

EU Product Standards, Regulations and Compliance – a guide for suppliers, agents and manufacturers

Introduction

Importing and selling products in the European Union (EU) is a challenging and costly experience if your business is not fully prepared. We are entering the era of the ethical investor and the ‘environmentally and socially conscious consumer’. Law makers recognise this. Ever increasing legislation is having an impact on organisations all over the world. It is the responsibility of manufacturers, importers and distributors to ensure that their products comply with the EU’s legal safety, sustainability and ethical standards

How do you plan to demonstrate that your products comply with the required standards and that you can show it to your customers when they want to see proof?

Three steps you need to consider

- 1) Identify the regulations that apply to your products you want to trade in the EU and the documentation that demonstrates compliance. This could impact on the manufacturing and design of your product.
- 2) Get your product tested to the relevant requirements to gain the proof of compliance required.
- 3) Consider how you will manage this evidence of compliance – the test certificate - to ensure that you can always demonstrate that your product’s compliance is always up to date, and that you are ready for changes or introduction of new legislation.

Benefits to your business

- Increase market share in the EU region.
- Demonstrating your awareness of product safety and quality will gain consumer confidence and trust.
- Staying up to date with compliance regulation can reduce the possibility of costly product recalls that damage customer confidence and loyalty.

Track Record Global can help you turn product compliance into brand advantage by reducing your costs, time to market and risk.

EU market access

Product compliance to enable access to European Union (EU) markets will be required for both **market entry** and **acceptance**.

Market Entry

To gain access for your products to the European Union (EU) market you will need to:

- Identify the legal requirements that apply to your product(s).
- Create a Product Technical File so that you can provide documentary evidence of compliance for all applicable testing and declarations in an easily accessible manner

Market Acceptance

Meeting the minimum product quality requirements in many cases may be sufficient. Some large EU retailer and industrial businesses, however, also require evidence of compliance with additional voluntary standards that demonstrate higher levels of product quality.

An example of this is the ‘GS Mark’ testing procedure which is conducted by trusted test houses. Another example applies to wooden products that are FSC or PEFC certified. These are extra qualities that are added to a product. If you cannot easily demonstrate compliance to your potential customers, they will be concerned that your goods could be refused customs clearance when placed for the first time on the EU market.



There are huge opportunities for profitable trade with EU buyers, but failing to meet your compliance obligations could be extremely costly and could result in serious damage to your brand. An example of this is given below.

Product Recall Example:



Product Type: Battery Charger

Product Description: Black plastic adaptor in a blue cardboard box.

Compliance Issue: product does not comply with the requirements of the Low Voltage Directive and the relevant European Standard EN 60335.

Risk: Fire risk (serious).

Action taken: Return of goods to port of origin for reworking or disposal (by importer).

Is your product ready for the EU market?

Below is a simple set of questions to help exporters to the EU think through the compliance issues.

Questions:	✓ (Yes) X (No)
Do you have a good knowledge of the compliance requirements for your product(s) before selling in to the EU?	
Are you aware of all relevant Declarations that require completing to cover your product(s)?	
Are you aware of EU approval/certification marks applied to your product(s) packaging/instruction manual/the product?	
Has your product been certified by an accredited test house?	
Do you have a system to store a Product Technical File for your product(s) accessible to regulatory EU authorities or potential EU buyers?	
Do you have a system that ensures your Product Technical File is kept up-to-date and incorporates changes to EU legislation? EU legislation is being constantly updated.	
Do you have compliance experts in EU standards to ensure your Product Technical Files are relevant?	

If you answered **X (No)** to one or more of the questions above, then you may have some gaps in your product compliance needs which will require a review and action.

Track Record Global Services

Track Record Global provides expert professional services to help you manage risks and demonstrate that you are meeting your legal responsibilities and public commitments.

We work with leading responsible companies to deliver full transparency and accountability throughout their supply chains, turning auditable sustainability and product compliance into brand advantages.

We combine powerful software, exceptional supplier training and support, with world class technical expertise to significantly reduce your costs, risks and time to market.

Services we offer:

Risk Management Software	Compliance Library	Product Technical File - PREMIUM	Supply Chain Risk Assessments - PREMIUM
<p>Industry leading, customisable compliance software to allow your compliance team to manage Product Technical Files or Supply Chain due diligence.</p> <p>Your systems and workflows can be significantly enhanced by integrating our service. Product risk and supplier performance indicators are available to view instantly online. Simple reports are delivered via your systems to the key decision makers. The software enables you to work with your suppliers around the world, keeping them informed and managing supply chain risk.</p>	<p>Instantly identify what regulatory requirements must be met before products can be placed on the global markets for the first time.</p> <p>Subscribe to our regulatory requirements library compiled by the TRG expert team, receive alerts when regulations change and attend our webinar briefings. You can add your own quality specifications and filter reports by product category and type.</p>	<p>If you have problems maintaining Product Technical Files, you can outsource all, or some, of the burden of costly administration. The premium service is fully customisable to your specific product compliance requirements.</p>	<p>TRG are experts in managing the challenges of Timber due diligence (EUTR, Lacey Act and ILP). If you have timber due diligence challenges, our robust processes, systems and expert team will help you minimise your risk of illegal imports.</p> <p>Our robust processes and systems are applicable to any raw material supply chain risk and will save you time and money. You will be able to demonstrate how your organisation meets legal requirements. It will make corporate sustainability commitments transparent and simple to audit.</p>

We are experts in products compliance and specialise in the below compliance categories, regulations and directives.

Compliance Categories	Regulations and Directives
<ul style="list-style-type: none"> ● Technology & Electronics ● White Goods ● Domestic Appliances ● Lighting ● Furniture ● Toys ● Baby & Nursery ● Sports, Leisure & Fitness ● Clothing & Footwear ● Textiles ● Home & Garden ● Health & Beauty ● Jewellery & Watches ● Arts & Crafts ● Paper & Card ● Plumbing, Insulation & Heating ● DIY ● Construction <p>and more ...</p>	<ul style="list-style-type: none"> ● REACH ● Radio Equipment Directive (RED) ● Electromagnetic Compatibility Directive (EMC) ● Low Voltage Directive (LVD) ● Restriction of Hazardous Substances Directive (RoHS) ● Toy Safety Directive ● Machinery Directive ● Gas Appliances ● Medical Devices ● Personal Protective Equipment ● Safety Data Sheets (SDS) ● WRAS / KIWA ● TMV 2 / TMV 3 ● EUTR ● Lacey Act ● ILP ● Corporate sustainability requirements <p>and more ...</p>

No matter how small your product compliance query - please contact us. We can help.