

Bird & Bird & your product: managing compliance

We help our clients manage compliance risks across the product life cycle - from design to disposal.

Our advice covers issues such as:

- product safety and product recalls
- environmental requirements
- customs requirements
- content risk management
- packaging and labelling
- language requirements
- user instructions and consumer rights
- warranty schemes, manufacturer guarantees
- advertisement, marketing & unfair trade practices

We help our clients to address a wide range of questions, for example:

- Do we need to comply (as EU or non-EU manufacturer, as importer or dealer) and how do we comply with product related safety and environmental requirements such as WEEE, RoHS, Battery and General Product Safety Directives, their national implementations, and the REACH Regulation?
- Can we add a 'green dot' mark to a new product's labelling? What are the licence requirements? And how great a barrier to market entry will we face if we go without it?
- Should our product's label denote measurements in imperial or metric values and does it matter whether the measurements are used to describe a type of product or to inform the consumer of its dimensions?
- What are the requirements to use the CE mark?
- Do our disclaimer, warranty conditions and/or user instructions need to be visible on packaging or can it be included inside on a leaflet? Or is a link to a website sufficient?
- What language should we use regarding labelling, leaflets, warranty cards and instructions for products supplied to multi-language jurisdictions?



- What is the best notification authority to use during an EU product recall, and how do we notify and coordinate our efforts with national regulators? Could our advertising be construed as misleading, require a copyright license or breach specific advertising regulations?

Our work includes:

- international surveys assessing compliance with relevant EU and national laws, industry codes and best practices in EMEA, or globally.
- product recall management services (including publicity strategies, corrective action procedures and communication with regional authorities, suppliers and consumers).
- strategic advice on bespoke product compliance issues.
- representation in disputes with regulatory authorities.

But sometimes it's as simple as an email clarifying the applicability of a particular piece of law to your product.

To find out more about our product compliance offering, contact:



Alexander Duisberg

alexander.duisberg@twobirds.com

+49 (0)89 3581 6000



Fabian Niemann

fabian.niemann@twobirds.com

+49 (0)69 74222 6000

twobirds.com

Abu Dhabi & Beijing & Bratislava & Brussels & Budapest & Copenhagen & Dubai & Düsseldorf & Frankfurt & The Hague & Hamburg & Helsinki & Hong Kong & London & Lyon & Madrid & Milan & Munich & Paris & Prague & Rome & Shanghai & Singapore & Skanderborg & Stockholm & Warsaw

Bird & Bird is an international legal practice comprising Bird & Bird LLP and its affiliated and associated businesses.

Bird & Bird LLP is a limited liability partnership, registered in England and Wales with registered number OC340318 and is authorised and regulated by the Solicitors Regulation Authority. Its registered office and principal place of business is at 15 Fetter Lane, London EC4A 3JP. A list of members of Bird & Bird LLP and of any non-members who are designated as partners, and of their respective professional qualifications, is open to inspection at that address.