POSITIVE ID LABELS

PRODUCT SAFETY LABELS

GPSR LABELLING CHECKLIST

What NI and EU labels must show
What GB labels need today
The proposed GB digital labelling change
Actions for each team

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From 13 Dec 2024 to the GB reform

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How to use this checklist

This checklist covers the traceability and safety details that consumer product labels need under the EU General Product Safety Regulation (Northern Ireland and the EU) and the General Product Safety Regulations 2005 (Great Britain). It applies to non-food consumer products such as candles, gifts, homeware and household items. It is general information, not legal advice. Correct as of 26 October 2026.

Questions about fitting these details on your labels? Talk to Positive ID Labels: **01332 864895** **sales@pid-labelling.co.uk**

Key compliance dates

DATE	REGULATION	REQUIREMENT
13 Dec 2024	**EU GPSR 2023/988**	**Applies in the EU and Northern Ireland. Earlier compliant stock can still be sold (Art 51).**
31 Mar 2026	GB consultation	OPSS consultation on a new GB product safety framework opens.
23 Jun 2026	GB consultation	Consultation closes. It proposed "digital by default" labelling for GB.
31 Dec 2027	UKCA marking	Related, not GPSR: UKCA marking on an affixed label or accompanying document allowed until this date (most sectors).
TBC	GB reform	Government response and new regulations. No dates announced yet.

Part 1: What must be on the label

Use this part to check each product line. The EU and NI items come from Regulation (EU) 2023/988. The GB items come from the General Product Safety Regulations 2005. Sector law (for example cosmetics, CLP chemicals or toys) takes priority where it covers the same point.

■ NORTHERN IRELAND AND EU PACKS (GPSR)

☐ **1. Product identifier**
A type, batch or serial number that is easily visible and legible. On the product, or on the pack or an accompanying document if the product is too small (Art 9(5)). **CRITICAL**

☐ **2. Manufacturer details**
Name, registered trade name or trade mark, plus a postal address and an electronic address (email or contact web page). On the product where possible (Art 9(6)). **CRITICAL**

☐ **3. Importer details**
If the product is imported: the importer's name and postal and electronic address. The importer's label must not cover the manufacturer's information (Art 11(3)).

☐ **4. Responsible person**
Name and postal and electronic address of the EU or NI-based responsible person, on the product, pack, parcel or an accompanying document (Art 16(3)). **CRITICAL**

☐ **5. Safety information**
Clear instructions and warnings in a language consumers in that country can easily understand, unless the product is safe to use without them (Art 9(7)).

☐ **6. No digital-only details**
A QR code can add information, but it cannot replace the printed details above in NI or the EU.

■ GREAT BRITAIN PACKS (GPSR 2005)

7. Producer name and address

☐ On the product or its packaging, unless it is not reasonable to do so (reg 7(4)). An email address is not required.

8. Product reference or batch

☐ On the product or its packaging, unless it is not reasonable to do so (reg 7(4)).

9. Risk information

☐ Give consumers the information they need to assess risks that are not obvious, and to take precautions (reg 7(1)).

10. Watch the GB reform

☐ OPSS has proposed "digital by default" labelling. Nothing has changed yet, so keep printing GB details as now.

URGENT

Part 2: Actions by role

Tick these off with your team. They turn the rules into label changes you can plan and quote for.

■ BRAND OWNER

- [ ] **11. List products by market**
  Mark each line GB only, NI or EU, or both. Products sold in both may need two label versions.

- [ ] **12. Confirm your responsible person** CRITICAL
  Check who your EU or NI responsible person is and that their postal and electronic address is current.

- [ ] **13. Check sector rules first**
  For cosmetics, chemicals or toys, confirm what the sector law already requires before adding GPSR details.

■ ARTWORK

- [ ] **14. Add the electronic address**
  NI and EU artwork needs an email address or a clear contact web page next to the postal address.

- [ ] **15. Make room on small packs**
  If the details will not fit, consider a multipage or peel-and-reveal label, or a carded insert.

- [ ] **16. Keep GB and NI or EU files separate**
  Separate artwork means a future GB change only touches one version.

■ PRODUCTION

- [ ] **17. Plan batch coding**
  Decide whether batch numbers are printed on the label or added at packing. An overprintable varnish or blank thermal labels support coding on the line.

- [ ] **18. Check legibility after handling**
  The identifier must stay easily visible and legible. Test labels after transit and handling.

■ PURCHASING

19. Ask importers and distributors

☐ Distributors must check these details before selling. Agree who supplies which label or sticker.

20. Check online listings

☐ Online offers into the EU must show the manufacturer, responsible person, product picture and type, and warnings (Art 19).

Part 3: How Positive ID Labels can help

Practical options for fitting product safety details onto your labels. We do not give legal advice; check what your products need with your own adviser and the sources listed below.

■ WHAT WE CAN DO

- [ ] **21. Multipage and peel-and-reveal labels**
Extra pages for multilingual safety text and several sets of contact details on small products.

- [ ] **22. Labels ready for batch coding**
Overprintable varnish on Xeikon and Screen work, or blank thermal labels, so batch numbers can be added at packing.

- [ ] **23. Custom shapes on short runs**
Jetrion laser die cutting for unusual products, with no tooling cost (no varnish or laminate on Jetrion work).

- [ ] **24. Durable materials**
Polypropylene and laminates keep identifiers readable through handling and transit.

- [ ] **25. Fixed-price quotes**
The price we quote is the price you pay. Press-ready artwork is processed free.

■ SOURCES

- [ ] **26. EU and Northern Ireland**
Regulation (EU) 2023/988, Arts 2, 9, 11, 12, 16, 19, 51, 52 (eur-lex.europa.eu/eli/reg/2023/988/oj/eng). OPSS detailed guidance for NI, updated 4 Nov 2025 (gov.uk).

- [ ] **27. Great Britain**
General Product Safety Regulations 2005, reg 7 (legislation.gov.uk/uksi/2005/1803). OPSS consultation on the new product safety framework, 31 Mar to 23 Jun 2026; response not yet published (checked 26 Oct 2026).

NEXT STEPS

Short on label space?

Let's make it fit.

Clear, durable labels with room for the details your products need.

We print labels for candles, gifts, homeware, cosmetics and household products, from short digital runs upwards.

Multipage and peel-and-reveal labels, labels ready for batch coding, and separate GB and NI or EU versions.

Call us to talk through your labels. Fixed-price quotes.

CALL
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WEB
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SCAN TO READ THE FULL GUIDE

pid-labelling.co.uk/gpsr-labelling-guide/