

CASE STUDY



FireAngel is a leading European manufacturer of home fire and carbon monoxide safety alarms. As the brand expanded its digital shelf presence in UK, managing unverified third party seller activity at the required scale and pace required a systematic, always-on approach that manual monitoring alone could not deliver. Greyscout has been associated with FireAngel since 2024.



SECTOR:

Residential Fire and CO Safety

CHALLENGE:

Unverified 3P sellers listing across a life-safety catalogue on Amazon UK — requiring a scalable, repeatable process to detect, classify, and enforce consistently.

SOLUTION:

Continuous Amazon UK monitoring with Greylist classification of suspect sellers and a calibrated Notify-Verify-Remove or Pause enforcement workflow.

RESULTS:

Near-total inactivation of actioned listings and near-complete authorised-seller BuyBox Win share on Amazon UK — verified sellers capturing the overwhelming majority of consumer demand at point of sale.

Present. Vigilant. Uncompromising.

Unverified 3P seller activity on Amazon UK — persistent, recurring, and difficult to manage consistently at scale without dedicated infrastructure.

As FireAngel's presence on Amazon UK grew, so did the presence of 3P sellers listing FireAngel smoke alarms, CO detectors and connected safety products outside the authorised network — without verified sourcing, condition, or accountability.

In a life-safety category, this is not cosmetic. Unverified sellers listing in Unknown or Used condition expose consumers to unverified products — and expose the brand to reputational and regulatory risk. GreyScout provided the scalable infrastructure and repeatable workflow that manual monitoring alone could not match at the volume and pace required.

*“GreyScout has helped us establish a consistent enforcement benchmark on Amazon UK. The platform gives us visibility into seller activity and a repeatable workflow to verify and action unauthorised listings.”*

Unverified seller activity doesn't resolve itself. Between January 2025 and February 2026, seller volumes surged, receded under enforcement pressure, and returned — repeatedly. This is the structural reality of open marketplace selling. The response required is a permanent enforcement posture, not a one-time fix.

*“When you are growing your Amazon presence globally and moving into new platforms simultaneously, brand control cannot be an afterthought. FireAngel products protect people in their homes, and that only works if customers are buying genuine, verified product wherever we sell. GreyScout has made that assurance a default, and it is a capability we expect to lean on increasingly as our international footprint grows.”*

Jaison Mathai — Business Unit Director, eCommerce, FireAngel Safety Technology

98%

of enforcement actions resolved to the intended outcome

Jan 2025 – Feb 2026 · Amazon UK

99%

of actioned listings have become inactive — removed or voluntarily delisted

Jan 2025 – Feb 2026 · Amazon UK

96%

authorised-seller BuyBox Win share across monitored ASINs — the verified channel capturing consumer demand — up from 84% at the start of the period.

Jan 2025 – Feb 2026 · Amazon UK