Product identification in online offerings · What to do when the process gets stuck?

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.

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

When a plan meets an obstacle

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.

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

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. 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.

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

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-problem