



# The 5 Compliance Checks Every Marketplace Seller Must Pass Before Selling in the EU

Avoid blocked listings, recalls, and costly mistakes when selling on

**amazon**

**OTTO**

**TEMU**

**SHEIN**



# Introduction

Selling D2C on EU platforms = instant access to millions of customers.

But EU law forces marketplaces to **block non-compliant listings**.

Amazon, OTTO.de, Temu, and SHEIN now demand documentation *before* products go live.

In 2023, EU Safety Gate registered **3,412 alerts** for dangerous products, highlighting significant compliance challenges across consumer goods (EU Safety Gate annual report).

***One missing document can mean a blocked listing or seized shipment.***



13.3% toys

9.0% electronics

8.8% textiles

# Check 1: Product Safety & CE / DoC

- CE is mandatory for most electronics, toys, and machinery.
- Requires a signed Declaration of Conformity (DoC) with manufacturer details, standards, and signature.
- Marketplaces check this before listing.



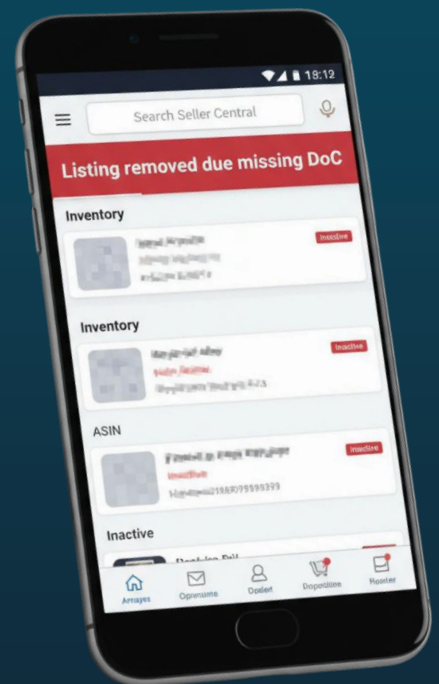
DoC upload requested regularly.



DoC required at onboarding.



Tightening CE proof requirements under EU pressure.



## CASE STUDY

Amazon regularly removes non-compliant hair dryers and styling products for safety violations. In 2022 alone, multiple hair dryer models were recalled in the UK due to missing DoCs and safety concerns. Missing documentation leads to immediate listing removal and potential account suspension.

# Check 2: Technical File & Responsible Person (GPSR)

Since December 13, 2024, the General Product Safety Regulation (GPSR)\*\* requires an EU-based Responsible Person\*\*.

They must hold the technical file and act as contact for authorities.

Without one, customs or platforms can block goods.



## Case study :

A toy seller in Germany had entire stock confiscated because packaging listed no EU Responsible Person. A fine followed.

# Check 3: Energy Labelling (EPREL)

Energy-labelled products (displays, lamps, fridges, washing machines) must be registered in EPREL.

Listings must show the energy label + product fiche.



Uploads required for TVs, fridges, lamps.



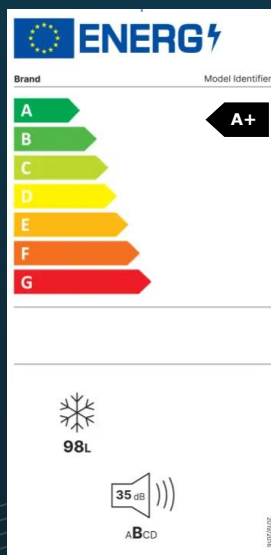
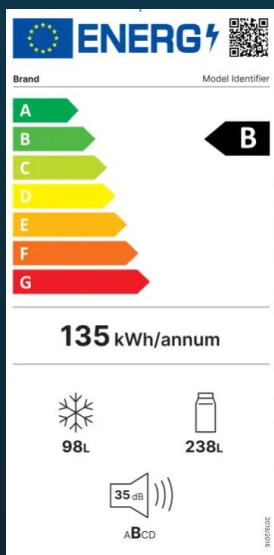
Same enforcement.



Increasingly strict.

Real 

Fake 



## CASE STUDY

Energy labeling violations can result in significant penalties. Products without proper EPREL registration or using outdated energy labels face removal from marketplaces and potential fines. Proper registration in EPREL is mandatory for all energy-labeled products sold in the EU.

# Check 4: Hazmat & Battery Declarations

Lithium batteries and hazmat goods need Safety Data Sheets (SDS) and precise declarations.

Amazon FBA blocks shipments if data is missing.



Requires full lithium battery declaration + SDS upload.



Require SDS for electronics/cosmetics.



Product



Compliant SDS &  
Declaration



Delivered to  
FBA warehouse



Product



Non-compliant  
SDS & Declaration



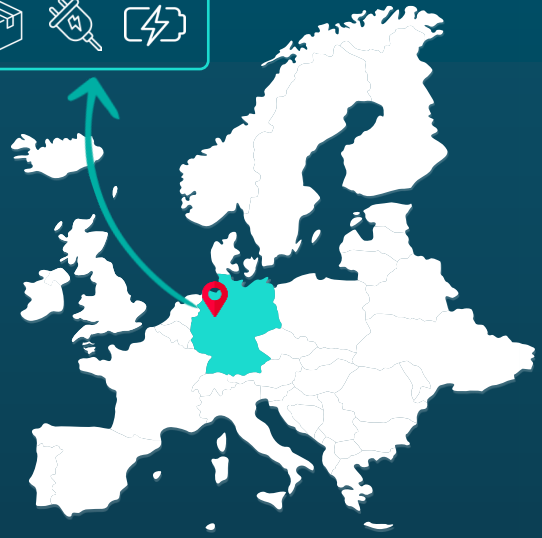
Returned to sender

**Case study :** Amazon regularly blocks lithium battery shipments lacking proper hazmat documentation. Products without complete Safety Data Sheets and battery declarations are rejected at fulfillment centers, resulting in inventory returns and potential account restrictions.

# Check 5: Extended Producer Responsibility (EPR)

In Germany, you must register with LUCID (packaging), WEEE (electronics), and BattG (batteries).

Marketplaces block accounts if numbers are missing.



Requires IDs uploaded in Compliance Portal.



Checks EPR numbers at onboarding.



Increasingly require EPR proof.

## CASE STUDY

German marketplaces actively enforce EPR compliance requirements. Sellers without proper LUCID, WEEE, and BattG registration numbers face account restrictions and listing removals. EPR compliance is now a standard requirement for marketplace onboarding.

# Marketplace

## Snapshot Table

				
 <b>CE / DoC</b>	 DoC upload on request	 DoC required at onboarding	 CE proof for electronics / toys	 CE/DoC required for regulated products
 <b>Responsible Person</b>	 Must provide technical file; seller name required in listing	 EU entity + German-language support	 EU Responsible Person under GPSR	 EU Responsible Person (GPSR)
 <b>Energy Label</b>	 Label & fiche uploads mandatory	 Label & fiche must be visible	 Energy labels required	 Energy labels for in-scope products
 <b>Hazmat / Battery</b>	 Lithium battery declaration + SDS	 Hazmat declarations required	 Battery data + SDS	 Hazmat data for electronics / cosmetics
 <b>EPR</b>	 LUCID, WEEE, Batt IDs in Compliance Portal	 LUCID, WEEE, Batt mandatory at onboarding	 Packaging / WEEE increasingly required	 Packaging + WEEE/Batt IDs required

# Pre-Listing Checklist

## 15-Minute Compliance Audit Before You List :



CE mark + signed DoC (PDF ready)

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Technical file indexed + EU  
Responsible Person appointed

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EPREL label & fiche generated

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Battery/hazmat SDS in English +  
local language

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EPR numbers (LUCID, WEEE, Batt)  
uploaded to platforms

# The Bigger Problem & Pergamon Solution

Passing one check is manageable.

Passing 50 SKUs, in 5 languages, across 4 platforms = where most sellers fail.

Errors → blocked listings, delayed shipments, or recalls.



## Pergamon® Solution

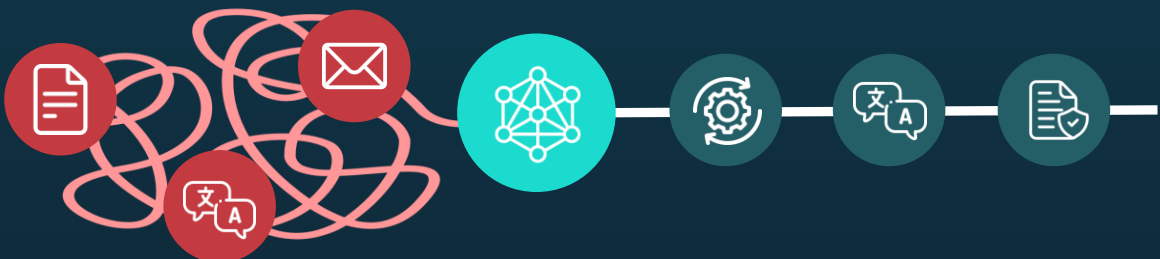
Centralizes all compliance content.

Generates multilingual manuals + labels in days.

Updates automatically when standards change.

Before  Pergamon®

After  Pergamon®



***“Pergamon turns compliance chaos into compliance certainty.”***



**Pergamon®**

Pergamon: AI-powered compliance manuals for global sellers.