

FOLLOW-UP APPEAL SUBMISSION

Amazon.com Account Review

[REDACTED] — **Ships from Overseas**

Supplemental submission in response to Amazon’s April 13, 2026 rejection notice

Prepared: April 13, 2026

Mar 21, 2026	Mar 30, 2026	Apr 1, 2026	Apr 13, 2026
Prior appeal submitted	Follow-up notice received	Supplemental submission	Rejection — this response
72 hours		[REDACTED]	
Response window		Account reserve (USD)	

PURPOSE OF THIS DOCUMENT

This packet is a focused follow-up to our prior appeals. It responds specifically to Amazon’s April 13, 2026 rejection notice stating that disbursements cannot be reactivated due to “order delivery complaints” and “patterns suggesting drop shipping activities where you are not identified as the seller of record on packing slips, invoices, or packaging.” We address each claim with direct evidence: shipping labels showing [REDACTED] as the named seller, delivery confirmation screenshots matched to Amazon order IDs, a complete tracking spreadsheet covering all orders shipped since January 13, 2026, our NJ warehouse lease, critical business information, a written confirmation from Amazon Selling Partner Support regarding our VTR exemption status, and current account performance metrics.

THIS SUBMISSION COVERS

1. Direct response to Amazon’s April 13 rejection — addressing both stated reasons
2. Seller-of-record evidence: shipping labels showing [REDACTED] branding
3. Delivery confirmation evidence: 5 representative orders with labels + carrier tracking screenshots
4. Complete tracking spreadsheet: all orders shipped since January 13, 2026
5. Warehouse and business documentation: NJ warehouse lease + business information
6. VTR policy exemption — confirmed in writing by Amazon Selling Partner Support
7. Account performance metrics inconsistent with systemic non-fulfillment
8. Fulfillment insights data demonstrating on-time delivery
9. Reserve context and request for resolution

This document supplements — and does not replace — our prior appeals already on file. Those submissions addressed drop-shipping policy, seller-of-record responsibility, warehouse structure, and chain-of-custody documentation.

1. Direct Response to Amazon's April 13, 2026 Rejection

Amazon's stated reasons for rejection (April 13, 2026):

"We have taken this action because we received order delivery complaints from buyers and identified patterns suggesting drop shipping activities where you are not identified as the seller of record on packing slips, invoices, or packaging. This creates confusion for customers about the source of their products and whom to contact with problems or questions."

This rejection cites two distinct issues. We address each directly.

Issue 1: "Order delivery complaints from buyers"

We do not dispute that some buyers have filed delivery complaints. With over 516,000 order items shipped over the past two years and an international fulfillment model that involves longer transit times, a small number of delivery inquiries is expected. However, the rate of actual delivery failures is extremely low, as demonstrated by our account metrics:

- Order Defect Rate: 0.19% (target: under 1%) — 93 of 49,055 orders over 60 days
- Late Shipment Rate: 0.04% — only 5 of 14,276 orders over 30 days
- Pre-fulfillment Cancel Rate: 0% — 0 of 368 orders over 7 days
- Packages arrive on average 5.0 calendar days BEFORE the promised delivery date
- On-time delivery rate with promise extensions: 81.6%

Furthermore, we provide in Section 3 five representative US orders with matched shipping labels and carrier delivery confirmation screenshots, each showing confirmed delivery to the correct address. A complete tracking spreadsheet covering all orders shipped since January 13, 2026 is attached separately.

Issue 2: "Patterns suggesting drop shipping — not identified as seller of record"

This claim is factually incorrect, and the evidence attached to this submission demonstrates it clearly.

Every shipping label in our evidence — and every label we use across our US fulfillment operations — prominently identifies [REDACTED] as the sender/shipper. Specifically:

- All USPS labels show "[REDACTED] / [REDACTED] [REDACTED]" as the return address and s

[REDACTED] ur UK facility carry the notation "Proudly packed in the UK by [employee name]" with [REDACTED] as the sender.

[REDACTED] ur NJ facility carry the notation "Proudly packed in the US by [employee name]" with [REDACTED] as the sender.

[REDACTED] und labels (used for consolidated shipments to our NJ facility) also show [REDACTED] / [REDACTED] as the shipper.

- International labels (bpost/Landmark, Royal Mail) show "Ship From: [REDACTED]" with our UK warehouse address.

[REDACTED] **IS the seller of record. Our name appears on every shipping label, every packing slip, and every piece of customer-facing packaging. The Label Examples PDF attached to this submission provides additional examples across multiple carrier types (USPS, UPS, bpost/Landmark, Royal Mail) all showing [REDACTED] branding. There is no third-party seller name on any of our shipments.**

We also attach our NJ warehouse lease and critical business information document (including tax ID, business registration, and bank account details) to further demonstrate that [REDACTED] is a legitimate, registered business operating its own fulfillment infrastructure — not a drop-shipping intermediary.

2. Seller-of-Record Evidence: Shipping Label Analysis

Amazon’s rejection specifically cites concern that we are “not identified as the seller of record on packing slips, invoices, or packaging.” The label evidence below directly contradicts this claim. Every label clearly identifies [REDACTED].

Label format summary — all labels attached to this submission:

Label Type	Sender / Return Address	Additional Branding	Mkt
USPS (Presorted BPM)	[REDACTED] / [REDACTED] [REDACTED] [REDACTED]	“Return Service Requested” [REDACTED] as sender	US
USPS (PRSRT BPM / Parcel Select)	[REDACTED] [REDACTED] [REDACTED]	“Proudly packed in the US by [Name]” or “Proudly packed in the UK by [Name]”	US
UPS Ground	[REDACTED] / [REDACTED] [REDACTED] [REDACTED]	Consolidated shipments to NJ facility	Int.
bpost / Landmark	[REDACTED] [REDACTED] [REDACTED] [REDACTED]	CN22 customs declaration Country of Origin: GB	Int.
Royal Mail International	Return Addr: [REDACTED] [REDACTED] [REDACTED]	“Proudly packed in the UK” IOSS badge	Int.

Key observation: In 100% of our shipping labels — across USPS, UPS, bpost, and Royal Mail — [REDACTED] is identified as the sender, shipper, or return address. There is no instance where a third-party or unrelated entity name appears. The “Proudly packed in the US/UK by [Name]” notation further demonstrates operational control and employee-level fulfillment — not drop shipping.

The attached Label Examples PDF (Label_Examples.pdf) provides additional label samples across all carrier types, further substantiating that [REDACTED] is consistently and prominently identified as the seller of record.

3. Delivery Confirmation Evidence: Representative US Orders

The following five orders were selected as representative examples from our US marketplace. For each order, we provide the shipping label showing [REDACTED] as the sender, and the carrier's tracking page confirming delivery.

Exhibit A — Order [REDACTED]

Carrier:	USPS	Destination:	[REDACTED]
Tracking:	[REDACTED]	Delivery:	Delivered, In/At Mailbox — April 4, 2026, 10:34 AM
Label Branding: Sender: [REDACTED], [REDACTED]. "Proudly packed in the US [REDACTED]."			

[Redacted — shipping label / tracking screenshot]

[Redacted — shipping label / tracking screenshot]

Carrier: USPS | Tracking: [REDACTED] | Destination: [REDACTED] | Status: Delivered, In/At Mailbox — April 4, 2026, 10:34 AM

3. Delivery Confirmation Evidence (continued)

Exhibit B — Order [REDACTED]

Carrier:	USPS (via UPS SurePost)	Destination:	[REDACTED]
Tracking:	[REDACTED]	Delivery:	Delivered, Front Door/Porch — March 27, 2026, 2:16 PM
Label Branding:	Sender: [REDACTED] / [REDACTED], [REDACTED] . USPS Presorted BPM.		

[Redacted — shipping label / tracking screenshot]

[Redacted — shipping label / tracking screenshot]

Carrier: USPS (via UPS SurePost) | Tracking: [REDACTED] | Destination: [REDACTED] | Status: Delivered, Front Door/Porch — March 27, 2026, 2:16 PM

3. Delivery Confirmation Evidence (continued)

Exhibit C — Order [REDACTED]

Carrier:	USPS (via UPS SurePost)	Destination:	[REDACTED]
Tracking:	[REDACTED]	Delivery:	Delivered, In/At Mailbox — March 28, 2026, 11:27 AM
Label Branding:	Sender: [REDACTED] / [REDACTED], [REDACTED] . USPS Presorted BPM.		

[Redacted — shipping label / tracking screenshot]

[Redacted — shipping label / tracking screenshot]

Carrier: USPS (via UPS SurePost) | Tracking: [REDACTED] | Destination: [REDACTED] | Status: Delivered, In/At Mailbox — March 28, 2026, 11:27 AM

3. Delivery Confirmation Evidence (continued)

Exhibit D — Order [REDACTED]

Carrier:	USPS	Destination:	[REDACTED]
Tracking:	[REDACTED]	Delivery:	Delivered, In/At Mailbox — April 3, 2026, 2:10 PM
Label Branding:	Sender: [REDACTED], [REDACTED]. "Proudly packed in the UK [REDACTED]."		

[Redacted — shipping label / tracking screenshot]

[Redacted — shipping label / tracking screenshot]

Carrier: USPS | Tracking: [REDACTED] | Destination: [REDACTED] | Status: Delivered, In/At Mailbox — April 3, 2026, 2:10 PM

3. Delivery Confirmation Evidence (continued)

Exhibit E — Order [REDACTED]

Carrier:	USPS (via UPS SurePost)	Destination:	[REDACTED]
Tracking:	[REDACTED]	Delivery:	Delivered, Left With Individual — March 30, 2026, 3:52 PM
Label Branding:	Sender: [REDACTED] / [REDACTED], [REDACTED]. USPS Presorted BPM.		

[Redacted — shipping label / tracking screenshot]

[Redacted — shipping label / tracking screenshot]

Carrier: USPS (via UPS SurePost) | Tracking: [REDACTED] | Destination: [REDACTED] | Status: Delivered, Left With Individual — March 30, 2026, 3:52 PM

Summary — all 5 sampled orders: Every label shows [REDACTED] as the sender. Every order has confirmed delivery by USPS or UPS to the correct destination address. Delivery statuses include “In/At Mailbox,” “Front Door/Porch,” and “Left With Individual” — all indicating successful physical delivery to the customer.

Note on “Proudly packed in the UK” labels: Some orders are fulfilled from our UK warehouse and shipped to our NJ facility for domestic USPS distribution. The labels correctly show our NJ address as the shipper of record for the final mile. The “packed in the UK” notation reflects the origin packing location and does not indicate a third-party seller — [REDACTED] operates both the UK and NJ facilities.

4. Complete Tracking Data and Business Documentation

4a. Complete Tracking Spreadsheet

Attached separately to this submission is a complete tracking spreadsheet covering all orders shipped since January 13, 2026. This spreadsheet includes:

- Amazon Order ID for each shipment
- Carrier name and tracking number
- Tracking link for direct verification by the review team
- Ship date and destination information

This spreadsheet provides Amazon's review team with the ability to independently verify delivery status for any order in the dataset by clicking the tracking link. We believe this level of transparency — covering every shipped order over a three-month window — far exceeds the typical evidentiary standard for fulfillment verification.

4b. NJ Warehouse Lease

Attached separately is the lease agreement for our warehouse facility at [REDACTED] [REDACTED]. This is the same address shown on every US shipping label. The lease confirms that [REDACTED] [REDACTED] operates a physical warehouse for receiving, storing, and shipping inventory — further demonstrating that this is not a drop-shipping operation.

4c. Critical Business Information

Also attached is our Critical Business Information document, which includes:

- Tax Identification Number (EIN/TIN)
- Business registration details
- Bank account information on file with Amazon

This documentation establishes the legal identity and financial infrastructure of [REDACTED] as a legitimate, registered business entity with verifiable tax status and banking relationships.

5. Tracking Visibility vs. Final-Mile Delivery Confirmation

Amazon's notice references "order delivery complaints." We want to address the structural reason why some orders may show limited tracking visibility, and why this is expected and policy-compliant for our fulfillment model.

What our tracking shows for US orders

For US-destined shipments that originate from our overseas facilities and transit through our NJ warehouse, tracking events typically follow this progression:

- ✓ Label created / order accepted by carrier
- ✓ Parcel received and inducted at origin facility (UK or AU warehouse)
- ✓ Departed origin country — export scan
- ✓ Arrived at NJ facility — consolidated and re-labeled for USPS
- ✓ Accepted by USPS at origin post office
- ✓ In transit through USPS network
- ✓ Delivered — delivery scan at destination address

For US orders fulfilled through USPS, the five representative orders in Section 3 demonstrate that full end-to-end tracking with delivery confirmation IS available. The tracking spreadsheet attached to this submission provides tracking links for all shipped orders, enabling Amazon to verify delivery status independently.

For orders where international carriers (Asendia, LandmarkGlobal/bpost, DirectLink) are used for direct-to-customer shipping, tracking visibility may be limited at the final-mile stage. This is a known characteristic of international consolidated postal services and is covered by our VTR exemption, discussed in the next section.

6. VTR Policy Exemption — Confirmed in Writing by Amazon

This is the most important policy section of this submission. We are not relying solely on our interpretation of Amazon’s published policy. We have a direct written confirmation from Amazon Selling Partner Support confirming that our international fulfillment model is compliant and that we are exempt from VTR requirements.

Exhibit G — Amazon Selling Partner Support Written Confirmation (March 13, 2026)

Amazon Selling Partner Support written response (March 13, 2026) confirming that [REDACTED]’s international fulfillment practices are compliant with Amazon’s requirements and that the account benefits from a VTR exemption for international shipments shipped from outside qualifying countries.

Key confirmations from this email:

- Amazon support explicitly stated that the fulfillment practices are compliant with Amazon’s requirements.
- The account benefits from a VTR exemption — packages shipped from countries other than the US, Canada, UK, India, China, American Samoa, or US Minor Outlying Islands are exempt from VTR calculation.
- Since [REDACTED] ships from Australia and New Zealand, it is not required to maintain the 95% VTR require
- Marking orders as shipped without immediate tracking IDs is acceptable, and adding tracking information later — when a last-mile carrier takes over — is compliant with Amazon’s policies.
- VTR exemption status can be verified in Account Health Dashboard — if VTR shows as “N/A” (Not Applicable), shipments are confirmed as exempt.

Published Amazon Policy Basis

Amazon’s published VTR policy (sellercentral.amazon.com/help/hub/reference/G201817070) lists exemptions from VTR calculation, including: “International shipments shipped from outside of US and China.” Our shipments to US customers originate from overseas facilities outside the United States and China. The VTR exemption is therefore applicable.

Our Seller Central Account Health dashboard shows Valid Tracking Rate as “N/A” — confirming exemption status, exactly as the Amazon support email explained. This is visible in the Account Health screenshot included in Section 7.

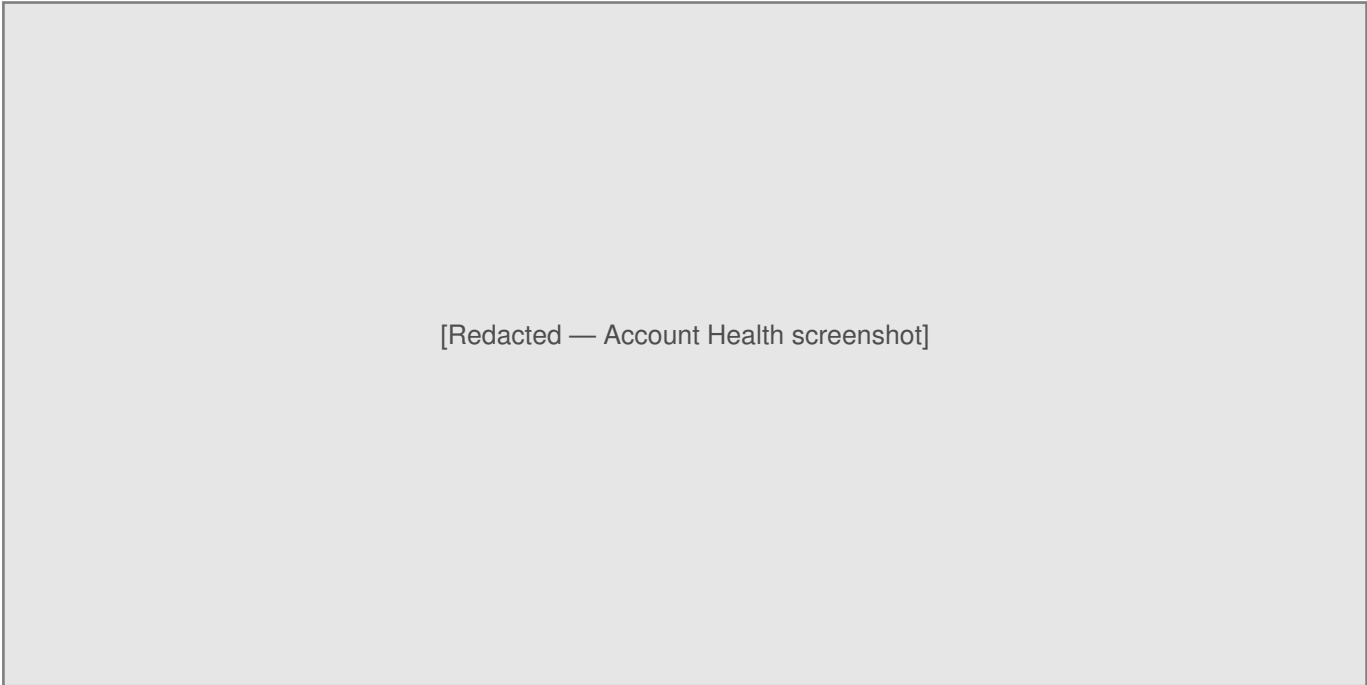
In light of the confirmed exemption, the absence of final-mile delivery confirmation for some orders shipped via international carriers cannot be treated as a policy violation. These are international lanes for which Amazon itself has acknowledged tracking visibility limitations are expected and acceptable.

7. Account Performance Evidence

An account experiencing systemic non-fulfillment or operating as an unauthorized drop-shipper would show measurably different performance metrics. The evidence below does not support either conclusion.

<p style="text-align: center;">1000</p> <p style="text-align: center;">Account Health Rating</p>	<p style="text-align: center;">0.19%</p> <p style="text-align: center;">Order Defect Rate</p>	<p style="text-align: center;">0.04%</p> <p style="text-align: center;">Late Shipment Rate</p>
<p style="text-align: center;">0%</p> <p style="text-align: center;">Pre-fulfillment Cancel Rate</p>	<p style="text-align: center;">N/A</p> <p style="text-align: center;">Valid Tracking Rate (Exempt)</p>	<p style="text-align: center;">[REDACTED]</p> <p style="text-align: center;">Total Sales (2 Years)</p>

Exhibit H — Account Health Snapshot



[Redacted — Account Health screenshot]

Seller Central Account Health page — showing Account Health Rating 1000 (maximum score), Order Defect Rate 0.19% (93 of 49,055 orders), Late Shipment Rate 0.04% (5 of 14,276 orders), Pre-fulfillment Cancel Rate 0%, and Valid Tracking Rate shown as N/A (confirming VTR exemption status). Account Health Assurance enrollment active. Policy Compliance: Healthy.

Exhibit I — Sales Dashboard

[Redacted — Sales Dashboard screenshot]

Seller Central Sales Dashboard — April 14, 2024 to April 13, 2026. Total order items: 516,881 | Units ordered: 535,595 | Ordered product sales: [REDACTED] USD | Avg. units/order item: 1.04 | Avg. sales/order item: \$23.46. Consistent sales volume over two years demonstrates active, ongoing, and successful fulfillment operations at significant scale.

8. Fulfillment Insights — Delivery Performance Data

Amazon’s own Fulfillment Insights Dashboard provides objective measurement of our delivery performance. The data below covers the 14-day window of March 24 – April 6, 2026 for all Fulfilled by Merchant (FBM) orders.

<h3>5.0 days</h3> <p>Promise Gap (Early)</p>	<h3>21.5 days</h3> <p>Promised Delivery</p>	<h3>16.5 days</h3> <p>Actual Delivery</p>
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The “Promise Gap” metric is particularly significant: on average, buyers received packages **5.0 calendar days before the promised delivery date**. This means our actual delivery performance substantially exceeds customer expectations.

Metric	Promised	Actual	Gap (Ahead)
Handling Time	5.7 cal. days / 4.0 bus. days	3.4 cal. days / 2.3 bus. days	2.3 days early
Transit Time	14.3 calendar days	13.1 calendar days	1.2 days early
Promise Extensions	—	1.5 calendar days avg.	Improved OTD by 13.5%

On-Time Delivery Metric	Rate
On-time delivery WITHOUT promise extensions	68.1%
On-time delivery WITH promise extensions	81.6%

Exhibit J — Fulfillment Insights Dashboard

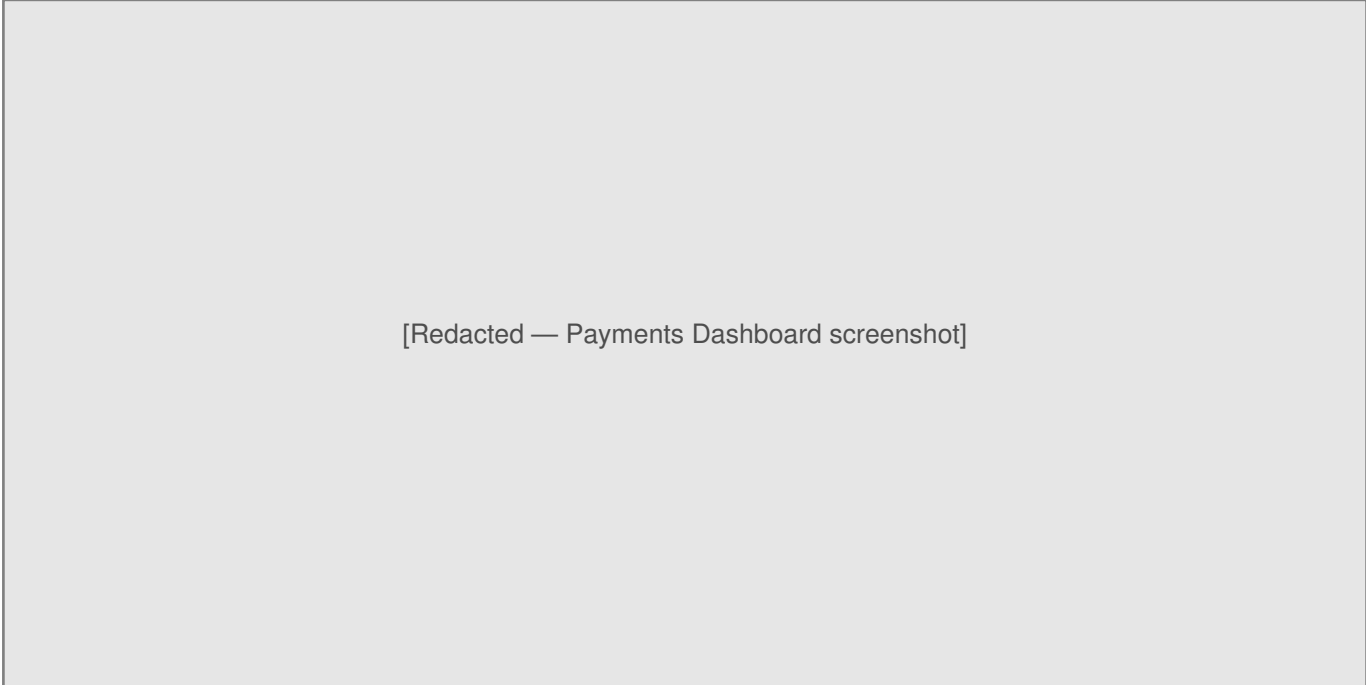
[Redacted — Fulfillment Insights screenshot]

Seller Central Fulfillment Insights Dashboard — 14-day window (3/24/2026 – 4/6/2026). Promise gap: 5.0 calendar days early. Handling time gap: 2.3 days early. Transit time gap: 1.2 days early. Promise extensions: 1.5 days average, improving on-time delivery rate by 13.5%.

These fulfillment metrics — generated by Amazon’s own dashboard — demonstrate that [REDACTED] consistently delivers packages ahead of schedule. An operation engaged in fraudulent drop-shipping or systemic non-fulfillment could not produce these results across thousands of orders.

9. Reserve Balance and Request for Resolution

Exhibit K — Payments Dashboard / Account Reserve



[Redacted — Payments Dashboard screenshot]

Seller Central Payments Dashboard — Account Level Reserve: [REDACTED] USD. Standard Orders total balance: [REDACTED] . Invoiced Orders: [REDACTED] . Deferred Transactions: [REDACTED] . All Accounts total: [REDACTED] . Funds Available: \$0.00. Settlement period: 4/5/2026 – Present (Open).

Financial Summary	Amount
Account Level Reserve	[REDACTED]
Beginning Balance (current period)	[REDACTED]
Sales (current period)	[REDACTED]
Refunds (current period)	-[REDACTED]
Expenses (current period)	-[REDACTED]
Funds Available	\$0.00

We reference the reserve balance not as a pressure point but as material context. A reserve of [REDACTED] USD representing earned seller proceeds is being held while this review is pending. This underscores the importance of a prompt and properly informed decision by the review team.

Our Requests

1. Review this supplemental submission together with all prior appeals already on file.
2. Reconsider the “seller of record” finding in light of the label evidence: [REDACTED] is clearly and consistently identified as the sender on every shipping label, packing slip, and piece of packaging.

3. Take into account the written confirmation from Amazon Selling Partner Support (March 13, 2026) confirming VTR exemption and compliance of our international fulfillment model.
4. Review the five representative order delivery confirmations and the complete tracking spreadsheet to verify that orders are being shipped and delivered successfully.
5. Review the NJ warehouse lease and business information document to confirm that [REDACTED] operates legitimate fulfillment infrastructure.
6. Accept that the fulfillment model — shipping from overseas origin facilities through a US-based warehouse — is a compliant international seller model, not drop shipping.
7. Proceed to resolution of the account review, removal of the disbursement hold, and release of the [REDACTED] reserve balance.

[REDACTED] is committed to full cooperation with this review. We have provided every piece of evidence available to us — shipping labels, delivery confirmations, tracking spreadsheets, warehouse documentation, business registration, and Amazon’s own written policy confirmation. We are ready to provide additional order-level detail, respond to specific order IDs, or participate in a further call with Account Health Support if that would assist in bringing this review to a conclusion.

Respectfully submitted — [REDACTED] [REDACTED]

Amazon.com Seller Account | April 13, 2026

Prepared for: Amazon Account Health Support / Seller Performance

Appendix: Exhibit List

Ref	Document / Screenshot	Relevance to This Appeal
A	Shipping label + USPS delivery confirmation Order [REDACTED]	Delivered Dallas, TX — Apr 4, 2026. Label: [REDACTED]. "Packed in the US [REDACTED]."
B	Shipping label + UPS/USPS delivery confirmation Order [REDACTED]	Delivered Dumfries, VA — Mar 27, 2026. Label: [REDACTED] / [REDACTED].
C	Shipping label + UPS/USPS delivery confirmation Order [REDACTED]	Delivered West Hartford, CT — Mar 28, 2026. Label: [REDACTED] / [REDACTED].
D	Shipping label + USPS delivery confirmation Order [REDACTED]	Delivered Ione, CA — Apr 3, 2026. Label: [REDACTED]. "Packed in the UK [REDACTED]."
E	Shipping label + UPS/USPS delivery confirmation Order [REDACTED]	Delivered Norwalk, CT — Mar 30, 2026. Label: [REDACTED] / [REDACTED].
F	Label Examples PDF (attached separately)	Additional shipping labels across USPS, UPS, bpost, Royal Mail. All show [REDACTED].
G	Amazon Selling Partner Support email March 13, 2026	Written Amazon confirmation: fulfillment compliant, VTR exemption applies.
H	Account Health snapshot (embedded)	AHR 1000, ODR 0.19%, LSR 0.04%, Cancel 0%, VTR N/A. Policy: Healthy.
I	Sales Dashboard (embedded)	516,881 order items, [REDACTED] sales over 2 years.
J	Fulfillment Insights Dashboard (embedded)	Promise gap: 5.0 days early. OTD with extensions: 81.6%.
K	Payments Dashboard (embedded)	[REDACTED] Account Level Reserve held. \$0.00 available.
—	Tracking Spreadsheet (attached separately)	All orders since Jan 13, 2026 with tracking links for verification.
—	NJ Warehouse Lease (attached separately)	Lease for [REDACTED] [REDACTED].
—	Critical Business Information (attached)	Tax ID, business registration, bank account details.
—	Prior Appeals (on file with Amazon)	March 21 and April 1 submissions. Drop-shipping policy, seller-of-record, warehouse, chain-of-custod

Respectfully submitted — [REDACTED] [REDACTED]

Amazon.com Seller Account | April 13, 2026

Prepared for: Amazon Account Health Support / Seller Performance