

PACKAGING UPDATE

UNDER GPSR REGULATIONS

WHY WE HAVE MADE CHANGES?

Laltex has updated product labelling and packaging so that all items meet the latest requirements for traceability and safety.

To Comply With:

- EU General Product Safety Regulation (GPSR) 2023/988, effective 13 December 2024
- UK General Product Safety Regulations 2005

WHAT THIS MEANS FOR YOU

From Now On, Products Will Include:

- Item code and purchase order number
- Full Laltex UK address or one of its subsidiaries.
- Laltex EU address
- Electronic contact address (E-mail)

In Some Cases, We Will Also Include:

- Product characteristics (e.g. composition, packaging details)
- Instructions for use and disposal
- Any relevant warnings

WHY THESE DETAILS ARE REQUIRED?

The regulations state that manufacturers (and importers) must ensure products are clearly identifiable and traceable, in order to facilitate necessary safety actions, including product recalls etc.

If the product size or nature makes this difficult to mark on the item, the information may instead appear on the packaging or in accompanying documentation.

WHY WE HAVE INCLUDED THE ADDRESS, BATCH NUMBER AND PURCHASE ORDER?

This information is legally required for traceability and ensures products meet the definition of “safe for market” under GPSR.

WHO IS THE MANUFACTURER?

A Manufacturer Can Be:

- A manufacturer is an individual or company that produces a product.
- They are responsible for designing, creating, or assembling goods.
- This also includes businesses that markets that product under that persons name or trademark.

CAN A DISTRIBUTORS DETAILS BE USED AS THE MANUFACTURES INSTEAD?

Yes – but only if a full UK and EU address is provided (EU address required if selling into the EU).

PLEASE NOTE: This is a chargeable service and may increase lead times.

HOW LALTEX HANDLES CUSTOMER CONCERNS?

We understand that some customers may not want supply chain information made visible. Wherever possible, Laltex will place mandatory information in less prominent areas while still ensuring it meets compliance guidelines.

WHERE THE INFORMATION WILL APPEAR

- Packaging or gift box
- Instruction manuals
- Labels attached to the product
- Directly printed onto the product

WHY EU RULES STILL MATTER AFTER BREXIT

- The UK does not fully follow EU rules, but some EU laws were retained after Brexit.
- Under the Windsor Framework (2023), Northern Ireland must stay aligned with certain EU rules.
- If our products are sold in the EU, they must meet EU labelling requirements.

WHY AREN'T OTHER SUPPLIERS DOING THIS?

Promotional products are not exempt from GPSR. Many suppliers are already complying with these rules. Those who are not yet doing so will still be required to comply – and face potential large fines for non-compliance.

WHY NOT USE A QR CODE INSTEAD?

QR codes may be used to provide additional information, but they cannot replace mandatory traceability details such as addresses and company names as not everyone has access to a camera/QR code scanner.

WHY THE CHANGE NOW?

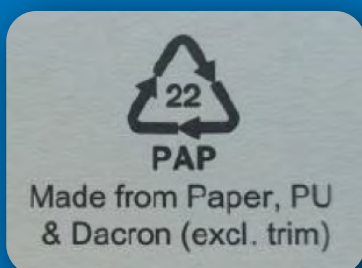
Previously, only limited details were applied. However, updated guidance confirmed this was not fully compliant.

Please see the links below for alternative reference examples.

- **Amazon:** <https://sellercentral-europe.amazon.com/seller-forums/discussions/t/70a277e7-da3a-402c-bf39-fad4ba1fcbbf>
- **Shein:** <https://www.sheingroup.com/corporate-news/company-updates/shein-further-intensifies-product-safety-quality-protocols-targets-2-5-million-tests-in-2025/>
- **BPMA:** <https://bpma.co.uk/sgs-joined-bpma-last-week-to-provide-an-overview-of-the-new-eu-gpsr/>
- **GOV UK:** <https://www.gov.uk/government/publications/general-product-safety-regulations-2005/general-product-safety-regulations-2005-great-britain>

QS0345 MOLE NOTEBOOK

Traceability added to the last page opposite
to back inner pocket



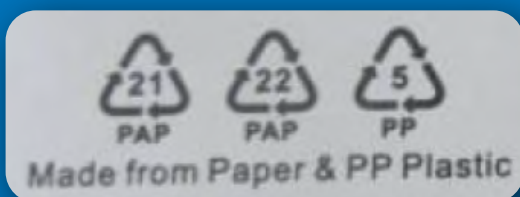
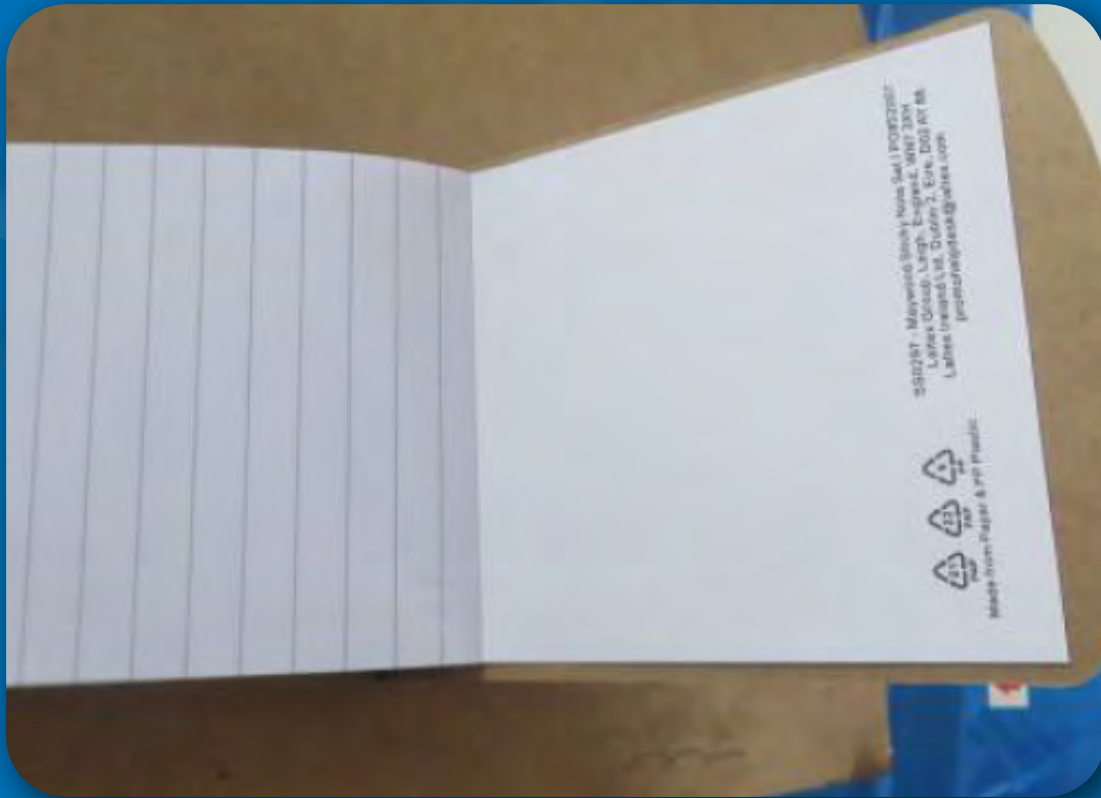
Material Declaration

- Items code & PO# for identification of the product
- KS Brands Ltd, & its UK address for UK GPSR 2005 requirement
- Laltex Ireland & its EU address, Electronic address for EU GPSR 2023/988 requirement

QS0345 - A5 Notebook / PO#53547
KS Brands Limited, Leigh, England, WN7 3XH
Laltex Ireland Ltd, Dublin 2, Eire, D02 AY 88
promohelpdesk@ksbrands.com

SS0297 MAYWOOD STICKY NOTE SET

Traceability added to the last page of the notebook



Material Declaration

SS0297 - Maywood Sticky Note Set / PO#52007
Laltex Group, Leigh, England, WN7 3XH
Laltex Ireland Ltd, Dublin 2, Eire, D02 AY 86
promohelpdesk@laltex.com

- Items code & PO# for identification of the product
- KS Brands Ltd, & its UK address for UK GPSR 2005 requirement
- Laltex Ireland & its EU address, Electronic address for EU GPSR 2023/988 requirement

MG0012 POLLOCK GLOSSY 550ML SPORT BOTTLE

Instruction to use on the back of the box

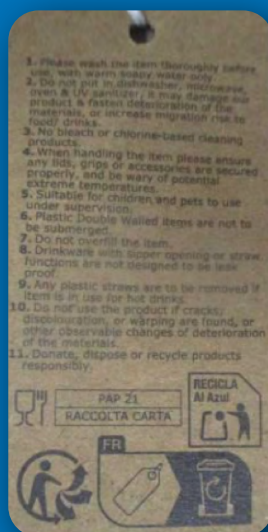


Traceability added to the bottom of kraft box

- Items code & PO# for identification of the product
- KS Brand, & its UK address for UK GPSR 2005 requirement
- Laltex Ireland & its EU address, Electronic address for EU GPSR 2023/988 requirement

MG9506 TARN SMOKED 750ML WATER BOTTLE

Instruction to use on a kraft hangtag



Traceability occupied in a small part of hangtag



- Items code & PO# for identification of the product
- KS Brand, & its UK address for UK GPSR 2005 requirement
- Laltex Ireland & its EU address, Electronic address for EU GPSR 2023/988 requirement

QB0581 MEDIUM COLOURED TRIM HALTON SHOPPER

Information provided with Sewn label



Face side of sewn label

- Items code & PO# for identification of the product



- KS Brand, & its UK address for UK GPSR 2005 requirement
- Laltex Ireland & it EU address, Electronic address for EU GPSR 2023/988 requirement