Product identification in online offerings · How to approach it?

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

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

Article 19 of Regulation (EU) 2023/988 requires clearly visible information to identify the product for distance sales, including an image, the type and another identifier.

A starting point in practice

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

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

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. Save the image and the identifier used for the specific model or variant.
2. Compare the online offer, the packaging and the item's label on a mobile display.
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-odluka