

Get EPR and GPSR Covered So You Can Sell to Europe with Confidence

Selling to Europe means dealing with a maze of product rules and regulations. From the General Product Safety Regulation (GPSR) to Extended Producer Responsibility (EPR), there are a number of regulatory frameworks businesses may need to consider. Our experts can help you find your way through.

Expand into Europe Sustainably with EPR Compliance

No matter where your business is based, if you sell goods to a country with EPR regulations, you may have compliance obligations.

In countries with Extended Producer Responsibility (EPR) regulations, you're generally responsible for the environmental impact of your products. Each country has different categories that require you to register but the common categories include:

- Electronics
- Products containing or sold with batteries
- Textiles
- Packaging

At the very least you'll typically have requirements because of your product's packaging. Ignoring EPR requirements may lead to fines and other enforcement action. If you're selling on a marketplace, your listings may be restricted or removed, and in some cases this can result in account suspension.

GPSR Protects the Public and Your Brand

The General Product Safety Regulation ([GPSR](#)) is designed to help ensure products sold in the EU meet product safety requirements. To comply, businesses may need to appoint an EU-based Responsible Economic Operator (REO) who can help ensure that:

- Your products have appropriate technical documentation, such as a risk analysis
- Your products are correctly labelled
- Relevant documentation is stored appropriately
- Authorities are notified of risks, where required, and appropriate action is taken

GPSR generally applies to most non-food products sold in the EU, whether through a marketplace or a direct-to-consumer website. Penalties for non-compliance can include product recalls and fines, and businesses should also consider potential reputational impact.

Don't let product safety paperwork risk your growth in Europe. Talk to an expert for support on understanding applicable requirements before you launch.

Book a free 15- minute consultation with SimplyVAT

Consultation offered by SimplyVAT, an independent third-party provider.

[Let's start](#)



GPSR & EPR FAQs

What is EPR and why does it apply to my business?

Extended Producer Responsibility (EPR) refers to a set of national-level environmental regulations. EPR typically requires “producers” to take responsibility for certain stages of a product’s lifecycle, including disposal. A producer can include manufacturers and sellers, including those importing products into certain countries. This means that if you sell applicable goods into countries with EPR regulations, those regulations may apply to you.

Does EPR apply even if I ship from outside Europe?

EPR regulations can apply to certain categories of goods, whether manufactured domestically or imported. As a result, shipping products from outside Europe does not necessarily exclude EPR obligations.

Which products and packaging are covered by EPR?

EPR rules vary by country, but commonly include:

Packaging – primary, secondary, and shipment packaging

Electronics – such as consumer electronics, toys with electrical components, and lighting equipment

Batteries – products containing or sold with batteries

Textiles – including clothing, linens, and curtains

What happens if I don’t comply with EPR?

Failure to register or meet reporting requirements may result in fines or backdated fees. Marketplaces may also restrict listings or suspend seller accounts.

Do marketplaces enforce EPR?

Marketplaces may have their own compliance processes to support EPR obligations. For example, Amazon may:

- Request EPR registration numbers
- Offer services such as “Pay on Behalf” in certain jurisdictions

Non-compliant listings may be restricted or removed in accordance with marketplace policies.

What is GPSR?

The General Product Safety Regulation (GPSR) is an EU product safety law that aims to help ensure products are safe, traceable, and supported by appropriate documentation.

Which products are covered by GPSR?

GPSR applies to most non-food consumer products, unless they are already fully regulated under sector-specific EU legislation. This includes many common ecommerce categories such as household goods, accessories, toys, and electronics.

Do I need to comply with GPSR if I only sell on Amazon?

Yes. GPSR compliance is not dependent on sales channel, and marketplaces may request evidence of compliance. Products may be delisted if required documentation cannot be provided.

What happens if my products aren’t GPSR-compliant?

Non-compliance can result in:

- Product listing removals
- Sales restrictions in one or more EU countries
- Mandatory product withdrawal or recall
- Fines or enforcement action
- Blocked shipments or customs delays

In some cases, products may be removed without prior notice, depending on the circumstances.

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