

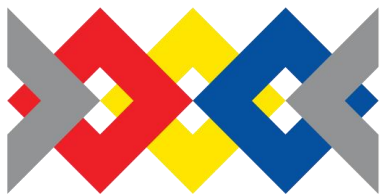


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# GPSR

## 通用产品安全法规

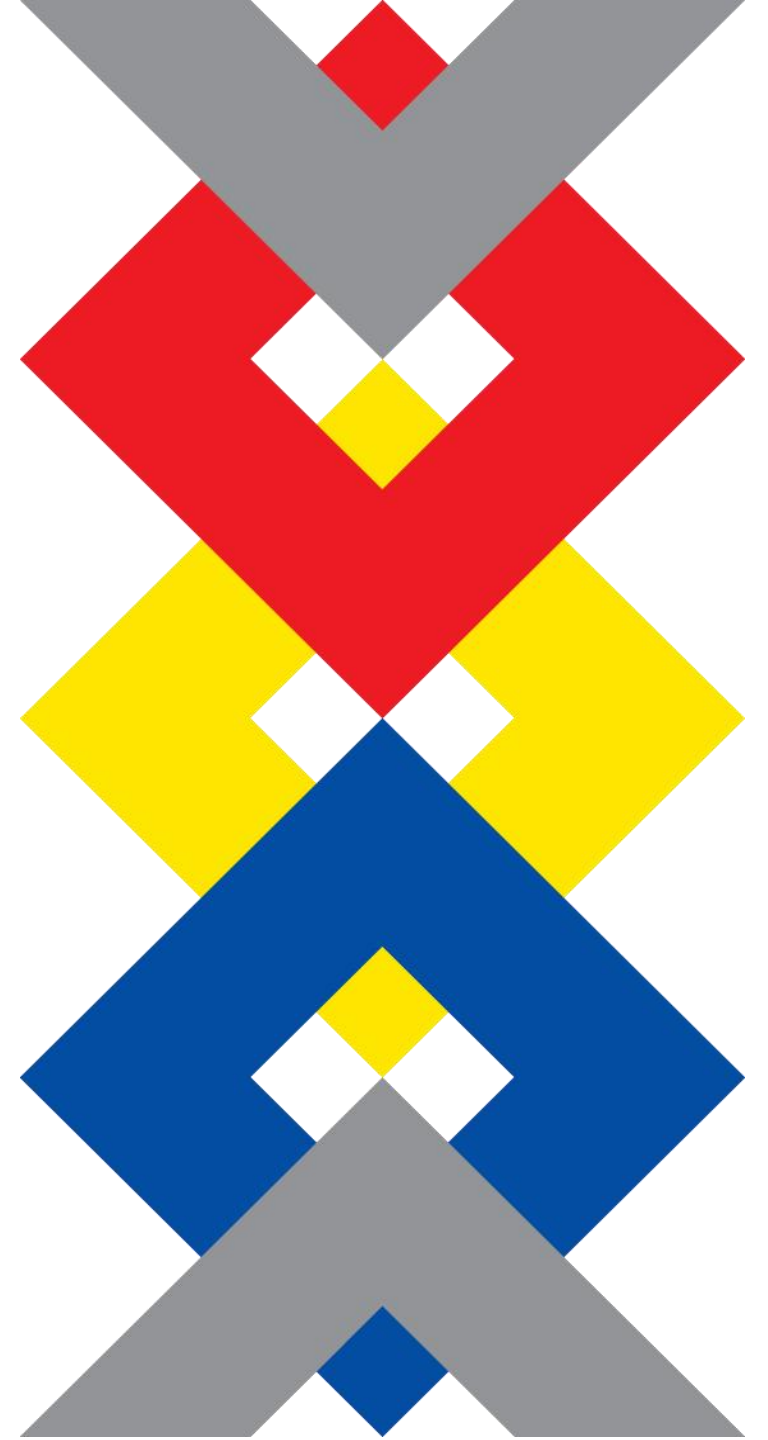
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**SPEAC**

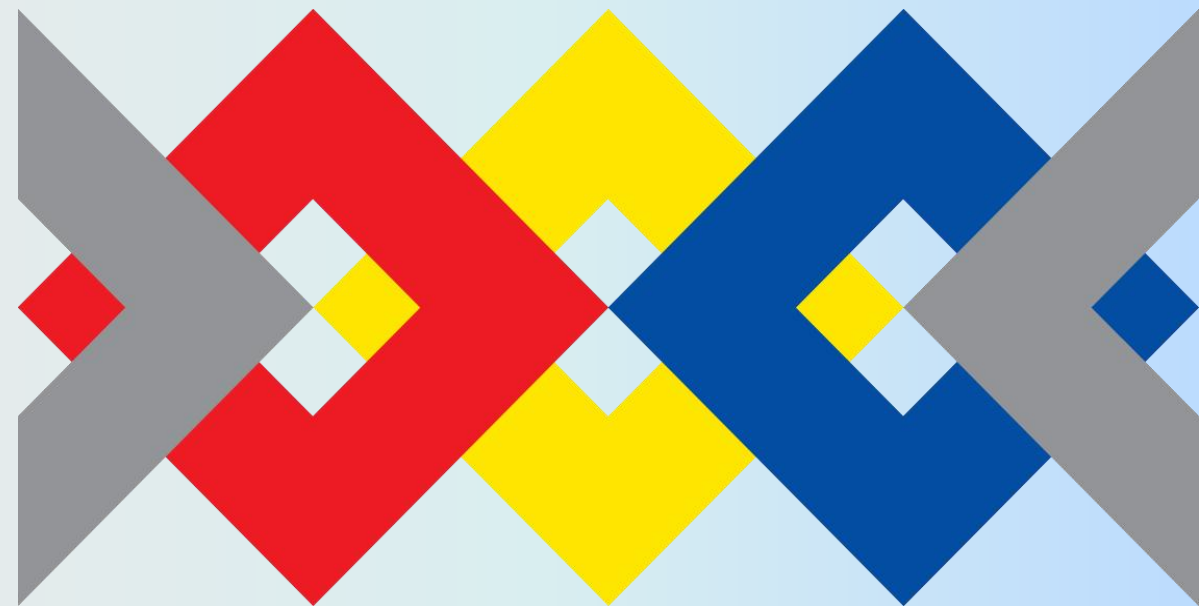
Safe non-food consumer  
Products in the EU and China

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# What is the GPSR? GPSR是什么？

Regulation (EU) 2023/988 on general product safety  
通用产品安全法规(EU) 2023/988



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## Current Framework 当前框架

### Directive 2001/95/EC on general product safety (GPSD) 通用产品安全指令 (GPSD) 2001/95/EC

- sets the general safety requirement  
规定通用安全要求
- safety net for all consumer products: complements specific EU product harmonisation legislation (on, toys, electric equipment, etc)  
所有消费品的保护网：补充特定欧盟产品的协调立法（关于玩具，电器设备等）
- establishes the EU Safety Gate Rapid Alert System  
建立欧盟安全门快速警报系统（Safety Gate系统）



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## Current Framework 当前框架

Directive 87/357/EEC on the food-imitating products  
仿真食品产品指令87/357/EEC





## **GPSR - Regulation (EU) 2023/988**

## **GPSR - 法规(EU) 2023/988**

### Objectives:

#### 目的:

- To update and modernise the general framework for safety of Non-food consumer products  
更新非食品消费品安全的总体框架信息并保持与时俱进
- To preserve its role as a SAFETY NET for consumers  
持续为消费者提供保护网
- To ensure LEVEL-PLAYING FIELD for businesses  
确保商业领域的公平竞争环境



## Benefits of GPSR GPSR的积极作用

### For consumers: 消费者方面:

- Higher effectiveness in protecting consumers from dangerous products → reduced consumer detriment  
更为高效地保护消费者免受危险产品的危害→减少了对消费者的损害
- Enhanced recall effectiveness → reduced consumer detriment of around EUR 410 million.  
提高召回效率→为消费者挽回约4.1亿欧元损失。



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## Benefits of GPSR GPSR的积极作用

### For Member States: 成员国方面:

Improvements in efficiency of market surveillance, and related cost savings, estimated at **EUR 0.7 million** per year across the EU.

提高市场监督效率，在欧盟范围内，估计每年节约相关成本约**70万欧元**。



## Benefits of GPSR GPSR的积极作用

### For businesses: 商业领域方面:

- Increased **level-playing field** among businesses.  
改善商业领域的公平竞争环境
- Estimated **savings of costs**, caused by reducing the differences in the national implementation and legal fragmentation, is estimated to amount to EUR 59 million annually  
通过减小国家实施差异和法规繁琐程度，估计每年节约相关成本约5.9千万欧元。
- Reduced occurrence of unsafe products and a reduced number on **injuries** caused by them → increase in **consumer trust**.  
减少不安全产品的出现，并减少导致的相关**损伤**案例→增进**消费者信任**。





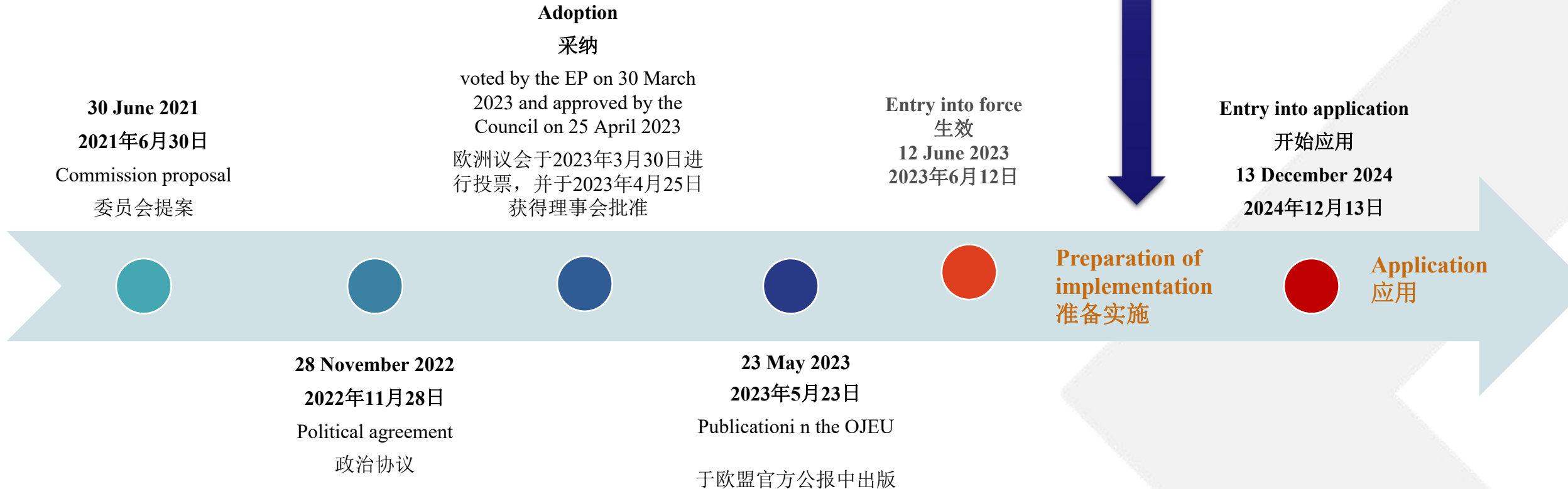
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# GPSR Timeline

## GPSR时间线





## GPSR application GPSR的应用

GPSR applies to **consumer products placed / made available** on the EU market:  
GPSR对欧盟市场上市/在售消费品的应用，其中：

- for which no specific safety provisions are provided in other EU legislation and 其他欧盟法规未对相关安全性进行特定规定，以及
- for products subject to specific safety requirements (by Union harmonised legislation), the GPSR applies to aspects and risks not covered by those specific safety requirements 对于适用特定安全要求（通过欧盟协调立法）的产品，GPSR适用于这些特定安全要求未涵盖的方面和风险



## GPSR reinforcing the safety net GPSR对保护网的加强作用

- General application of **precautionary principle**  
预防原则的一般应用
- Addressing safety of products linked to **new technologies**  
解决与新技术相关的产品安全问题
- Addressing challenges posed to product safety in **online sales**  
解决在线销售为产品安全带来的挑战



## Obligations for Economic Operators 经济运营者的义务

Introduction of specific product safety obligations for economic operators according to their respective role in the supply chain

根据其在供应链中承担的角色，为经济运营者规定特定的产品安全义务

- ❖ Manufacturer  
制造商
- ❖ Authorised Representative  
授权代表
- ❖ Importer  
进口商
- ❖ Distributor  
分销商
- ❖ Fulfilment Service provider  
履行服务供应商





## Obligations for Economic Operators 经济运营者的义务

### **New additional tasks:**

#### 新增任务:

- accident reporting, complaint handling, substantial modification...  
事故报告，投诉处理，实质性修改...

### **Responsible economic operator** in the EU required for **all non-harmonised products**

适用于欧盟范围内所有非协调产品的责任经济运营者



## Manufacturer – Essential Role to play 制造商-承担的基本角色

market,  
manufacturers must  
ensure that a  
product is safe  
产品上市时，制造商



internal risk analysis  
for all the products  
(art.9(2))  
对所有产品进行内部  
风险分析（第9(2)条）



Technical  
Documentation  
(art.9(2))  
技术文档（第9(2)条）



## Manufacturer – Essential Role to play 制造商-承担的基本角色

Technical documentation is a **great tool for MSAs** to verify whether manufacturers comply with their obligation to perform an internal risk analysis and **for manufacturers** to prove they did a risk analysis  
技术文档是进行**测量系统分析（MSA）**的实用工具，可用于验证制造商是否遵守其执行内部风险分析的义务，也是**制造商**证明其已执行风险分析的实用工具





## Manufacturer – Essential Role to play 制造商-承担的基本角色

Importers must **keep a copy** of the technical documentation for a period of **10 years** after placing the product on the market, and should make this copy available to the authorities upon request

产品投放市场后，**进口商**必须将相关技术文档**副本保留10年**，并应要求向主管机构提供该副本







## Responsible Person 负责人

- Products covered by the GPSR coming from **outside the EU** and offered to EU consumers must have a responsible person in the EU.  
对于来自**欧盟以外地区**并向欧盟消费者提供、且适用GPSR要求的产品，必须在欧盟设有负责人。





## Enhancing market surveillance 加强市场监督

- Ensuring a **better enforcement** of product safety rules and **more efficient and consistent market surveillance**  
确保改善产品安全法规的执行以及更有效和一致的市场监督
- Introduction of a new market surveillance mechanism: Conducting simultaneous coordinated control actions of market surveillance authorities (**‘Sweeps’**)  
引入新的市场监督机制：市场监督机构的协调联动控制措施（“一网打尽”）



## Making product recalls more effective 提高产品召回效率

Issue 1: **Consumers often not aware of recalls affecting them**  
问题1: 消费者通常意识不到会对他们产生影响的召回

→ **Mandatory requirements to raise consumer awareness:**  
提高消费者意识的强制性要求:

- direct notification of consumers when possible  
如有可能，直接通知消费者
- wide dissemination of recall information, including publication of recall notices by online marketplaces  
广泛传播召回信息，包括由在线市场发布的召回通知
- use of registration schemes  
适用的登记方案

**Product Safety Recall**

[COMPANY NAME] RECALLS [NAME OF THE PRODUCT]

[insert PICTURE OF PRODUCT with graphical indication of where to find identification numbers if applicable]

Include PRODUCT IDENTIFICATION INFORMATION:

- Identification numbers, such as batch and serial number
- Information on where and when product was sold (if available)

**HAZARD**

- Clearly state the hazard the product poses and why
- Don't use any terms or expressions that may decrease consumers' perception of risk, e.g. "voluntary"/"precautionary", "in rare/specific situations"

**WHAT TO DO**

- Instruct consumers to stop using the product immediately
- Clearly explain how to participate in the recall (e.g., return to point of sale, schedule appointment for in-house pick-up/repair, etc.)

**REMEDY**

- Clearly describe the remedy available to consumers (e.g., repair, replacement, refund)

**CONTACT**

- Provide website and free phone number, interactive online service and/or email address where consumers can get more information

[APOLOGY (OPTIONAL)]

SPREAD THE NEWS: Tell your friends and family about this recall!

European Commission





## Making product recalls more effective 提高产品召回效率

### Issue 2: Consumers not reacting to recalls affecting them

#### 问题2：消费者未对影响他们的召回做出回应

- **Mandatory requirements to increase consumer reaction to recalls:**  
增加消费者对召回做出回应的强制性要求：
  - key elements for recall notices with mandatory template  
使用强制性模板规定召回通知的关键要素
  - right to remedy  
采取补救措施的权利

Company logo (optional) **Product Safety Recall**  

[COMPANY NAME] RECALLS [NAME OF THE PRODUCT]

[Insert PICTURE OF PRODUCT. A graphic that indicates of where to find identification numbers if applicable]

Include PRODUCT IDENTIFICATION INFORMATION:

- Identification numbers, such as batch and serial number
- Information on where and when product was sold (if available)

**HAZARD**

- Clearly state the hazard the product poses and why
- Don't use any terms or expressions that may decrease consumers' perception of risk, e.g. "voluntary"/"precautionary", "in rare/specific situations"

**WHAT TO DO**

- Instruct consumers to stop using the product immediately
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**REMEDY**

- Clearly describe the remedy available to consumers (e.g., repair, replacement, refund)

**CONTACT**

- Provide website and free phone number, interactive online service and/or email address where consumers can get more information

[APOLOGY (OPTIONAL)]

SPREAD THE NEWS: Tell your friends and family about this recall! 



## Important for Businesses to know 企业须知



EU products rules apply to **all products** on the EU market  
欧盟产品法规适用于欧盟市场中的**所有产品**



Products coming from outside the EU and offered to EU consumers must have  
**a responsible person** in the EU  
对于来自欧盟以外地区并向欧盟消费者提供的产品，必须在欧盟设有**负责人**



Report any Safety issue via the **EU Safety Business Gateway** and ensure  
**corrective actions are taken**  
通过**欧盟 Safety Business Gateway** 系统报告任何安全问题，并确保采取**纠正措施**



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**Product safety = consumer trust +  
better health**  
**产品安全 = 消费者信任 + 更加健康**



# Contact SPEAC 联系SPEAC

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