

Managed Services

GOING BEYOND THE STANDARD



Authorised Representative Services

What is an 'Authorised Representative'?

In the context of product compliance, an Authorised Representative (AR) is an individual or a business entity that acts as an authorised point of contact on behalf of a manufacturer that is based outside of the country for which the product is being sold (or placed on the market in most cases, even if a sale is not involved).

In the case of an EU AR, the representative would be based in one of the 27 members states (UK being a 'third country' from 1st January 2021 so an EU AR can no longer be located in the UK from this date).

Is it mandatory to appoint an Authorised Representative?

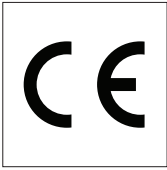
Under new Market Surveillance legislation EU 2019/1020 released in July 2019 all items falling under the scope of union harmonisation legislation (as listed in Annex I of the legislation) will need to have an economic operator and business name and address for surveillance purposes. The transition period of the legislation ends in July 2021, therefore all items shipped after this date are required to have an economic operator. **An Authorised Representative is one form of economic operator.**



How does Product Approvals provide the AR service?

Product Approvals can licence its Portuguese address for use under contract by a customer that is based outside the EU (including GB i.e. England, Scotland, Wales) and also Northern Ireland.

A written mandate agreed and signed by both parties defines what each party is responsible for.



The CE mark will of course remain a requirement for the majority of product types that are being placed on the EU market. The CE declaration of conformity (also referred to as EC declaration of conformity) requires certain key information

to be stated on it such as the business name, person responsible, product names / model number and legislation applied. Product Approvals can create the declaration on behalf of customers and can also licence the use of its EU address and contact details so that relevant EU bodies can contact to make enquiries if required. In this mode, we liaise between EU bodies such as enforcement body, and market surveillance authority etc, and the original manufacturer / supplier that is located outside the EU.

How do I get started?

Simply contact Product Approvals by **email** or **phone** to enquire further.

UK Responsible Person – what is this all about?

Following on from the above general information about the EU Authorised Representative requirements, the UK has similar requirements in that people from outside the UK selling in to the UK are required to have a responsible person (RP) whose business name and address are placed on the product.



Product Approvals is offering a UK RP service to customers outside of the UK, licencing its name and UK contact details for use accordingly.

Products are also required to meet the requirements and be labelled with the UKCA (UK Conformity Assessed) Mark. The UKCA mark is the new certification mark that is required to be affixed to products that fall under the scope of the relevant UK Statutory Instruments. These requirements are very similar to the CE marking requirements previously used and well known by many businesses.

Contact Product Approvals by **email** or **phone** to enquire further about UK AR service and UKCA declarations and marking.

Related products/services

Product Approvals Ltd has developed specialised cloud-based software – **ComplyExpress SmartCert™**. This software includes a special AR feature which enables the customer to register their details including product information which is then stored in the system's database. This forms the basis of the AR service. It also provides other features that assist with product certification.

SMART CERT

Comply Express Ltd is a wholly owned subsidiary business of Product Approvals Ltd. The software is available by monthly subscription.

