

Add value.
Inspire trust.



TÜV SÜD's Amazon Compliance Direct Validation Program Services

Amazon's Compliance Direct Validation program connects sellers with Amazon-approved third-party testing labs such as **TÜV SÜD**, streamlining compliance and reducing administrative burdens.

Amazon's Compliance Direct Validation program allows you to focus on growing your business, while ensuring your products meet Amazon's safety and regulatory standards.

The program ensures that products in specific categories are tested and verified by authorized third-party labs such as TÜV SÜD. These labs submit results directly to Amazon, eliminating the need for sellers to upload compliance documents themselves





How TÜV SÜD Supports Sellers

TÜV SÜD is a global leader in testing, inspection, and certification. As an Amazon-recognized lab, TÜV SÜD provides trusted compliance solutions that enhance product quality, safety, and market competitiveness.

- Toys: Safety, durability, and compliance with Amazon standards
- E-Mobility Products: Battery life, performance, and reliability
- Pre-Launch Optimization: Identify and resolve issues before listing

Why Amazon Introduced Direct Validation

Amazon's Direct Validation program is designed to:

- Connect sellers with pre-approved, reliable testing labs
- Streamline compliance by allowing labs to submit results directly
- Improve product safety and trust across the Amazon marketplace

Applicable Product Categories

Currently, Direct Validation applies to categories such as:

- Electric transportation devices
- Dietary supplements
- Ophthalmic drugs
- Skin whitening products

Amazon will continue to expand this list. Check your product's Compliance Dashboard or Help Page to see if Direct Validation is required.

How the Process Works

1. Choose an Amazon-listed third-party lab (e.g., TÜV SÜD).
2. Submit your product for testing or provide existing reports.
3. The lab evaluates your documentation and conducts any additional testing.
4. Results are submitted directly to Amazon for compliance verification.

Don't Risk Delays or Delistings. Ensure Compliance Today.

Partner with TÜV SÜD to simplify your Amazon compliance process and boost your product's success.