Infant and Toddler Sleep Products Included in Amazon TIC DV Category: STC Empowers Sellers for Compliant Global Expansion

Starting from 14 October 2026, **infant and toddler sleep products fall under Amazon's TIC Direct Validation (DV) category**. All ASINs listed on Amazon must complete compliance validation via an Amazon-approved third-party testing institution (TIC). Only products that pass validation are permitted for normal listing and sales. As with other product categories previously, Amazon has begun sending backend notifications to affected sellers. Failure to complete validation on schedule may result in product takedown and disrupted sales. **Non-compliant products will be removed from sales by 23 February 2027.**



Hong Kong Standards and Testing Centre (STC) is an Amazon-approved TIC for DV validation of infant and toddler sleep products. It provides compliance services for sellers on marketplaces including the United States and Canada. Test results go directly through the DV validation process, preventing product from being delisted due to compliance issues.

DV for Infant and Toddler Sleep Products Including:

- Mattresses
- Cribs
- Cradles
- Bassinets
- Bedside Sleepers
- Play Yards
- Infant Sleep Products and Accessories
- Etc.

STC-approved Amazon DV Categories:

DV Product Category	Amazon Marketplaces	Amazon-recognised TIC
Infant and Toddler Sleep Products	United States Canada	Hong Kong Standards and Testing Centre (STC)
Mattresses		
Children's Toys		
Children's Jewellery		
Clothes Storage Items		

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DV Compliance Process:

- Seller should select a TIC (e.g. STC) on the "Performance - Account Status - Policy Compliance - Food and Product Safety Issues - Next Steps - Select the corresponding ASIN for submission - Verify your product" page in the seller backend;
- Upon selecting a TIC (e.g. STC), the seller will receive a TRF ID number generated by the system and will submit this number to the TIC institution;
- Upon receiving the request, the designated TIC institution will contact the seller to verify their existing compliance documentation or arrange a test;
- After the validation is completed, the TIC will submit the results directly to Amazon. Sellers are not allowed to upload the documents by themselves;
- Once the TIC has submitted the results to Amazon, the seller can view the relevant compliance and validation reports via the seller backend.

Why Choose STC?

- **Comprehensive Range of Product Categories**
  The authorised product categories cover five major categories: children's toys, infant and toddler sleep products, children's jewellery, clothing storage items, and mattresses (US and Canadian marketplaces). It is an approved TIC review agency by Amazon, providing one-stop solutions for multiple product category compliance requirements.
- **Direct Submission of Reports, Faster Validation**
  The test report issued by STC complies with Amazon's requirements and enables direct platform access, significantly shortening the review cycle.
- **Professional Interpretation, First-time Approval**
  As an Amazon-designated TIC DV service provider, STC thoroughly interprets the latest rules of the platform and provides professional consultation and precise testing solutions to help you pass the audits in one go.
- **Mitigate Risks and List with Confidence**
  Ensure that the testing report is recognised by Amazon, effectively preventing the goods from being prohibited from display or forcibly removed from the shelves due to non-compliance of the report.

About STC

Hong Kong Standards and Testing Centre (STC) is a not-for-profit, independent testing, inspection and certification organisation. With a global network of ISO/IEC 17025 accredited testing laboratories and over 60 years of experience in consumer product testing, our service can meet your conformity assessment needs with high efficiency and reliability. **STC has been officially recognised by Amazon as a designated TIC direct validation laboratory for multiple product categories**, offering you one-stop compliance validation services to mitigate market risks and ensuring smooth product launches and compliant overseas expansion.

FOR MORE DETAILS, PLEASE CONTACT US:

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