



VUT advice on Product Safety Regulation

November 2024

As labels and distributors will be aware, product legislation has been changed in Europe, in transition since 2023 and coming into effect on 13 December. **VUT has shared the advice below which they prepared for members.** Many thanks to Jörg at VUT! **Please share any other examples.** Most countries have detailed advice on this already as it has been in transition since 2023, if you have any good references, let us know. We include a couple of links below which might be useful.

From VUT: Product Safety Regulation (GPSR) - What Music Entrepreneurs Need to Know

The EU's Product Safety Regulation, also known as the General Product Safety Regulation (GPSR), aims to ensure that goods purchased by consumers are safe. It is essential for those in commerce - especially online retail, manufacturing, and importing - to prepare for the new requirements and implement the necessary measures. This applies regardless of whether the transactions are B2B or B2C, or if the goods are new or used. The regulation covers all products intended for consumers.

The Product Safety Regulation will come into effect on December 13, 2024. Products offered on the EU market before December 13, 2024, can continue to be sold, even if they do not meet the GPSR requirements. However, all products must comply with the previous Product Safety Act and must have been marketed before the effective date. Products manufactured before December 13 but only marketed after will be subject to the new GPSR requirements.

Important for Amazon Sellers: The information requirements apply to all products, even if they were offered before December 13, 2024.

The Product Safety Regulation requires that information be provided directly in the listing, not just via a link.

Required information includes:

- Name, trade name or brand, as well as postal and email address of the manufacturer for contact purposes must be clearly and visibly placed in the listing; linking is generally not sufficient.
- For manufacturers without an EU presence: name and address of a responsible person within the EU.
- The product must be clearly identifiable, including an image, product type, and other identifiers. The Product Safety Regulation emphasizes the obligation to display an image of the product, which is typically fulfilled with a product photo. In exceptional cases, where photography involves disproportionate effort, an illustration or pictogram can be used to identify the product.
- This information should be easy to locate and not hidden in continuous text. For instance, it can be labeled under “Product Safety” or “Product Safety Information.” Alternatively, a clearly visible dedicated tab in the online listing can be created. Information in the imprint or FAQ section is insufficient.
- Warnings or safety information must be in the official language of the respective member state, clearly visible on the product, packaging, or in accompanying documentation, e.g., for toys or cosmetics.

For more information and practical examples of the GPSR requirements in German, visit: <https://www.haendlerbund.de/de/ratgeber/recht/produktsicherheitsverordnung> and <https://www.versandhandelsrecht.de/2024/04/19/produktsicherheitsverordnung>

Other info (compiled by IMPALA):

Please share any other examples. Most countries have detailed advice on this already as it has been in transition since 2023, if you have any good references, let us know!

And in the meantime, here are a few other references:

EC: https://commission.europa.eu/business-economy-euro/doing-business-eu/eu-product-safety-and-labelling/product-safety/general-product-safety-regulation_en

NAMM association of music merchants in the

USA: <https://www.namm.org/policy/business-compliance/understanding-general-product-safety-regulations-gpsr-eu>

UK lawyer: <https://www.rpclegal.com/snapshots/consumer/summer-2024/the-eus-new-general-product-safety-regulation-is-set-to-land-in-december-2024/>