



Complete Guide to General Product Safety Regulation (GPSR) for E-commerce

1 What is the EU General Product Safety Regulation (GPSR)?

The GPSR 2023/988, or General Product Safety Regulation, is a new European Union regulation that replaces previous product safety directives, including the 2001/95/EC directive. Set to be fully applicable on **December 13, 2024**, the GPSR establishes updated standards for consumer product safety across the EU, responding to changes in technology, online commerce, and globalisation.

This regulation applies to all consumer products, whether sold in stores or online, and includes specific measures to ensure safety in online marketplaces. It mandates that all products sold within the EU, even those from non-EU manufacturers, must have an economic operator based in the EU responsible for their safety.

Furthermore, it strengthens product recall systems by ensuring companies notify consumers directly when issues arise and publish standardized recall notices. The GPSR also introduces the Safety Gate system, a rapid alert and notification platform that enables authorities and businesses to report and manage dangerous products more efficiently.



2 Who should pay attention to the new GPSR?

A manufacturer based in the EU carries the primary responsibility for ensuring that their sofas comply with EU safety standards. They must conduct thorough safety assessments, document their findings, and properly label their products, including any necessary warnings. For instance, if a manufacturer produces sofas that use flame-retardant materials, they must ensure that the products are tested for flammability and that the safety labels inform consumers about the material's properties.

On the other hand, a manufacturer located outside the EU has similar safety obligations but with an added layer of complexity. This manufacturer must appoint a responsible person within the EU who will act as the point of contact for any safety-related issues. Without this designated representative, the sofas cannot legally enter the EU market. This responsible person is crucial for addressing consumer safety concerns and ensuring that the products meet the stringent safety requirements.

Importers who bring sofas from outside the EU play a vital role in ensuring product safety as well. They are responsible for verifying that the imported furniture complies with EU safety regulations. This means they must check that the manufacturer has provided all necessary safety



certifications and that the products are correctly labeled. For instance, an importer must ensure that the sofas they are bringing into the EU have been tested for harmful substances and that they include warnings about potential hazards, such as sharp edges or weight limits.

Lastly, distributors within the EU who source sofas from manufacturers or importers also have responsibilities under the GPSR. They need to make sure that the sofas they sell are compliant with safety standards and that all necessary documentation is in place. Moreover, distributors should monitor any safety information related to the sofas they sell, such as recall notices or warnings, and they must be prepared to respond to any safety issues that may arise after the product is on the market.

Manufacturer in the EU has the primary responsibility for product safety and compliance, manufacturers outside the EU must appoint a responsible person in the EU. Importers ensure that the products meet safety standards upon entering the EU, and distributors are responsible for maintaining safety compliance and monitoring for any safety-related concerns after the sale.



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Key requirements of GPSR

To comply with the General Product Safety Regulation (GPSR), all sellers operating within the European Union must adhere to a set of comprehensive requirements. Here's how you can ensure your products meet the necessary safety standards:

Assess Your Product Catalog

Begin by thoroughly reviewing your product catalog to identify which items fall under the GPSR's scope. This applies not only to new products but also to second-hand, refurbished, or reconditioned items. All listings, regardless of their condition, must meet the safety and documentation requirements set forth by the GPSR to ensure compliance across your entire inventory.

Designate a Responsible Representative in the area of EU

Each seller is required to designate a "Responsible Person" within the EU. This individual or entity is accountable for product safety and compliance and must ensure that all necessary safety documentation is available and maintained according to the regulation. Their contact details should be clearly visible on the product packaging



or label. The responsible person could be an individual, a manufacturer, an importer, or a third-party representative, and choosing the right person is crucial for effective communication with EU authorities regarding compliance issues.

Provide Clear Manufacturer Details

Ensuring product traceability is a key element of the GPSR. Sellers must provide clear and accessible information about the manufacturer, including their name, address, and contact details. This information is vital for authorities to quickly identify the source of a product in the event of a safety issue, enabling swift corrective actions if necessary. Maintaining traceability throughout the supply chain helps protect your business from risks associated with product safety violations.

Implement Proper Labeling and Safety Notices

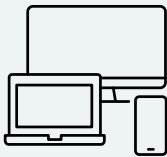
All products must display appropriate safety warnings and instructions in the official language of the country where they are sold. This includes providing region-specific labels that clearly communicate essential warnings to consumers. Sellers need to prepare multiple language versions of safety information based on the markets in which their products are sold. Inadequate labeling can result in listings being flagged as non-compliant, which can negatively impact sales.

Submit Safety and Compliance Documentation

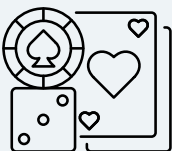


Labeling and Safety Notices – Use Cases by specific industries

Here are some specific examples of product safety labels and information that may be required in different regions under the new GPSR regulations:



Electronic products: Consumer electronics, especially high-powered ones, should include warnings about the risk of electric shock and rules for use. Different countries may require specific voltage information and warnings not to use the device in wet conditions

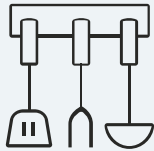


Children's toys: Products aimed at children under the age of 3 must include a warning about small parts that could pose a choking hazard. For example, the label should clearly indicate that the product “is not suitable for children under 36 months” and explain why (e.g., “choking hazard from small parts”).





Household chemicals (such as detergents): Many chemical products, such as detergents, require health warnings that depend on the region. In the EU, warnings about skin irritation, eye hazards and what to do in case of contact with the product are required, e.g. “In case of eye contact, rinse immediately with water and consult a doctor.”



Kitchen accessories, such as knives and other sharp tools: These products should have labels warning to keep them out of the reach of children, and instructions for safe use, such as an indication to keep them out of the reach of children.



Cosmetics and personal care products: For cosmetics, such as hair dyes and creams, which can cause allergic reactions, skin test instructions before use may be required in EU regions, along with warnings, such as “Perform a sensitisation test 48 hours before use.”



Submit Safety and Compliance Documentation

Sellers should maintain and submit all necessary compliance documents to relevant platforms or authorities. This includes safety certifications, user manuals, and any other documentation required to demonstrate compliance with GPSR standards. It is essential to ensure that documentation is well-organized, up-to-date, and formatted correctly, as incomplete or incorrect submissions may delay product approval for sale.

Perform Thorough Safety Evaluations

Sellers are responsible for conducting thorough safety assessments of their products. This process includes performing risk analyses and identifying any potential safety concerns associated with product use. Upon identifying risks, appropriate safety measures must be taken, which could involve adding safety labels or modifying product designs to mitigate hazards. Furthermore, the GPSR mandates ongoing monitoring of product safety, requiring sellers to remain vigilant even after a product has been placed on the market and to address any emerging safety concerns swiftly.



4 New GPSR and selling on marketplaces

Amazon (and also other marketplaces) has updated its requirements for sellers listing products on its EU marketplace to align with the GPSR.



For your product listings to remain active and compliant, you will need to provide the following:

1. **Visual Proof of Possession:** Amazon may request additional images to verify that you physically hold the product. This step helps to confirm authenticity and seller reliability on the platform.
2. **Supplier, Importer, or Manufacturer Information:** The contact details of the product's manufacturer, importer, or supplier need to be clearly listed. This



information ensures that each part of the supply chain is traceable and accountable for product safety.

3. **Designated Responsible Person:** You must appoint an EU-based Responsible Person (such as the manufacturer or an authorized representative) responsible for ensuring the product meets EU safety standards. Their contact information must be accessible on the product packaging or label.
4. **Safety Information and User Instructions:** Essential safety warnings, hazard notifications, and detailed user instructions need to be provided, in the local language of each EU market where the product will be sold. These instructions help consumers use the product safely.

Amazon emphasizes that non-compliant listings will be removed from its EU stores if they do not meet these requirements by the deadline.

The updated information must be submitted via Seller Central to maintain compliance on the platform.

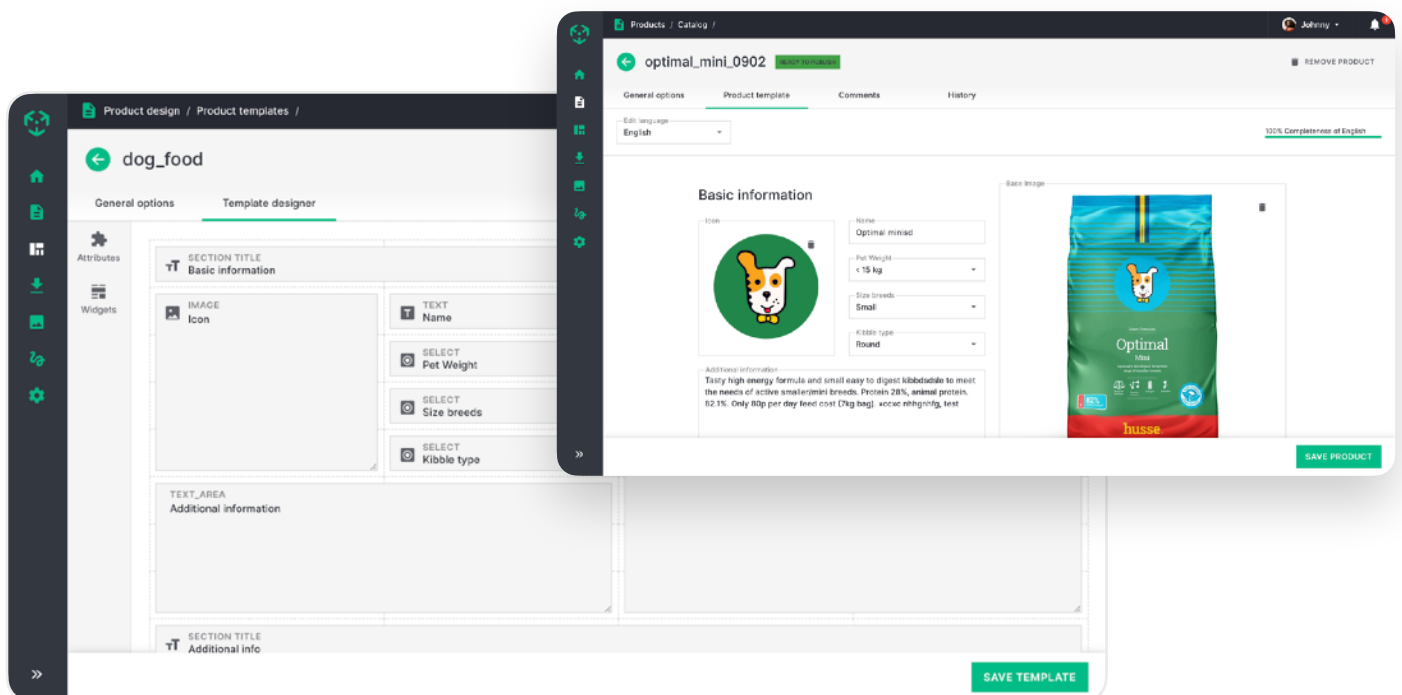


5 How PIM software can help to be more compliant with GPSR?

Build the flexible data model for each product family

With Ergonode PIM, you can structure any product families (categories) flexibly – but also quickly and usefully – in terms of data modeling.

Basic and product-identifying data, logistics data, marketing or multimedia data (images, video, files), relations between products, categories hierarchy, dedicated data under sales channels, or multilingual – these are just a few options selected, which will allow you to shape a product card compliant with current and future regulations (GPSR, DPP).



Create a detailed information of manufacturers and responsible persons

Ergonode PIM allows you to manage detailed information about suppliers (manufacturers, importers) – not only the brand name, but also a detailed address, logos, photos and multimedia, information about employees, or manufacturing safety standards.

In addition, it is also possible to specify the person responsible for safety procedures in accordance with the new GPSR guidelines.

The level of detail is up to the Ergonode PIM operator – no need for additional programming work, flexibility and freedom of management is the strength of Ergonode PIM.

The screenshot displays the Ergonode PIM interface for managing manufacturers. The sidebar on the left contains navigation links: Dashboard, Products, Product design, Data exchange, Resources, Apps, Workflows, and System. The main content area is titled 'Manufacturer' and includes tabs for General, Translations, Options, Custom fields, and Metadata. A table lists manufacturers with columns for Option name, country, and address. A detailed view for 'HANGZHOU JIAYI GARMENT COMPANY LTD' is shown on the right, including a description, number of employees (501-1000), and a photo of the factory interior.

Option name	country	address
HANGZHOU JIAYI GARMENT COMPANY LTD	China	HANGZHOU JIAYI Yingbin Road, Yuhang
NINGBO SEDUNO IMP & EXP CO.LTD	China	SEDUNO CAMBO Village, Kandouang Takeo
ZHEJIANG HUADENG CLOTHING CO.,LTD.	China	ZHEJIANG HUADENG ZENGPIPING ROAD,3 ZONE,DONGYANG
Polly Trading Co.,Limited	Vietnam	Nam Thuan Nghe Dien My Commune Province, 460000,
Eco-Szwalnia Łódź	Poland	Eco-Szwalnia Łódź Łódź

HANGZHOU JIAYI GARMENT COMPANY LTD
Hangzhou Jiayi Knitting Co., Ltd. emerged from Yuhang Tangxi Woolen sweater factory, which is specialized in producing woolen sweater. was established in 1985. It is located at the famous aquatic products town---Tangxi in the suburbs of Hangzhou city.

Detailed info
Number of employees: 501-1000



Manage the labeling and safety notices

Each product safety label can have additional information such as an icon, a short or even a detailed description with the inclusion of detailed photographs and multimedia.

It allows you to look to the future of product management in your organisation with confidence.



Perform safety assessments

The responsible person in charge of procedures and evaluation of GPSR guidelines can audit each item in the product catalog periodically through a personalized view.

This will help you know when the last safety audit was and be prepared for potential audits. In case of an audit, specific data can be quickly exported to popular formats (XLS, CSV).

Products / Catalog /

Ergonode

Mini Black - Dalia - no. 102

General Template ✓ History Variants 8 Comments

English (United Kingdom) Edit template 48% Completed Missing option translation Marketing Content

GPSR

10 Attributes

100% Completed

Responsible person

GPSR responsible person * John Doe

Safety assessment

last_safety_evaluation_date 22 November 2024

Manufacturer info

Manufacturer * Szwalia Łódź

Safety labels

22 November 2024

< November 2024 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Ok Clear

Note

GPSR Regulation on general product safety

The GPSR Regulation is a key instrument of the EU product safety legal framework, replacing, as from 13 December 2024, the current Directive 2001/95/EC on general product safety and the Directive (87/357/EEC) on the approximation of the laws of the Member States concerning products whose appearance indicates an intended use other than the real one, endangering the health or safety of consumers.

Importance of the Regulation

This Regulation seeks to ensure the health and safety of consumers and the functioning of the EU internal market in relation to consumer products.

By realising the consumer's right to safe products, the Regulation aims to improve the action of market surveillance authorities against dangerous products on the EU market or coming from outside the EU, irrespective of how they are made available



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Frequently Asked Questions

Who should be the „responsible person“?

The responsible person for product safety in the European Union market, according to GPSR Regulation 2023/988, can be the manufacturer, importer, authorized representative or storage service provider (fulfillment service provider), if they are associated with the product.

Such a person is responsible for product compliance with EU safety requirements, as well as for responding to reports of possible hazards and carrying out necessary actions, such as recalls or contacting consumers in case of problems.

For non-EU products, a key requirement is to have a “responsible person” based in the EU, which increases confidence that products available online meet EU safety standards.

Responsibility includes working with market regulators, monitoring product compliance, and keeping records to ensure that product information and safety is readily available.



If I sell through the marketplace a product that was manufactured by a company in the EU, do I just have to show that the person responsible for safety is a specific person from the manufacturer?

Yes, if you are selling a product produced by a company in the EU, it is crucial to be clear about who is responsible for the safety of the product.

For products manufactured in the EU, such as those from Poland, the Netherlands, or Germany, the onus is most often on the manufacturer to show the responsible person.

This means that the manufacturer should have a person (or entity) responsible for the product's compliance with safety requirements and for responding to reports of potential hazards.

If the manufacturer has such a designated person, your job as a retailer is merely to make sure the relevant information is available when needed.

Online retailers such as yourself do not have to designate their own safety person if they sell a product directly from a EU manufacturer that complies with GPSR regulations. However, it is worth being aware that the regulations require you to provide safety information to consumers and to cooperate if there are reports of possible product hazards.



Should I indicate which person is responsible for security in the product description?

You do not have to indicate the specific person responsible for product safety in the product description on the marketplace platform (Amazon, Allegro).

The new GPSR regulations require a product to have a “responsible person” in the EU, but do not oblige online sellers to include this data prominently in the product description. What is important is that the manufacturer (if it is a company in Poland) designates such a person and that he or she is able to cooperate with market regulators should there be reports related to product safety.

As a seller, however, you are obliged to provide information to consumers about product safety and to respond quickly if problems arise, such as a product recall.

Is there specific information I should include in the product description related to GPSR?

There is no obligation to directly include information related to the GPSR regulation, such as the name of the person responsible for safety, in the product description on Allegro. However, to comply with the new regulation, consider including some key information in the description that can increase consumer confidence and help meet GPSR standards.



Here's what to include in the description:

1. product safety information – Examples may include warnings about the use of the product, especially if the product may pose a risk (e.g., small parts in toys that may pose a danger to children). It is also useful to state that the product meets EU safety standards.

2. Instructions for use and maintenance – Clear instructions for use and maintenance rules can help consumers use the product safely and as intended, which is in line with GPSR principles.

3. contact information – While it is not necessary to identify the responsible person, it is a good idea to provide a contact, such as customer service or directly to the manufacturer, for questions or problems related to product safety.

Posting this information is not mandatory, but is in line with good practices related to GPSR and can help you comply if there are questions from customers or regulators.



About Ergonode PIM

Ergonode is powerful human-centric designed PIM platform. It empowers teamwork for easier and better product-data management to support wider and faster scalability. Platform with enterprise-grade content features at a fair price.

Trusted by hundreds of companies

