PRIVATE LABEL FROM ZERO

# GPSR Compliance Checklist

For small sellers placing consumer products on the EU market

GPSR (Regulation (EU) 2023/988) has applied across the EU since 13 December 2024. It covers essentially all consumer products - there is no exemption for being small, and no CE mark required does not mean no compliance required. Work through this once per product.

## BEFORE YOU ORDER

- [ ] **1. Confirm your EU responsible person - and get it in writing**
  A GPSR product may not be placed on the EU market without an economic operator established in the EU who is responsible for it. If you are outside the EU you must designate one. Without this, nothing else matters.
- [ ] **2. Draft the label copy now, not after production**
  Manufacturer name, postal address, electronic address, product identifier, and the responsible person's contact details. Put all of it in the artwork brief before the factory prints five thousand boxes.
- [ ] **3. Decide your batch or serial numbering scheme**
  Even a simple one. This is how a recall reaches the right units instead of your entire catalogue.

## BEFORE YOU SELL

- [ ] **4. Write the risk analysis**
  Intended use, foreseeable misuse, hazards, mitigations. For most consumer products this is a written reasoning exercise, not a lab job - a couple of focused hours.
- [ ] **5. Assemble the technical file**
  Specifications, test reports, the risk analysis, supplier details. This is what you show a market surveillance authority on request.
- [ ] **6. Write instructions and safety warnings**
  In the language of every market you sell into.
- [ ] **7. Check your product against Safety Gate**
  Look for alerts on items like yours. If something in your category is being recalled EU-wide, you want that information before your customers have it.

## WHILE YOU'RE SELLING

- [ ] **8. Keep traceability records in both directions**
  Who you bought from, who you sold to.
- [ ] **9. Register for the Safety Business Gateway before you need it**
  Finding a problem and reporting it is manageable. Finding a problem, saying nothing, and having an authority discover it later is materially worse.
- [ ] **10. Re-check when you change supplier, material or specification**
  A changed product is a new assessment.

### Not sure which rules apply to your product?

Work through the free Import Compliance Navigator at privatelabelzero.com/tools/import-compliance/ - seven questions, then a checklist built for your specific product and market. The full compliance module, with templates and factory scripts, is part of Private Label from Zero. Join the waitlist at privatelabelzero.com

Scan to open the tool

This checklist is general information based on the author's professional experience, not legal advice. Regulations change and your obligations depend on your product and role in the supply chain. Verify against the current text of Regulation (EU) 2023/988 and take professional advice where the stakes warrant it.