Product identification in an online offering · What to note?

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

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Applicability: According to the profile and circumstances of the described case.

Save the image and the identifier used for the specific model or variant.

Record and working document

Compare the online offer, the packaging and the item's label on a mobile display.

If the image and the actual model differ, postpone the sale until the details are aligned.

Working example · Product identification in an online offering

The online shop sells two versions of the same lamp. For both offers it displays the corresponding photograph and model identifier, so it compares the page with the label on the packaging.

Specific next steps

1. Compare the online offer, the packaging and the item's label on a mobile display.
2. If the image and the actual model differ, postpone the sale until the details are aligned.
3. Separately, verify the information on the manufacturer, the person responsible and the warnings from the same article.

Limits of application

For products within the scope of the Regulation and their respective role in the chain.

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/praksa-izvor-gpsr-ponuda-identifikacija-dokazi