

# The new era of product compliance

## Preparing your business for evolving EU product compliance obligations

The EU is entering a new era of product compliance, driven by sustainability and consumer protection. Regulations such as the General Product Safety Regulation (GPSR), Product Liability Directive (PLD), Corporate Sustainability Due Diligence Directive (CSDDD), Battery Regulation (EUBR), Deforestation (EUDR) and Circular Economy measures like Right to Repair Directive (R2RD), PPWR and ESPR introduce stricter requirements for businesses placing products on the EU market. These rules apply to manufacturers, importers, distributors, and online marketplaces, regardless of size or location.

## What the regulations cover

The new framework spans product safety, sustainability, packaging, and repair obligations. Businesses must ensure compliance not only with traditional safety standards but also with environmental and social governance requirements. Marketing bans for non-compliant products and increased enforcement are now a reality.

## Key points to consider

Product Compliance is no longer a box-ticking exercise. Sustainability and due diligence obligations are becoming strict market entry conditions. Non-compliance can lead to immediate restrictions on product marketing, reputational harm, and financial penalties. Companies must adopt proactive risk assessments and monitoring strategies to stay ahead of evolving requirements. A comprehensive compliance management system (CMS) is key in this area.

## Consequences of non-compliance

Failure to comply may result in products being withdrawn from the market, fines, and increased scrutiny from regulators and stakeholders. The reputational impact can be severe, particularly as transparency obligations grow. The strict recall obligations and the new safety gate systems is triggering attention of authorities and consumers.

## What should you do now?

Be aware of your role as a responsible economic operator in the supply chain especially in cross-border cases. Set up a specific CMS for your products. Map your compliance obligations across all relevant regulations and jurisdictions. Update product design, packaging, and marketing strategies to meet new standards. Implement robust risk assessment and monitoring processes. Prepare for audits and enforcement actions.

## How we can help

DLA Piper's Regulatory and Commercial teams provide end-to-end support, from compliance mapping and risk assessment to contract updates and enforcement defense. Our team has extensive experience in handling regulatory authorities and complaints.

## Contact



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