

List of EU Authorised Representative Companies (2026)

Prepared by Complico Consulting GmbH
EU Compliance • Regulatory Consulting • Market Entry Support

Below are some companies that offer EU AR services to manufacturers and online sellers entering the European market.

1. Complico Consulting GmbH

Complico Consulting GmbH is a regulatory compliance consultancy based in Germany that supports international companies entering the EU market.

The company provides **EU Authorised Representative services for consumer products under the GPSR and CE-marking regulations.**

Their services typically include:

- EU authorised representative address in Germany
- Technical documentation storage and review
- Assistance with product compliance documentation
- Communication with EU market surveillance authorities
- Guidance on product labelling and packaging requirements
- Support for Amazon and e-commerce sellers entering the EU market

Complico also offers additional regulatory services such as:

- WEEE registration
- Packaging compliance (LUCID registration)
- GDPR Article 27 EU Representative services
- Product compliance consulting

These services are particularly useful for **non-EU brands selling products through Amazon, Shopify, or other e-commerce platforms.**

Location: Germany

www.compliciconsulting.com

2. 24hour-AR

24hour-AR offers authorised representative services for companies selling products in the EU. The company provides EU-based representation to help manufacturers comply with the **Market Surveillance Regulation and GPSR requirements**.

Their onboarding process typically involves:

1. Completing a questionnaire about products and company information
2. Signing an Authorised Representative agreement
3. Submitting technical documentation and payment

Once approved, clients can use the company's EU address on product packaging and documentation.

Their service packages start at approximately **€1,650 per year for up to 20 products**.

Location: Rotterdam, Netherlands

3. Advena

Advena is a regulatory consultancy that has offered authorised representative services since 1996.

The company initially focused on **UK regulatory compliance** but later expanded to offer **EU Authorised Representative services** after Brexit.

Advena supports companies in:

- Document verification
- Compliance monitoring
- Communication with regulatory authorities
- Technical documentation storage

Advena also carries **product liability insurance**, which can be important for certain product categories.

Locations: Malta and United Kingdom

4. AR Experts

AR Experts, part of the Certification Experts group, provides authorised representative services for companies exporting products into the EU.

Their services focus mainly on **toys, electronics, and medical devices**.

The company offers a structured onboarding process including:

- Document submission
- Technical file review
- Authorised representative agreement
- Certification issuance

AR Experts also helps verify whether products meet the requirements to legally use **CE marking**.

Headquarters: Netherlands

5. Authorised Rep Compliance

Authorised Rep Compliance provides product safety consulting and EU authorised representative services for manufacturers and importers.

The company has more than **26 years of experience in EU product compliance**.

Their services include:

- Acting as the EU economic operator
- Maintaining technical documentation
- Providing an EU contact address
- Communicating with market surveillance authorities

Pricing depends on factors such as product complexity and technical documentation quality.

Locations: United Kingdom and Ireland

6. Certification Company

Certification Company is a Netherlands-based organisation providing regulatory compliance services for manufacturers entering the EU market.

The company's authorised representative services include:

- Acting as the contact person for EU market surveillance authorities
- Reviewing technical documentation
- Supporting GPSR documentation requirements
- Providing compliance consulting

The company offers flexible contract options including **quarterly cancellation and long-term discounts**.

7. Certiverso

Certiverso is a Spanish compliance company providing authorised representative services primarily for **Amazon sellers and international brands**.

Their services include:

- Communication with EU authorities
- Product safety monitoring
- Documentation review and management
- Incident and risk management

Certiverso supports a wide range of consumer products including furniture, electronics, toys, and textiles.

8. Clever Representative

Clever Representative is a compliance service developed by Clever Compliance to support companies entering the EU market.

The company provides an **online compliance platform** that allows manufacturers to:

- Upload and manage compliance documentation
- Verify CE marking requirements
- Store technical files digitally

www.complicoconsulting.com

List of EU Authorised Representative Companies (2026)



They also offer EU authorised representative services and product certification validation.

Location: Sweden

9. Comply EU

Comply EU provides authorised representative services under the **General Product Safety Regulation (GPSR)**.

Their services include:

- Maintaining and updating technical files
- Labelling and packaging compliance reviews
- Support for market surveillance authority requests

Pricing plans start at **£360 per year for up to five products**.

Location: Ireland

10. Obelis Group

Obelis Group is one of the most established authorised representative companies in Europe.

Founded in 1988, the company has represented **more than 3,000 manufacturers from over 60 countries**.

Their services include:

- EU authorised representative address
- Technical documentation review
- Regulatory submissions
- Incident reporting and compliance monitoring

Obelis mainly focuses on **medical devices, cosmetics, and healthcare products**.

Location: Brussels, Belgium

www.complicoconsulting.com

How to Choose an EU Authorised Representative

When selecting an EU Authorised Representative, companies should consider several factors:

Regulatory Expertise

Choose companies with experience in your product category.

Documentation Support

The representative should help review and maintain compliance documentation.

EU Address

An EU address must appear on product labels or packaging.

Communication With Authorities

Your representative should handle requests from EU market surveillance authorities.

Experience With E-commerce

If you sell online, choose a company familiar with **Amazon and marketplace compliance requirements**.

Final Thoughts

As EU product safety regulations become stricter, appointing a reliable **EU Authorised Representative** is essential for non-EU companies selling products in the European market.

Regulations such as the **Market Surveillance Regulation (EU) 2019/1020** and the **General Product Safety Regulation (EU) 2023/988** now require many international sellers to appoint an EU-based economic operator responsible for product safety and compliance.

Companies like **Complico Consulting GmbH** and other compliance providers listed above help manufacturers meet these regulatory obligations and safely enter the EU market.

www.complicoconsulting.com