



P A L M E T T O
DIGITAL MARKETING GROUP

“Bundle Policy”

Sellers have the option to create bundled products made up of different products to create a product bundle.

Bundle Guidelines:

- Products in the bundle must complement one another
 - Ex: a cellphone, cellphone case and a charger
- Each product within the bundle must be identified by its own ASIN/Product ID
- The products must be part of a single category
 - If the products, you are listing belong to different categories you must list the bundle under the category of the highest priced item
- The bundle must have its own product ID (sellers cannot use a product ID that is assigned to a product in the bundle)
- Generic items cannot be part of a bundle (non-branded)
- Bundles can be made up of different branded products, however the brand should be listed as the highest priced item
- Once you create a bundle you cannot change the items that make up the bundle
- Products in the BMVD (books, music, video & DVD) category cannot be listed as the primary product in bundles
 - If the above items are considered a secondary product they can be added to the bundle
 - Ex: a DVD player with a DVD included
- The referral fee for the primary category will apply to all products within the bundle
- Sellers will be charged a FBA fee for all items within the bundle
- All bundled products and their contributions must adhere to Amazon’s policies
 - Do not add restricted/prohibited products to a bundle
 - Follow detail page rules when contributing to your bundles

Returns, Refunds & Warranties:

Sellers must accept bundles as a single return, single refund and cannot have a separate warranty.

Detail Page Rules:

Sellers must state in the title, bullet points, description, and images that the items you are selling are a bundle. Do not include any extra components in the product images that do not come in the bundle.

****Important NOTE****

Failure to follow the above guidelines may result in your bundled products being removed without warning, account suspension or both.