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PRESS RELEASE

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INTERGRAF RELEASES GUIDANCE ON THE GENERAL PRODUCT SAFETY REGULATION (GPSR)

Intergraf has published a policy guidance document to help the printing industry navigate the requirements of the General Product Safety Regulation (EU/2023/988) (GPSR), which replaces the General Product Safety Directive of 2001. This Regulation, applicable from 13 December 2024, sets new rules to ensure that consumer products on the EU market are safe.

The GPSR applies to all products intended for European consumers, including printed products, unless covered by specific EU legislation such as the Toy Safety Directive, the Packaging and Packaging Waste Directive, or the Food Contact Materials Regulation. The new regulation places obligations on manufacturers, importers, and distributors to ensure product safety through risk assessments, technical documentation, and compliance measures.

Implications for the printing industry

Intergraf's **Guidance on the GPSR** explains the extent to which printed products fall under the scope of this regulation and the responsibilities of printing companies. Notably:

- **Printing companies acting in a business-to-consumer (B2C) capacity are considered manufacturers** under the GPSR and must comply with the Regulation's requirements.
- **Business-to-business (B2B) printers are not directly subject to the Regulation; instead, the print buyer bears the responsibility for compliance.**
- **A general template for technical documentation and risk assessments** is included in the Guidance to help companies ensure compliance with the Regulation. These documents form the basis for proving that products meet safety requirements.

The GPSR introduces stricter **documentation and risk assessment requirements**, emphasizing consumer safety expectations. While no specific EU safety standards currently exist for printed products, the guidance highlights how **reasonable consumer expectations and voluntary certifications** can be used as a basis for compliance.

Access to the updated guidance is limited to Intergraf members and their member companies. Please get in touch with Intergraf's Senior Policy Advisor Laetitia Reynaud at lreynaud@intergraf.eu to receive your copy.

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Notes to editor

The **European graphical sector** is made up of some 100,000 printing companies (95% SMEs), which employ 600,000 people, and generate a combined turnover of €80 billion (EU27 + UK, Switzerland, Norway and Iceland).

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in the graphical sector. We are a Brussels-based umbrella federation with 22 members from 21 countries and 14 Associate Members from across Europe. Our primary goal is to represent and advocate for Europe's printing industry, working with European Union to support the sector's competitiveness through advocacy, information-sharing, networking, social dialogue, and European projects.

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