

GPSR Economic Operators Cheat Sheet

Who counts as an economic operator under the GPSR, and their core duties

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The General Product Safety Regulation assigns duties by role in the supply chain, not just to "the seller". Knowing which operator you are — and who the others are — decides who must do what. A product from outside the EU cannot reach consumers unless an EU-established responsible person is in place to carry the core obligations.

Operator	Core duties
Manufacturer	Ensures the product is safe by design, carries out risk analysis, keeps technical documentation, provides warnings and traceability information, and acts on safety problems.
Importer	Places non-EU products on the EU market only after checking the manufacturer has met its duties, and keeps its own contact and traceability details on the product.
Distributor	Acts with due care, verifies that required markings and information are present, and does not supply products it knows or should assume are unsafe.
Authorised representative	Carries out tasks agreed in a written mandate from the manufacturer, such as holding documentation and co-operating with authorities.
Fulfilment service provider	Where it warehouses, packs, addresses or dispatches goods, holds certain safety-related and co-operation duties for the products it handles.
Responsible person (EU-established)	For a product from outside the EU, an EU-based operator must exist to hold documentation, check conformity information and act on safety issues.

Roles can overlap — an online shop may be a distributor for some products and an importer or responsible person for others. Map your own supply chain and take advice where a role is unclear.