



Sean Vandenberg &lt;sean.m.vandenberg@gmail.com&gt;

## Follow-Up: January Escalation Email Never Received – Now Re-sent Without Attachment

1 message

Sean Vandenberg &lt;sean.m.vandenberg@gmail.com&gt;

Wed, Jun 4, 2025 at 6:28 PM

To: jeff@amazon.com

Cc: ajassy@amazon.com, dherring@amazon.com, dharmesm@amazon.com

Dear Amazon Executive Team,

I am writing to follow up on an escalation I originally submitted on **January 13, 2025**, which I've just discovered **was never successfully delivered** to your escalations inbox due to an **attachment size restriction**.

I regret not catching the delivery failure earlier. The body of that message is now reattached below, this time without the oversized file. All referenced evidence has since been incorporated into my public documentation and is available here:

🕒 Archived Documentation:

<https://web.archive.org/web/20250604061017/https://seanvandenberg.com/>

Although this escalation predates my formal pre-arbitration actions, it remains part of the broader pattern of enforcement failures that I am now pursuing through consolidated arbitration.

This follow-up is provided in good faith — both to ensure Amazon's internal teams have a complete record and to preserve every opportunity for resolution prior to formal filing.

Sincerely,

**Sean Vandenberg**

Seller ID: A1LTMDMBBP1XZ0

Email: [legal@seanvandenberg.com](mailto:legal@seanvandenberg.com)

Documentation Hub: <https://seanvandenberg.com/>

----- Forwarded message -----

From: **Sean Vandenberg** <[sean.m.vandenberg@gmail.com](mailto:sean.m.vandenberg@gmail.com)>

Date: Mon, Jan 13, 2025 at 8:00AM

Subject: Urgent: Brand Restrictions on Longstanding Seller Account

To: <[jeff@amazon.com](mailto:jeff@amazon.com)>

Cc: <[ajassy@amazon.com](mailto:ajassy@amazon.com)>, <[dherring@amazon.com](mailto:dherring@amazon.com)>, <[dharmesm@amazon.com](mailto:dharmesm@amazon.com)>

Dear Executive Seller Relations Team:

My name is Sean Vandenberg, owner of Smarter Home Ideas LLC, and I've been operating on Amazon since 2018.

I have maintained a 100% positive seller feedback over these years, with 543 ratings and a proven track record of compliance and customer satisfaction.

However, I recently encountered unexpected and widespread restrictions on dozens of brands I was previously approved to sell, significantly impacting my ability to operate effectively.

On Monday, January 6, 2025, I contacted your team regarding restrictions on Dungeons & Dragons (D&D) and Mattel branded products.

Upon further review, it appears that many other brands I have been selling for years, such as Fisher-Price (approved on December 24, 2019 – Case ID: 6698033371), are now restricted without notice or the option to reapply.

This sudden change has disrupted my business operations and raises concerns about potential system errors or policy misapplications. I have consistently adhered to Amazon's guidelines and maintained excellent performance metrics, making this development puzzling.

I kindly request your assistance with the following:

1. A detailed explanation of why these restrictions have been applied to my account, including specific reasons or policy changes that have led to this situation.
2. Immediate reinstatement of my selling privileges for the previously approved brands, including but not limited to:
  - Dungeons & Dragons
  - Mattel
  - Marvel
  - Hasbro
  - Fisher-Price
  - Disney
  - Irish Spring
  - Axe
  - Eucerin
  - Bandai Namco
  - Schwarzkopf
  - Revlon
  - Nivea
  - Biore
  - Tide
  - Dove
  - Vaseline
  - L'Oréal Paris
  - 3M
  - Fixodent
  - WWE
  - And others as listed in my account.

Attached are screenshots from Seller Central showing approved selling applications and listed inventory for the brands.

I am more than willing to provide any further necessary documentation, such as proof of purchase, product images, or other relevant information, to support my case and validate my eligibility to sell these brands.

These restrictions have not only caused significant disruption to my operations but have also led to massive potential inventory losses.

Additionally, it is concerning to observe that new sellers with no feedback are able to list these brands without similar restrictions. This disparity affects longstanding, compliant sellers like myself and undermines the trust and stability cultivated within Amazon's marketplace.

I sincerely urge your team to investigate and resolve this matter promptly.

As a dedicated seller on Amazon for over six years, I am committed to upholding the highest standards and contributing to the platform's success. I am confident that this issue can be resolved efficiently with your support.

Thank you for your time and attention to this matter. I look forward to your response and a swift resolution.

Best regards,  
Sean Vandenberg  
Smarter Home Ideas LLC  
Merchant Token: A1LTMDMBBP1XZ0