

FREE GUIDE

Selling from the UK into Ireland and the EU.

What your products need before the first shipment

Since Brexit, a UK business selling into the EU is a non-EU business. Your products haven't changed, but the paperwork, the markings and the people named on them have. This guide sets out what you need, in plain English.

INSIDE

- ✓ Five essentials before you ship
- ✓ Who's who in the EU supply chain
- ✓ Your document checklist

ALSO COVERED

- ✓ Packaging and producer registration
- ✓ Northern Ireland
- ✓ Six common mistakes

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THE BIG CHANGE

Same product. Different rules.

The UK accepts the CE mark for most products, but the EU does not accept the UKCA mark. And EU law expects someone based in the EU to stand behind your products.

Ireland is the natural first step. It is English-speaking, close, and part of the EU single market, so a product that is placed on the Irish market correctly can move across the rest of the EU. But Ireland follows EU product law in full: being next door doesn't mean UK rules apply.

— Five things you need before your first EU shipment

01 CE marking and an EU Declaration of Conformity

For each product, listing every EU law that applies and the standards used. A UKCA mark and a UK Declaration of Conformity are not valid in the EU.

02 Technical documentation you can produce quickly

Test reports, risk assessment, drawings and instructions, ready to send to an EU authority on request. Keep it for 10 years after the product is placed on the market.

03 An EU-based economic operator

For most consumer and regulated products, someone established in the EU must be named on the product and hold the documents: an EU importer, an authorised representative, or a fulfilment service provider. Your UK address is not enough.

04 Labels, instructions and listings that meet EU rules

Manufacturer and EU contact details on the product or packaging, type and batch identification, safety information in the language of each country, and the same details on your online listings.

05 Packaging and producer registrations

EU packaging rules now need their own documents, and electrical goods, batteries and packaging each need producer registration in every EU country you sell into.

WHO'S WHO

Know your role in the EU.

EU law gives different duties to each business in the supply chain. One company can hold more than one role, and the role depends on what you do, not what you call yourself.

ROLE	USUALLY	MAIN DUTIES
Manufacturer	You, if your name or brand is on the product	Makes sure the product complies; holds the technical documentation; signs the Declaration of Conformity; applies the CE marking and labels
Importer	The EU business that first places your goods on the EU market	Checks you have done your part; adds its own name and address; keeps the Declaration of Conformity for 10 years
Authorised representative / EU responsible person	An EU-based service you appoint in writing	Keeps documents available to authorities; cooperates on safety issues; named on the product
Fulfilment service provider	An EU warehouse that stores and ships your goods	Can be the EU economic operator where there is no importer or representative
Distributor	Retailers and wholesalers in the EU	Checks the product carries the right marking, documents and contact details

Selling direct to EU consumers from the UK? There may be no EU importer at all, so you need to appoint someone in the EU to take on that responsibility before you sell.

— Your document checklist

- ✓ EU Declaration of Conformity for each product
- ✓ Test reports to current EN standards from an accredited lab, covering your exact models
- ✓ Product risk assessment (EU General Product Safety Regulation)
- ✓ Technical file index, so you can respond to an authority fast
- ✓ Label artwork with CE marking, EU contact and batch details
- ✓ Instructions and safety information in each market's language
- ✓ Packaging specification and EU packaging declaration
- ✓ Written appointment of your EU representative, if you use one

PACKAGING & REGISTRATION

The part most sellers miss.

- ✓ **Packaging documents.** Since 12 August 2026, the EU Packaging and Packaging Waste Regulation requires technical documentation and a Declaration of Conformity for packaging, including limits on heavy metals and, for food-contact packaging, PFAS.
- ✓ **Producer registration.** Packaging, electrical goods and batteries carry producer responsibility in each EU country. A seller based outside the country usually has to appoint an authorised representative there. In Ireland, distance sellers of electrical goods and batteries register through a representative with Producer Register Ltd; packaging runs through Repak.
- ✓ **Customs.** Talk to your courier or customs broker early about your EU EORI number and, for consumer parcels up to €150, the Import One-Stop Shop for VAT.

NORTHERN IRELAND

EU product rules apply in Northern Ireland

Under the Windsor Framework, Northern Ireland follows EU product rules. CE marking applies there, and the EU General Product Safety Regulation applies to consumer goods sold there, not the UK's own regime. If you supply retailers or customers in Northern Ireland from Great Britain, check your products against EU requirements too.

Six common mistakes

WHAT SELLERS THINK	THE REALITY
"Our UKCA mark covers us."	Not in the EU. You need CE marking and an EU Declaration of Conformity.
"We'll have to test everything again."	Often not. Reports to the same EN standards from an accredited lab can usually be reused, if they cover your exact models and current versions.
"Our UK address on the label is fine."	The EU economic operator named on the product must be established in the EU.
"Ireland speaks English, so it's basically the UK."	Ireland applies EU law in full, including GPSR and the new packaging rules.
"We only sell online, so it doesn't apply."	Distance sales count as placing on the market, and marketplaces now check for this information.
"Customs is the courier's problem."	Who is the importer of record decides who carries the duties. Agree it before you ship.

HOW WE HELP

EU-ready, without the guesswork.

Ninety8 Compliance is based in Ireland and works with UK businesses entering the EU. We check what you already have, fix what's missing, and make sure your files stand up when an authority, a marketplace or a customer asks.

START HERE

EU Readiness Check

We review your existing UK documents and test reports product by product, map the EU roles you need to fill, and give you a clear red/amber/green report with a fix list.

FIX

EU Compliance Pack

EU Declaration of Conformity, technical file index, product risk assessment, and label and manual corrections, per product family.

PACKAGING

Packaging Pack

Packaging inventory, technical documentation and the EU packaging Declaration of Conformity.

STAY COMPLIANT

Ongoing Support

New product checks, rule changes and marketplace queries, on a simple monthly retainer.

Independent by design. We don't test, certify, or act as your EU representative or responsible person. Where you need those, we introduce you to trusted EU providers and work alongside them on the technical side.

GET IN TOUCH

Book a free 20-minute call.

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This guide is general information based on EU legislation and guidance in force in October 2026. It is not legal advice; check the requirements for your products before relying on it. Ninety8 Compliance is a trading name of Ninety Eight Technova Limited, 33 Woodfield, Galway Road, Tuam, Co. Galway, H54 DK22, Ireland.