

From Basic Retailer to Ultimate Creator...

Why Slapping Your Gorgeous Label on a Battery Makes It Your Problem!

You buy a chic little product from a factory in Asia, stick your fabulous logo on it, and sell it online. The supplier sent over a little CE certificate, a test protocol, and a warm, cozy promise that everything is completely fine. You're just a harmless reseller... right, sweetie?

Tyvär inte, raring—which means absolutely not, darling!

The exact second your name goes onto that battery, the EU looks at you and sees the Manufacturer. With everything that implies. And let me tell you, sweetie-belle, "everything" is a hell of a lot more than you think...

Here are the three massive things you, as an importer, must understand before your next container leaves the harbor:

1. The Brand Trap: Your Supplier's Certificate is NOT Yours!

The most common—and dreadfully expensive—misconception we see is thinking compliance is the supplier's problem. They made the product, didn't they? They signed the papers!

Legally? It doesn't hold up for a second, darling. The EU Court ruled back in 2022 (the Fennia vs. Philips disaster) that simply having your name or trademark on a product makes you the manufacturer in the eyes of the law—even if someone else built it, and even if the actual factory's name is printed right next to yours! A Philips-branded coffee machine caught fire (utterly tragic for the kitchen aesthetic, sweetie); the fact that a company called Saeco actually manufactured it didn't help Philips one tiny bit!

When you put your name on that battery, you are practically placing a brand-new product on the market. Your supplier's documents are just reference material, not your certification.

How to fix it, darling: Demand the complete technical files before you even sign the purchase order, not just a cheap certificate. Create your own technical file, sign your own declaration of conformity, and put it in the contract that the supplier must tell you if they change a single cell, material, or BMS. Otherwise, you're selling a product your documentation doesn't even describe! God, the stress!

2. Personal Liability: It's Not the Company on Trial... It's YOU!

Fines and product recalls are unpleasant, sweetie, but manageable. What puts battery compliance into a terrifyingly chic horror category is that liability can become personally devastating.

In Germany—which is EU's strictest, most dramatic jurisdiction—individual managers can be criminally prosecuted for bodily injury or death when a careless safety defect causes harm! The principle, established in the classic Lederspray ruling, is uncomfortably simple: management isn't just supposed to follow rules, they are forced to build a system that catches the problems.

And look at the US! In 2025, two executives at the importer Gree were sentenced to over three years in federal prison for failing to report a known fire risk! Can you imagine the orange jumpsuits, darling? They clash with everything! No designer labels in a cell, absolutely not!

The legal question is rarely "did you know?" It is: "Should you have known, considering your fabulous role?" Saying "we had no idea" is no defense if you never tested, never followed up, and can't prove what checks you did.

How to fix it, sweetie: Decide in advance who receives an incident report, who judges the risk, and who rings the alarm to the authorities before the clock starts ticking. Document your checks continuously. A gorgeous technical file showing you took your responsibility seriously is your absolute best shield the day someone starts asking questions.

3. The Security Blanket That's Full of Holes: "But We're Covered!"

We hear these three sentences all the time, and they are total death traps, darlings:

- **"We sell on Amazon, so we're safe."** Oh, please! Platforms do not absorb producer responsibility. Since August 2025, they are legally forced to check your producer registration before your listing can even go live, but that just makes the platform a gatekeeper, not your insurance policy!
- **"We registered in Germany, so that covers the EU."** Wrong, sweetie! There is no magical, one-size-fits-all EU number for batteries. German registration works in Germany. If you're selling in Sweden, France, or the Netherlands, you need to register in every single country individually!
- **"The distributor is handling it."** Only if a contract explicitly states it and the right party can show an active registration. Otherwise, you are both completely exposed!

How to fix it: Map out where you are actually selling and register as a producer in every single market before the first sale. In Sweden, you do this with Naturvårdsverket, and most fab companies join a producer responsibility organization like El-kretsen or Batterikretsen so they don't have to build their own recycling system.

Summary

This isn't about being frightened, darling; it's about knowing exactly where the glass shatters so you can face it with open eyes—instead of finding out when your container gets stuck in customs or a prosecutor gives you a ring.

The divine news? This is all completely manageable! It just requires the right things to be done in the right order, by someone who has already read all those exhaustingly dull documents for you.

IS YOUR BRAND TRULY READY TO STAND BEHIND WHAT IT'S ALREADY PROMISED?

Not sure? Give us a call +46 650 64 40 or drop us an email crew@georgiamolly.com.