



**General Product Safety  
Regulation (GPSR).**

**AVISI**

# Avisi Managed Environment ' Comprehensive Approach

Applicable: Non-food consumer products in the European market (offline and online sales channels)

When: December 13th 2024

## Introduction

The General Product Safety Regulation (GPSR), is an EU regulation that aims to ensure the safety of non-food consumer products in the European market. Aim is to modernize the EU general product safety framework to address new challenges posed by digitalization. The regulation applies to both offline and online sales channels and introduces a number of new measures to protect consumers.

Key elements of the GPSR include:

- Ensuring that all consumer products, especially those linked to new technologies, are safe.
- Addressing challenges arising from the growth of online sales and the presence of online marketplaces.
- Improving the enforcement of rules and the efficiency of market surveillance.
- Enhancing the effectiveness of product recalls and consumer remedies.
- Applying the precautionary principle more broadly to product safety assessments.
- Setting specific safety obligations for economic operators and providers of online marketplaces.
- Strengthening product traceability requirements.
- Establishing a mandatory recall notice template and direct consumer contact for recalls.

The GPSR emphasizes the evolving nature of products, their interconnectivity, and the importance of assessing these aspects in product safety. It also reinforces market surveillance rules and gives national authorities the tools to enforce these powers more effectively.

## How does our Avisi Management Environment supports this regulation?

The Avisi Management Environment (AME), based on Kubernetes, can support compliance with the new General Product Safety Regulation (GPSR) in several ways:

1. **Product Safety Assessments:** AME can be used to deploy and manage applications that help in the assessment and documentation of product safety. This can include software for risk analysis, tracking, and reporting on product safety issues which is crucial under the GPSR.
2. **Traceability and Transparency:** The GPSR emphasizes the importance of product traceability. AME can facilitate the implementation of systems that log and track product information throughout the supply chain, ensuring that all consumer products on the EU market are safe and compliant.
3. **Market Surveillance and Compliance Monitoring:** AME can host surveillance tools and compliance monitoring systems that allow businesses to respond quickly to product safety issues, including facilitating the recall of dangerous products.
4. **Automated Compliance Workflows:** With AME, companies can use solutions from other vendors to automate workflows to ensure that they are following the updated safety regulations, including the management of recall notices and direct consumer contact for recalls as required by GPSR.
5. **Data Management and Reporting:** AME can manage databases that store safety information and incident reports, which are essential for accident reporting to authorities by businesses as mandated by GPSR.
6. **Support for Online Marketplaces:** For businesses operating online marketplaces, AME can be instrumental in deploying and managing the necessary IT infrastructure to comply with specific product safety requirements for online marketplaces as stipulated by the GPSR.
7. **Security and Privacy:** With its built-in security features, AME can help ensure that any data and systems used for GPSR compliance are secure, protecting sensitive business and consumer data which is an essential aspect of product safety regulations.
8. **Infrastructure Automation:** AME's capability for managing automated updates and patches for the entire platform can help ensure that the environment used for GPSR compliance is always running the latest and most secure versions, which is important for maintaining the integrity of safety systems. In addition we assist with upgrading and updating other applications (fi. with Renovate or Flux) also possible under our supervision.

General Product Safety Regulation (GPSR).

## Conclusion

Our advice is together we can consult with legal and compliance experts to ensure that the use of AME aligns with the specific requirements of the GPSR for your business. It's also important that we will keep abreast of any updates or guidance from regulatory bodies regarding the implementation of the regulation within the boundaries of our platform.

*For more detailed information, you can visit the official European Commission website on the General Product Safety Regulation [here](#) and read the full text of the regulation on EUR-Lex [here](#).*