

INTERGRAF FACTSHEET

PRODUCT SAFETY REGULATION

July 2024

Background

The Regulation on General Product Safety [EU/2023/988](#) (GPSR) replaces the General Product Safety Directive of 2001. It lays down rules on the safety of consumer products within the EU market. It requires manufacturers/importers/distributors to ensure that products placed on the EU market are safe for consumers.

Scope

It applies to products that are **intended for consumers**. It also includes **products sales online** which may be sold to EU consumers.

The legislation applies to **all products insofar as there are no specific provisions with the same objective in other EU legislation**. The scope excludes for instance medicinal products and food.

Economic operators with obligations under the Regulation include: manufacturers, importers and distributors.

The Regulation defines '**manufacturer**' as follows:
any natural or legal person who manufactures a product or has a product designed or manufactured, and markets that product under that person's name or trademark.

Obligations under this Regulation therefore lie with the printer in the case of a business-to-consumer relationship and with the print buyer in the case of a business-to-business relationship.

Deadline

12 June 2023	Entry into force
13 December 2024	Date of application

Obligations

Manufacturers have a general obligation to ensure that the products they place on the EU market are **safe by design** under normal or reasonably foreseeable conditions.

To achieve this, they have to:

- Conduct a **risk assessment** to identify potential hazards
- Maintain **comprehensive technical documentation** demonstrating product safety

- Mark products with **type, batch, serial number**, or other element legible to consumers, as well as name and contact address of manufacturer
- Provide **clear instructions and safety information** unless the safe use is guaranteed without these documents

For **products manufactured outside the EU**, importers placing the products on the EU market has to ensure that they comply with the rules.

Suppliers to companies having obligations under the Regulation may be requested to provide information to support the technical documentation and to support the risk assessment, the marking or labelling of the products.

Presumption of conformity

Products are presumed to be in conformity with the legislation if they conform with relevant EU standards or national standards.

The following other elements can be used in the risk assessment exercise to support:

- International standards or agreements
- Voluntary certification schemes
- Commission recommendations or guidelines
- Sectoral product safety codes of good practice
- **Reasonable consumer expectations concerning safety**

Impact on printing companies

According to the definition of 'manufacturer' (see above), **obligations** under this Regulation lie with the **printer in the case of a business-to-consumer relationship** and with the **print buyer in the case of a business-to-business relationship**.

When printed products can be generally considered as **presumably safe products**, as it is generally the case for publication documents for instance, manufacturers can use the provision about the **reasonable consumer expectations provision** in their **risk assessment**.
