

EU GPSR Compliance Checklist – Are Your Products Ready for 2026

The **EU General Product Safety Regulation (GPSR – Regulation (EU) 2023/988)** is now fully in force. Since **13 December 2024**, it has replaced the former General Product Safety Directive and applies to **all consumer products sold in the European Union** — whether through physical retail stores or online marketplaces like Amazon, Etsy, or Shopify.

If you manufacture, import, or sell products into the EU — even from outside Europe — **GPSR compliance is no longer optional.**

At **Complico Consulting GmbH**, we help brands, manufacturers, and online sellers navigate these new obligations with clarity and confidence.

Who Must Comply?

GPSR applies to:

- EU and non-EU manufacturers
- Brand owners selling under their own trademark
- Importers bringing goods from outside the EU
- Online sellers and marketplace merchants
- Fulfilment service providers

If you sell directly to EU consumers, **you are in scope** — regardless of where your company is based.

Key GPSR Requirements Explained

1. Expanded Responsibility Across the Supply Chain

GPSR clearly defines economic operators:

- **Manufacturer** – Produces or markets a product under their name or trademark
- **Importer** – EU-based entity placing non-EU goods on the EU market
- **Distributor / Fulfilment Provider** – Now share compliance responsibility

A product is considered safe only if it presents **no risk under normal or foreseeable use**, including:

- Reasonable misuse
 - Digital or software components
 - Vulnerable users (children, elderly)
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2. Mandatory Risk Assessment & Technical File

Every product must have a **documented risk assessment** and a **Technical File**, retained for **10 years**.

This file must include:

- Product descriptions and specifications
- Risk analysis and mitigation measures
- Test reports and certifications
- Declaration of Conformity
- Labels, manuals, and safety instructions
- Traceability and surveillance procedures

Authorities can request this documentation **at any time** — and it must be provided without delay.

3. EU-Based Responsible Person (EU REP)

Non-EU companies must appoint an **EU Responsible Person**.

The Responsible Person:

- Stores compliance documentation
- Communicates with EU authorities
- Coordinates corrective actions or recalls

Accepted roles:

- Authorised Representative
- Importer
- Fulfilment service provider
- Designated distributor

The RP's **name, address, and contact details** must appear on:

- Product
- Packaging
- Or accompanying documentation

No EU REP = No legal market access.

4. Stronger Labelling & Traceability Rules

Incorrect labeling is now one of the **top enforcement triggers**.

Products must display:

- Product identifier (model / batch / serial number)
 - Manufacturer or importer contact details
 - EU Responsible Person details
 - Safety warnings and instructions
 - Translations for each EU sales country
 - Durable physical labels (QR codes alone are not sufficient)
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5. Structured Product Risk Analysis

Each product must be assessed for:

- Mechanical and physical hazards
- Electrical risks
- Thermal and fire hazards
- Chemical hazards
- Hygiene risks
- Radiation risks

Risks must be rated and documented with mitigation measures and warnings.

6. EU Safety Gate Registration

Online sellers must register through the **EU Safety Gate – Online Marketplace Module**.

Registration requires:

- Business identification
- EU Responsible Person details
- Confirmation of GPSR compliance

Failure to register may result in:

- Listing removal
 - Marketplace account suspension
 - Product bans
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GPSR Compliance Checklist

- ✓ Appoint an EU Responsible Person
 - ✓ Conduct and document risk assessment
 - ✓ Prepare a complete Technical File
 - ✓ Ensure multilingual compliant labelling
 - ✓ Register on the EU Safety Gate
 - ✓ Update online product listings with RP details
 - ✓ Maintain records for 10 years
 - ✓ Monitor regulatory updates
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Penalties for Non-Compliance

Authorities now have stronger enforcement powers, including:

- Product recalls and bans
 - Fines and legal penalties
 - Marketplace delisting
 - Public Safety Gate alerts
 - Loss of EU market access
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How Complico Consulting GmbH Can Help

We provide **fixed-fee GPSR compliance services**, including:

- EU Responsible Person representation
- Risk assessments
- Technical file preparation
- Label compliance review
- EU Safety Gate registration support
- Marketplace compliance setup (Amazon, Shopify, Etsy)

Whether you are a growing brand or an established manufacturer, we ensure your products stay **legally compliant and market-ready**.

Final Thought

GPSR is the biggest EU product-safety reform in decades. Companies that prepare early gain uninterrupted access to Europe's 450-million-consumer market. Those who ignore it risk sudden delisting and blocked sales.

Start preparing now — before enforcement catches you off-guard.

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