What does the online shop reveal about the manufacturer in the product offering?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Verified by an official source · Reviewed: 2026-11-22

Applicability: For online product offers within the scope of Regulation (EU) 2023/988.

Article 19 of the GPSR on distance selling covers the manufacturer's identity and their postal and electronic address. If the manufacturer does not have a business establishment in the EU, also check the requirement to display the name of the person responsible in the EU.

When this is applied

Add structured fields for manufacturer and responsible person data to the catalogue. Link them to each individual product and check their visibility in the mobile and desktop versions.

What to do in practice

Request verifiable information from suppliers before publishing the tender.

A business example

For lamps from non-EU manufacturers, the webshop checks who the responsible person in the EU is and displays their contact details on the product card alongside the manufacturer's.

Specific next steps

1. Request verifiable information from suppliers before publishing the tender.

Limits of application

For online product offers within the scope of Regulation (EU) 2023/988.

Sources

EUR-Lex · Regulation (EU) 2023/988 on general product safety

https://eur-lex.europa.eu/eli/reg/2023/988

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/gpsr-kontakt-proizvodaca-ponuda