling Automotive & Powersports products**
- **Services**
- **Sports Collectibles**
- **Streaming Media Players**
- **Video, DVD, & Blu-ray**
- **Watches**

In order to sell in these categories, you'll usually need to get ungated. The good news is that it's quite easy to get seller accounts ungated so that new sellers can explore a range of product categories.



PART 3

WHICH CATEGORIES CAN NEW SELLERS SELL IN?

Amazon grants sellers the ability to sell in various categories without encountering any restrictions.

These include the following :



**Arts and Crafts
& Sewing**



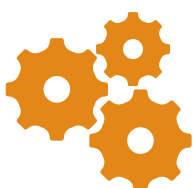
Automotive



Books



Home & Kitchen



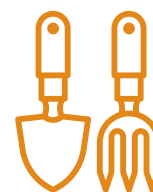
**Industrial &
Scientific**



Kitchen & Dining



Office Supplies



**Patio, Lawn,
& Garden**



Pet Supplies



Sports & Outdoors



**Tools & Home
Improvement**

There are some other profitable categories that are ungated but have sub-categories within them that require going through the Amazon ungating process.



PART 4

WHICH BRANDS ON AMAZON ARE GATED?

Big brands like **Disney**, **Nike**, and **Garnier** are often gated in order to maintain **brand integrity**.

In addition, companies are increasingly taking action to protect their brands from intellectual property violations.

Amazon will still let you list certain brands, however, the actual brand owners can still take legal action against you. This grey area catches a lot of sellers out, resulting in their Amazon account being suspended.

You can use apps like **Buybotpro** to check if a brand is gated when deciding whether to sell its products.

Alternatively Fast Track FBA provides a list of gated brands in different countries [here](#).





PART 5

HOW DO YOU GET UNGATED ON AMAZON?

You can check beforehand if you need to get ungated to sell a product.

1. Sign in to [Seller Central](#).
2. Go to **Catalogue** and then select **Add products**.
3. Search for the item that you want to sell..
4. In the search results, click on **Show limitations** next to the relevant item.
5. Click on **Apply to sell** to begin the application process.

NIKE Women's W Revolution 6 NN
Running Shoe, Black/White-dk
Smoke Grey-Cool Grey, 6 UK

UPC: 195242836255
EAN: 0195242836255
Sales rank: 1,250
Offers: 5 Used & New

Select a condition v

Apply to sell

- You need approval to list this brand
- **Collectable, Refurbished conditions:** You cannot list the product in this condition.
- Sorry, the ability to create a listing for this item is restricted.

If your Amazon seller account is in good standing with healthy metrics then often you will get instant approval.

Otherwise Amazon will provide further instructions on what is required to apply to sell the product.

Below is a screenshot of the typical application to sell a product on Amazon

Selling application for Brand

You are requesting approval to sell NIKE branded brand items.

Submit documents

Select one of the document types below:

- At least 1 purchase invoice for products from a manufacturer or distributor
- 1 letter from NIKE branded authorising you to sell their products

Provide your contact information

E-mail addresses Best e-mail to contact you for questions

Use comma to separate addresses

Optional **Phone** Best number to call you for questions

Save draft Submit

And, in general, the steps to follow are:_

Option 1: Submit purchase Invoice

a. **Open an account with a distributor/wholesaler** (Avoid retail stores as Amazon may not always approve your invoice)

b. **Order 10 units of a relevant product**
This can be (for example) 2 cases of 5 units or 10 individual units

c. Get an invoice from the store

These are Amazon's requirements for the invoice

At least 1 purchase invoice for products from a manufacturer or distributor

Document must meet the following requirements:

- Dated on or after 31-Dec-2022 (within 180 days)
- Includes your name and address, matching the information in your selling account
- Include the name and address of the manufacturer or distributor
- Show the combined purchase of at least 10 units
- Omit pricing information (optional)
- Please note that, we may verify your submitted documentation by contacting product vendors you identify in your application.

Option 2: Alternatively you could get an authorisation letter from the brand

This must confirm that you are allowed to sell their products

1 letter from NIKE branded authorising you to sell their products

Document must meet the following requirements:

- Is dated on or after (within 180 days)
- This includes your name and address, matching the information in your selling account
- Includes the name and address of NIKE branded

Submitting the docs

It's best to submit a non-editable file format such as a PDF or photo of a printout. Amazon will want to be confident that this is an original document.

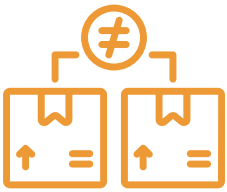
If your invoice has multiple products on it, then indicate which is the relevant one - annotate the ASIN of the product requiring unblocking next to the name of the product

Amazon will review this document and decide whether or not you are eligible for approval.



PART 6

WHAT ARE THE COMMON CAUSES OF REJECTED APPLICATIONS?



Mismatching information between the documents and your selling account



Not having a professional seller account



Low performance metrics or Account Health



New account without a selling history



PART 7

HOW LONG DOES IT TAKE TO GET UNGATED?

The amount of time it takes to get ungated on Amazon can vary greatly depending on how promptly you provide the necessary documents and how quickly Amazon responds.

Amazon is known to take anything from a few hours to several days or even weeks in some cases.

In order to speed up the process where possible, **make sure the documents you provide are in the correct file format and contain accurate information.**





PART 8

CONCLUSION

In conclusion getting ungated on Amazon has plenty of advantages and opens up a wider range of opportunities for sellers.

It allows you to expand your product range giving you the potential to greatly increase your sales.

It allows you to sell in categories with less competition and potentially more opportunity - you may be able to set higher prices and improve your margins.

We hope this guide has helped make the process less daunting and given you more confidence when submitting your request!





LET'S GET YOU STARTED ON AMAZON FBA!

Amazon FBA completely transformed my life, and I genuinely hope it can do the same for you. Whether you dream of financial freedom, a more flexible work schedule, growing your brand, or creating something that truly reflects who you are, we're here to help you thrive.

At Systems2Scale, we provide the best possible support to help you at every step of your journey. We provide the guidance and to help you systemise your business and; provide the best possible support to help you at every step of your journey.

Useful Resources

You are very welcome to join our friendly and supportive Amazon Selling Facebook Group - [Systems2Scale](#)

For Amazon beginners - our [Amazon FBA guide](#) will provide great guidance for those starting their Amazon selling journey.

And don't forget to check out our [Blog](#) (bookmark it now!) and follow Systems2Scale on social media to see more tips and info that the team and I continue to share to keep you on top of your Amazon game.

And as always, if you have any questions, don't hesitate to reach out:



Chipo Mukono - Head of Systems2Scale



ABOUT US

Scaling your ecommerce business is about growing your revenues significantly which controlling the time spent in the business as well as the costs and expenses incurred.

We can help with that!

OUR SERVICES

SYSTEMISATION

We'll assess your current business and assist with the creation of standard operating procedures for your teams.



TRAINING

Join our online courses, webinars for training on how to scale your business successfully.

COACHING

We'll come alongside you and provide the training, support, and encouragement to grow your business.

