

Amazon Children's Toys

A Comprehensive Guide to Direct Validation



Dear Amazon Sellers,

Recently, new regulations regarding children's toys have garnered significant attention within the industry. Among these, the Direct Validation requirement has become a key focus and practical challenge for sellers seeking to operate in compliance.

The Hong Kong Standards and Testing Centre Limited (STC), leveraging its leading technical expertise and rigorous management processes, has been officially recognized by Amazon as a designated TIC Direct Validation Laboratory. We provide one-stop compliance verification services to ensure your products are listed smoothly.

To help you efficiently address compliance challenges and successfully complete the verification process, we have compiled a comprehensive compliance guide to help you overcome certification hurdles, mitigate compliance risks, and ensure the smooth operation of your business.



Overview of the New Regulations: What is Direct Validation for Children's Toys

Direct Validation (DV) is a new compliance requirement introduced by Amazon for children's toys, which took effect in phases starting in early September 2025.

Key Requirement: Sellers must undergo annual compliance verification through an Amazon-approved third-party Testing, Inspection and Certification (TIC) service provider.

You have two options:

Test your products
(conduct new testing)

or

Validate your existing test reports
(review existing reports)

Important Note (Report Validity)

- ▶ **North American Sites:** A test report issued within the last year is required. If the report is more than one year old, retesting is required to obtain a valid report before verification can proceed
- ▶ **European Countries:** No report validity period requirements

Scope of Impact: Applicable Sellers and Product Categories

Affected Sites

- ▶ **North America:** United States, Canada
- ▶ **Europe:** United Kingdom and 9 European countries (Belgium, Germany, France, Netherlands, Poland, Italy, Spain, Sweden, Ireland)

Affected Products

All children's toy products sold on the above marketplaces

Affected Sellers

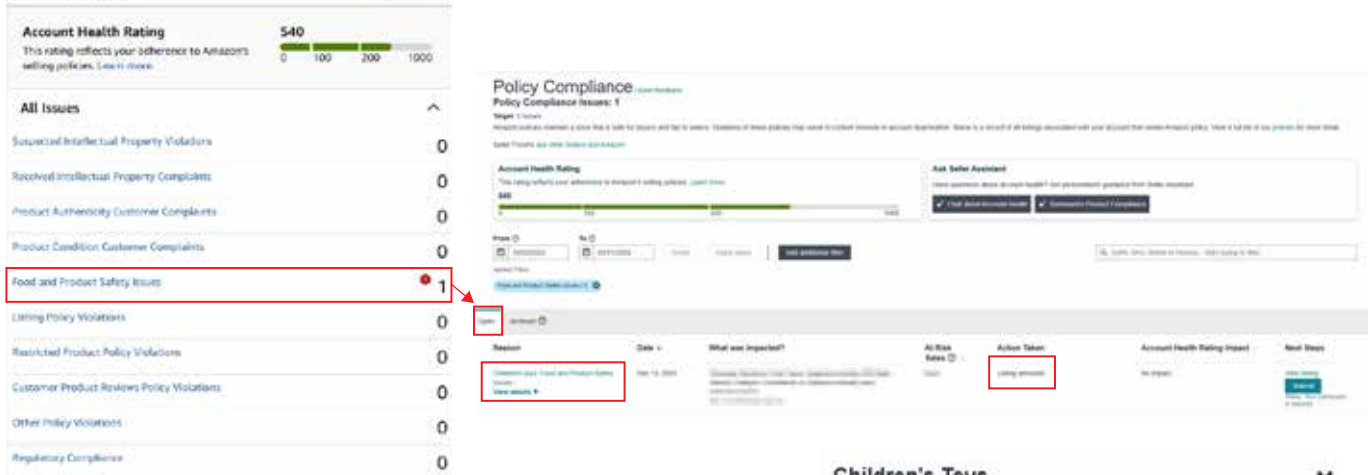
Sellers of children's toys sold on all the above sites



Instructions: Five-step Verification Process

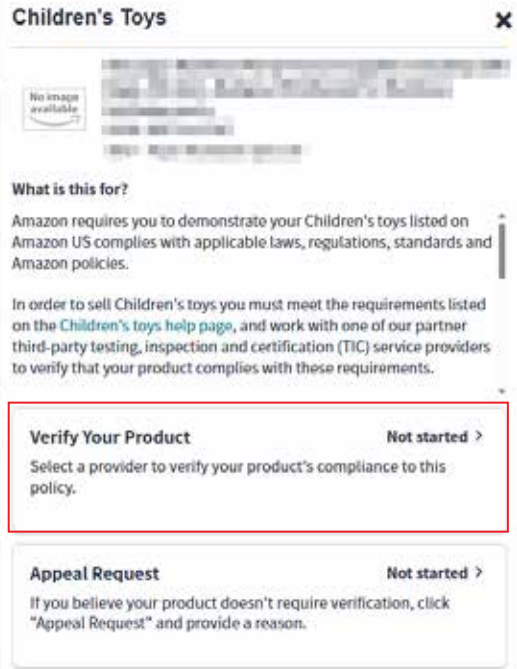
▶ Step 1: Review Verification Requirements

Log into the Seller Dashboard and navigate to: [Performance] > [Account Status] > [Policy Compliance] > [Food and Product Safety Issues]. Here, you will see a list of products requiring verification.



▶ Step 2: Create a TRF (Test Request Form)

Locate the ASIN requiring action, click the [Submit] button on the right, select the [Verify Your Product] option, then create a TRF (Test Request Form).



▶ Step 3: Select a TIC Service Provider

Instructions for obtaining a quote:
 Select "The Hong Kong Standards and Testing Centre Limited" directly from the list and download the Excel template "Amazon Verification Program Quote Request" to request a quote from STC, or select "The Hong Kong Standards and Testing Centre Limited" directly from the list to proceed with the DV audit.



► **Step 4: Complete Payment and Submit Samples / Reports**

If you choose to conduct new testing: You will need to send samples to STC;

If you choose to verify an existing test report: You must provide STC with the existing test documentation.

► **Step 5: Wait for Verification Results**

Once testing or verification is complete, we will submit the results directly to Amazon. You can check the verification status in the Seller Central dashboard.



The screenshot shows a section of the Amazon Seller Central dashboard. At the top, there is a placeholder for a product image with the text "No image available". Below this, the ASIN and SKU are listed. A button or link says "Click on an order to download results or cancel an in-progress verification request". Below that, a note states: "If you used the Excel template to request quotes, you must share Provider Reference Number (in Excel template) and the TRF ID (shown below) with the preferred provider to link the quote and TRF". At the bottom, a box contains the following information: "Order Status: Provider awaiting Payment/Sample", "Lab Name: The Hong Kong Standards and Testing Centre Limited", "Test Requested On: Mar 20, 2026", and "TRF ID: 888 888888888 888".

Practical Tips: Key Points for Sellers Collaborating with Labs

- **Efficient Quotation Request Tips:** Download and fill out the official quotation template “Amazon Verification Program Quote Request” in advance when requesting a quote from STC. Create the TRF (Test Request Form) only after selecting STC as your service provider to avoid repeated communication due to incomplete information, significantly improving efficiency.
- **Bulk Processing Offers Better Value:** If you have multiple ASINs requiring verification, we recommend compiling all product information into a single package and requesting a quote from STC. Bulk processing not only secures more competitive pricing but also allows for centralized management of the verification process, eliminating repetitive tasks and making the follow-up process more convenient and efficient.
- **System Issue Resolution:** If you encounter system failures or operational issues, please contact Amazon’s official customer service directly for resolution. STC cannot address system-related issues; contacting Amazon promptly will prevent delays in the verification process.



Frequently Questions: Answers to Sellers' Key Concerns

If an ASIN has completed DV on the US site, does it need to be verified again on other sites?

Yes. If the same ASIN has been validated on the US site and is also sold in Canada, it must also be validated in Canada.

After the grace period ends, will the ASIN be removed if the TIC verification process is still in progress?

No. If you have signed a service agreement with a TIC provider and have started the verification process, the ASIN will remain active during the TIC verification period until the TIC provider completes the verification and submits the results through the Amazon system.

The ASIN appears in the "Archived" section under "Account Status – Food and Product Safety Issues." Do I need to take any action?

No action is required for archived ASINs.

If a listing is deactivated, what steps should be taken to resume sales?

Once the deadline is missed, the relevant ASINs will be delisted and sales will not resume until the report passes verification. Therefore, please ensure you complete the following before the deadline:

- Creating the TRF (Very important!)
- Payment
- Sending samples or providing existing reports.

My product is not a children's toy, so why was it flagged?

We recommend that sellers check their product detail pages for any child-related terms or content and resubmit the appeal after making the necessary changes.

If an ASIN is no longer for sale, will not undergoing TIC verification affect account performance?

You only need to remove the link; this will not affect your account performance.

Is DV verification based on the parent ASIN or the child ASIN?

Currently, DV verification is conducted on a sub-ASIN basis.

What are the common reasons for failing the verification test?

Common reasons for test report failure: laboratory accreditation issues / incorrect testing standards / incomplete test items / report authenticity / expired report validity.

How long does it take for a product to be relisted after an appeal is approved or a report is uploaded? Does it resume automatically, or do I need to take manual action?

Status is typically restored within 24 hours without any action required from the seller.

Deleted listings still appear under "Account Status – Food and Product Safety Issues." Do we need to take any action? How long does it take for them to be classified as archived?

For ASINs that have been deleted or are no longer for sale, no action is required. They are expected to be moved to the "Archived" section within 24 hours, though this usually takes less time.

I created a TRF by the deadline, so why was my product still delisted?

Once you have confirmed the TIC for the collaboration, please create the TRF in the backend as soon as possible and ensure its status is "Under Verification." Avoid creating it on the same day to allow sufficient time for the system to process the data.

Do all TICs recognized by DV programs have the capability for Direct Validation?

Yes, all TICs recognized by DV programs have the capability to issue Direct Validation reports and possess the testing qualifications listed on the Toy Policy Help page. However, for certain toy-related projects, some TICs lack testing qualifications (e.g., products containing lithium batteries). We recommend selecting a laboratory with the appropriate testing qualifications for testing / verification, or, after reaching an agreement with the selected TIC, subcontracting this portion of the testing to a qualified laboratory.

Common Types of Failed Test Reports	Specific Circumstances
Laboratory accreditation issues	<ul style="list-style-type: none"> • The laboratory does not have 17025 (EU) / CPSC (NA) accreditation • Test items lack 17025 (EU) / CPSC (NA) accreditation
Testing standards	Incorrect testing standards
Technical issues related to testing	<ul style="list-style-type: none"> • Omissions; testing was not performed in full accordance with standard requirements • Test methods are incorrect • Test clauses are incorrect • There is no test data to support the conclusion
Authenticity of the report	The test report was not issued by this laboratory, or it cannot be confirmed whether the test report was issued by this laboratory
The report has expired	<ul style="list-style-type: none"> • North American sites: A test report issued within the past year is required. If the report is more than one year old, retesting is required to obtain a valid report before verification can proceed. • European countries: No expiration date requirement

Action Recommendation: Take Immediate Action to Ensure Compliance

To ensure your products remain compliant and continue to be listed for sale, we recommend that you:

- ▶ **Check Immediately:** Log into the Seller Central dashboard, go to the [Food and Product Safety] page, and confirm which ASINs require verification
- ▶ **Prepare in Advance:** Compile all product information required for verification, including existing test reports, product descriptions, etc.
- ▶ **Bulk Request Quotes:** Bundle your products and request quotes from multiple TIC service providers to secure the best rates
- ▶ **Act Promptly:** Once you receive a verification reminder, begin the process immediately to avoid last-minute rushes
- ▶ **Monitor Notifications:** Regularly check your registered email and the AHD (Account Health Dashboard) notifications in the Seller Central dashboard
- ▶ **Amazon Recommendation:** Sellers should promptly check their personal email and AHD notifications to avoid missing product compliance alerts. They should promptly submit testing and inspection requests to TICs via the DV process to ensure compliance reports are returned to Amazon in a timely manner.



STC GLOBAL NETWORK

CHINA

HONG KONG

Hong Kong Standards and Testing Centre (Headquarters)

10 Dai Wang Street, Tai Po Industrial Estate, Tai Po, N.T., Hong Kong

☎ +852 2666 1888 ✉ hkstc@stc.group
☎ +852 2664 4353 🌐 www.stc.group

Hong Kong Inspection Company

Unit B, 10/F, Block 1, Tai Ping Industrial Centre, No.57 Ting Kok Road, Tai Po, N.T., Hong Kong

☎ +852 2666 1821 ✉ hkic@hk-ic.com
☎ +852 2664 4353 🌐 www.hk-ic.com

Hong Kong Certification Centre

Unit B, 10/F, Block 1, Tai Ping Industrial Centre, No.57 Ting Kok Road, Tai Po, N.T., Hong Kong

☎ +852 2661 2083 ✉ hkcc@hk-cc.hk
☎ +852 2661 3181 🌐 www.hk-cc.hk

GUANGDONG

STC (Guangdong)

No.68, Fumin South Road, Dalang, Dongguan, Guangdong, China
Zip Code: 523770

☎ +86 769 8111 9888 ✉ gdstc@stc.group
☎ +86 769 8111 6222 🌐 www.gdstc.group

SHANGHAI

STC (Shanghai)

No.130, Huashen Road, Waigaoqiao Free Trade Zone, Shanghai, China
Zip Code: 200131

☎ +86 21 5219 8248 ✉ shstc@stc.group
☎ +86 21 5219 8249 🌐 www.shstc.group

CHANGZHOU

STC (Changzhou)

No.19, Xinke Road, Electronic-Technology Park, Changzhou, Jiangsu, China
Zip Code: 213031

☎ +86 519 8548 7806 ✉ czstc@stc.group
☎ +86 519 8548 7811 🌐 www.czstc.group

Microtek Changzhou Laboratories

No.19, Xinke Road, Electronic-Technology Park, Changzhou, Jiangsu, China
Zip Code: 213031

☎ +86 519 8548 7818
☎ +86 519 8548 7810
✉ microtek@thetestlab.cn
🌐 www.thetestlab.cn

ASIA

STC (Vietnam)

Unit 905, 9th Floor, 97 Bach Dang, Hong Bang Ward, Hai Phong City, Vietnam.

Postal Code: 04111

☎ +84 225 366 8188 ✉ vnstc@stc.group
☎ +84 225 366 8199 🌐 www.stc.group

STC (Japan)

CONFORT III 202, 5-10-12 Nishinippori, Arakawa City, Tokyo 116-0013, Japan

☎ +81 3 6806 8160 ✉ jpo@stc.group
☎ +81 3 6806 8160 🌐 www.stc.group

NORTH AMERICA

STC (USA)

285 Passaic Ave., Fairfield, NJ 07004, USA

☎ +1 862 229 6388
✉ usenquiry@stc.group
🌐 www.stc.group

EUROPE

STC (Germany)

Ohmstrasse 1,84160 Frontenhausen, Germany

☎ +49 8732 6381 ✉ grstc@stc.group
☎ +49 8732 2345 🌐 www.stc-germany.eu



www.stc.group