

GENERAL

The European Union is cranking up the pressure, and the message is clear: if you want to play in the EU market, you've got to play by the rules. The walls are being raised a bit higher every day. According to the revised CLP Regulation from 2024 (EU 2024/2865), if you don't have a responsible party with their feet firmly planted on European soil, your product isn't crossing the border. No EU address means no trade!

THINK THERE'S A LOOPHOLE? THINK AGAIN

While there is some talk of relaxing certain laws through the "OMNIBUS VI" package, many suppliers mistakenly believe this will leave them a way out. Unfortunately, that's a dangerous misconception. The requirement for an EU-responsible party is not up for discussion in that package. Even the recent "stop-the-clock" rules (Regulation EU 2025/2439) don't change a thing for this requirement, as Article 4 was not included in this postponement.

WHY?

Because the EU needs someone they can actually hold accountable. If a product is unsafe, an inspector can't exactly hand out a fine to a factory in China or the US. They want someone physically present for inspections and sanctions.

There are a few big reasons why the EU is being so strict:

- **Poison Center Notification (PCN):** If a child accidentally drinks your product, a doctor needs to be able to see the ingredients in a database immediately. Non-EU suppliers often neglected this obligation because they didn't have the means to do it or have to carry the responsibilities. Now, an EU-based supplier is legally required to arrange this so medical professionals don't have to guess.
- **Level Playing Field:** European companies spend a lot of money to follow the rules. For too long, being "out of reach" legally was seen as a free pass for non-EU sellers to ignore regulations. That "free pass" is officially gone; everyone selling in the EU now has the same responsibilities.

THE LEGAL MUST-DO'S

Since the update of **Article 4.11** in the 2024 CLP Regulation, substances or mixtures can only be placed on the market by a **supplier established within the EU**.

This EU supplier is the point of contact for authorities and carries the full weight of the CLP regulation responsibilities on their shoulders. This includes:

- Classification and Labeling of your products
- Managing the UFI-code & PCN notification
- Handling the C&L Notification

To keep things transparent, this EU supplier's name must be listed on the product's CLP label. That way, both the government and the consumer know exactly who is responsible in the EU.

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DROPSHIPPING & E-COMMERCE

This applies to e-commerce too. If you sell to EU citizens via platforms such as Amazon, AliExpress, or your own Shopify store, you are now required to have a **responsible legal entity or importer in the EU**.

Therefore, as a non-EU webstore, you can **no longer ship directly to EU consumers** without an EU-based responsible party listed on the label. Why? Because a regular consumer can never fulfill the professional role of an 'importer' under chemical legislation

→ Article: The Nail in the Coffin for Dropshipping.



YOUR ROADMAP TO STAYING LEGAL

If you are a supplier from outside the EU, you basically have three routes to keep trading in the EU legally:

- **Use an Importer or Fulfillment Center:** They become the legal supplier in the EU and take on all those responsibilities.
 - The Downside: You'll have to hand over your full recipe (formulation) for the PCN notification. Plus, you're dependent on their compliance and you'll be forced to sell through that same importer every time or you'd have to appoint a different importer as your "EU supplier" in every single country (and change your label accordingly!).
- **Appoint an "EU Supplier" Consultant:** Hire an external expert to act as your CLP responsible party.
 - The Upside: You only share your recipe with the consultant, and you take the potential registration burden off your customers' shoulders.
- **Start Your Own EU Branch:** Open an office or subsidiary in the EU, for example, in the Netherlands.
 - The Upside: Maximum control. You don't depend on third parties, your intellectual property stays private, and you are the official name on the label for all your European sales.

THE LINK WITH THE NEW DETERGENTS REGULATION

Better accountability isn't just a "CLP thing" anymore; the new Detergents Regulation (Regulation EC 2026/405) is joining the party. The EU has even created a specific role in the supply chain to make sure everything stays on track: the Authorized Representative, or AR for short. Think of the AR as your product's "legal bodyguard" in Europe. Their main responsibilities include:

- **The Go-To for Authorities:** The AR acts as the point of contact for all national supervisory authorities across all 27 EU member states.
- **The Paperwork Pro:** They have to keep your technical files and declarations of conformity safe for at least 10 years, and be able to present them instantly if an inspector comes knocking.
- **Safety First:** The AR double-checks that the manufacturer has ticked all the mandatory boxes - like the Digital Product Passport and proper labeling - before the product even hits the market.

Since the "CLP EU Supplier" and the "Detergents AR" have such similar tasks, the easiest approach, in most cases, would be to have one party handle both roles.

HOW TO START?

Carefully consider how you'll handle the tasks of both the "CLP EU Supplier" and the "Detergent Regulation AR" (if applicable). Weigh the pros and cons of each option and choose what fits your business best.