

AMAZON TOY LAUNCH & SAFETY CHECKLIST

The 7-Step Factory SOP to Protect Your Margins and Ensure Compliance

⚠️ Importer Liability Warning: Under U.S. law, you (the importer) legally issue the Children's Product Certificate (CPC). Do not rely on factory-issued CPCs. Exact character matching across your CPC, lab reports, box, and Amazon listing is mandatory.

Preflight Checklist

- ☐ **Secure Approval:** Have an active Amazon Seller Central Account before cutting molds.
- ☐ **Lock Specs & Budget:** Finalize 3D design and packaging. Budget strictly for steel tooling, lab testing, and freight.
- ☐ **Production Timeline:** Work backward from launch date (Allocate 30 days for tooling, 14 days for testing).
- ☐ **Compliance Ownership:** Acknowledge that toys for ages 12 and under require 3rd-party testing at a CPSC-accepted lab.

Step 1: Select and Classify Your Market Lane

- ☐ **Pillar Screening:** Evaluate your idea against demand, margin room, defect risk, and compliance load.
- ☐ **Classify Age Grade:** Verify CPSC rules. Avoid hybrid products (e.g., plush backpacks) unless you plan for full toy compliance.
- ☐ **Mine Competitor Flaws:** Check Amazon 1-Star reviews in your niche to engineer physical failure points out of your mold.
- ☐ **Sensory Check:** Ensure prototype has no sharp edges, chemical odor, or loose trims.

Step 2: Shortlist and Verify a Factory Partner

- ☐ **Verify OEM/ODM:** Ensure direct factory capability, prior ASTM experience, and BSCI/ISO readiness.
- ☐ **Transparent Quote:** Request exact itemized costs (mold, materials, labor, packaging, payment milestones).

- ☐ **Prototype Review:** Demand at least 3 physical prototypes and a packaging mockup. Test seam resistance and carton crush.
- ☐ **Lab Verification:** Search the factory's preferred lab in the CPSC-Accepted Laboratory Search and verify test scope.

Step 3: Assemble the Compliance File

- ☐ **Testing Mandate:** Test product against ASTM F963-23 requirements.
- ☐ **Compile Documents:** Final artwork/photos, Bill of Materials (BOM), passing test reports, and User Manual.
- ☐ **Fraud-Prevention Audit:** Confirm lab is CPSC-registered and model numbers identically match your sample.
- ☐ **Draft CPC:** Issue your Children's Product Certificate, ensuring perfect alignment with physical product batch data.

Step 4: Finalize Packaging & Amazon Listing Assets

- ☐ **Tracking Labels:** Apply permanent, ascertainable tracking marks to BOTH the product (e.g., sewn tags) and the retail box.
- ☐ **Safety Warnings:** Print required choking hazards and age grading directly on the physical box.
- ☐ **Digital Alignment:** Ensure Amazon product page, hero images, and safety warnings flawlessly match the physical box.
- ☐ **Package Sensory Check:** Verify print legibility, barcode scannability, and insert fit manually.

Step 5: Execute the Amazon Approval Workflow

- ☐ **Match Identifiers:** Input Brand Name, Model Number, and Age Grade into Seller Central exactly as they appear on the CPC.
- ☐ **Packet Hygiene:** Combine documents into a single, logical, high-res PDF (CPC first, test reports second, images last).
- ☐ **Scan Quality Check:** Zoom in on the PDF to ensure all text and warning images are sharp and readable.

Step 6: Optimize Freight and FBA Inbound Strategy

- ☐ **Reduce Volumetric Weight:** Optimize carton cube and request vacuum compression for plush/soft goods.
- ☐ **Pre-Shipment Inspection:** Reject master cartons with damaged corners to prevent Amazon FBA rejection.
- ☐ **Document Consistency:** Match commercial invoice data identically to your test reports and prepare for CPSC eFiling.

- ☐ **Barcode Scan:** Verify permanent tracking labels and barcodes match invoices before containers leave the factory.

Step 7: Scale Production With a Pilot Batch

- ☐ **Safe Launch:** Start with a pilot batch of 500 units to test market conversion and defect complaints.
- ☐ **Monitor Feedback:** Watch closely for repeated physical complaints (ripping seams, harsh odors, loose parts).
- ☐ **Strict Change-Control:** If ANY material, dye color, or component changes, you MUST update your compliance file/test reports.

Need an engineering partner who understands mold flow and compliance?
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