

# Listing risk and claim-source review

SKU: [DEMO-SKU]

Marketplace: Amazon EU

Date: [SAMPLE]

## OVERALL SIGNAL

### Rewrite before scale

Several claims can be sold more calmly, but source gaps should be closed first.

## PRIORITY COUNT

### 3 high / 4 medium

High-priority items are broad safety, certification, and unsupported universal compatibility language.

## SOURCE STATUS

### Insufficient

Manual, label photos, warning set, and certificate scope are missing from the reviewed source set.

## Executive summary

The listing is commercially understandable but overstates safety, certification, compatibility, and origin/quality signals. Publishable copy should avoid absolute language until the seller can map each claim to source material for the exact model. The immediate recommendation is to remove certification claims, narrow compatibility wording, request the manual and label set from the supplier, and replace broad quality/origin language with verifiable product facts.

PRIORITY	LISTING CLAIM OR GAP	WHY FLAGGED	SOURCE STATUS	RECOMMENDATION
High	"Certified safe for every room"	Combines certification and broad safety language without visible evidence or use limits.	Certificate scope missing. Manual missing.	Remove certification scope
High	"Works with every cabinet and shelf"	Universal compatibility claim may exceed tested surfaces, dimensions, and installation conditions.	No verified compatibility list.	Narrow document sizes method
High	No clear manufacturer or responsible-operator details on listing	Missing business/product-information signal that marketplaces and buyers may expect.	Not visible in reviewed listing.	Confuse business EU/US
Medium	"German quality design"	May imply origin, engineering, or manufacturing quality that is not evidenced.	No origin/design source provided.	Remove concentration
Medium	"No heat"	Absolute thermal claim needs test basis and conditions.	No thermal test or manual limit provided.	Avoid use of only
Medium	"Energy-saving LEDs"	Comparative energy claim needs product data or a defined comparison.	Power/efficiency data not provided.	Use of data confidence
Low	"Easy installation in minutes"	Installation time varies by surface, tools, and user setup.	Manual missing.	Software instructions

## BEFORE

### Listing copy with avoidable risk

"Certified safe for every room. German quality design. Works with every cabinet and shelf. No heat, energy-saving LEDs, and easy installation in minutes."

#### **SAFER DIRECTION**

### **Commercial wording that waits for proof**

"A low-profile LED cabinet light designed for dry indoor cabinets and shelves. Confirm installation conditions, product labels, and warning language against the product manual before publishing final claims."

### **Supplier question pack**

Send these to the manufacturer, importer, or brand owner before restoring stronger listing claims.

1. Confirm the exact model/SKU and whether all attached documents apply to that model.
2. Provide the latest user manual, warning text, packaging label photos, and installation limits.
3. Provide any certificate or declaration the seller is allowed to reference, including scope, model, issuer, and date.
4. Confirm intended use: indoor/outdoor, dry/wet location, compatible surfaces, power source, and excluded uses.
5. Confirm manufacturer, importer, and responsible-operator details that should appear on the product page where applicable.

## **Decision log**

### **Keep**

Factual product type, visible form factor, non-absolute usage language.

### **Rewrite**

Safety, compatibility, ease-of-installation, and energy wording.

**Remove**

Certification or origin-quality language until supported.

**Request**

Manual, warnings, labels, certificate scope, compatible-use limits.