Scoop

THE LATEST TRENDS, SERVICES & PROMOTIONS

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Navigating Amazon DPV Requirements & Chemical Compliance for Squishy Toys



The global regulatory landscape for children's toys and sensory novelties is undergoing rigorous scrutiny. Regulatory authorities worldwide—including the U.S. CPSC, Health Canada, and the UK OPSS—are stepping up market surveillance and port inspections. For manufacturers, importers, and e-commerce sellers, non-compliance no longer means simple warnings; it results in costly product seizures, mandatory recalls, and severe marketplace delistings.

Products in Scope
Squishy toys generally include soft, squeezable, or compressible items intended for sensory play, stress relief, or tactile entertainment. Eligible product categories include:

- PU/TPU foam squishy toys
- Gel- or liquid-filled sensory and stress toys
- Character or animal-shaped squishy toys
- TPR/gel stress balls
- Food-shaped squishy toys
- Fabric/mesh-covered sensory toys
- Novelty squishy collectibles and keychains

Marketplace Regulations & Amazon DPV Standards
To combat hazardous non-compliant items, major e-commerce platforms like Amazon have introduced enhanced Direct Product Validation (DPV) requirements specifically for Squishy Toys. These rules completely prohibit products containing Super Absorbent Polymer (SAP) water beads.

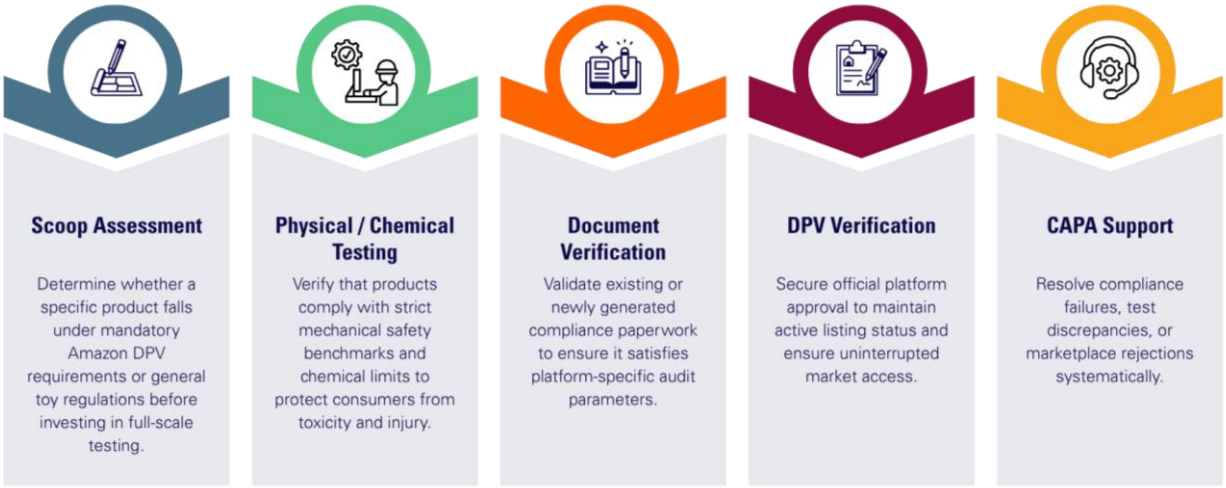
Key chemical compliance criteria required under Amazon DPV protocols include:

Requirement	Key Criteria
TVOC	≤ 500 mg/kg
Benzene	≤ 5 mg/kg
Specified VOCs	≤ 500 mg/kg each
Formaldehyde	Material-specific limits

Amazon specifies Headspace GC-MS for VOC determination, including headspace conditions of 120°C for 45 minutes. Formaldehyde limits and methods vary according to material type.

How SGS Safeguards Supply Chain Compliance

As an official Amazon-recognized DPV service provider, SGS offers an integrated, end-to-end compliance solution designed to protect vendors from regulatory penalties and marketplace disruption:



Partnering with SGS ensures that your product catalog meets strict global regulations, safeguarding your brand reputation and securing continuous market access.

Learn more about our chemical services for the Amazon DPV program here!



FOR ENQUIRIES

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