Product identification in an online offering · How to introduce the procedure into routine operations?

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.

Separately, verify the information on the manufacturer, the person responsible and the warnings from the same article.

Regular application

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

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-primjena