

REGISTRATION GUIDANCE PACKAGING FOR MARKETPLACE SELLERS IN GERMANY

What will change for Marketplace sellers in Germany now?

Your Marketplace will be obliged to suspend your non-compliant listings under the relevant EPR product categories:

- Packaging: all listings from July 1, 2022

Go to www.landbell-marketplace-seller.com for more information.

What is EPR – and why does it concern me as a Marketplace seller?

Extended Producer Responsibility (EPR) is an environmental policy that makes producers responsible for the entire life cycle of the products that they introduce on the market, from their design until end of life (including waste collection and recycling). The corresponding directives apply throughout the EU and in the individual countries.

With your company, you are considered a producer, if you produce, import or sell a product that falls under the EPR regulations in the respective country and if you are not domiciled in this country.

PLEASE NOTE:

If you are a “distance seller” (all marketplace sellers/online sellers are considered “distance sellers”!) you must register and provide your Marketplace with your own EPR registration number(s) because of the shipping packaging that you use.

How do I fulfil my obligations as a Marketplace seller in Germany?

PACKAGING

What urgently needs to be done from you now (if not already fulfilled):

Central Agency Packaging Register (LUCID) registration and Dual System (EASyShop contract)

LUCID packaging register (steps 1-5 and 7) and conclude Dual System contract/ Landbell Easy Shop (step 6 & 8) your marketplace (step 9).

ATTENTION:

Both steps need to be completed, if you only register at LUCID or only at Landbell, your compliance is not completed. We have marked each step of the process that must be done.

The information provided in your registration must be correct and must correspond with the information provided to your marketplace. Please refer to the LUCID website for legal, financial and administrative consequences in case of provision of no or wrong data.

1. LUCID: Go to the [LUCID registration page for producers*](#):

*Before starting the registration please ensure to have the following data available (or see the LUCID checklist):

- Responsible manager of the company
- Details of person submitting reports and contact (if possible, please also provide recovery contact for case of PTO, leaving company or just sick leave)
- E-mail address & self-chosen password
- Address of the company
- Value added tax identification number (VAT ID)
- National identification number (e.g. commercial register number)
- Listing of all brand names sold in Germany
- Planned annual quantities in the LUCID account and in the dual system must always match; the Central Agency Packaging Register will check this. In case quantities need to be adjusted – also for your quantity report-, these changes must be done with both, your dual system AND also with LUCID in your LUCID account (“Data report”).

2 LUCID: Create a login

3 LUCID: You will receive an activation link from LUCID.

Please do not forget to activate the link within 24 hours. After activation, you can log in to the LUCID database at <https://lucid.verpackungsregister.org> and continue your registration.



EPR EXPLAINED EASILY:

Learn more in the video by scanning the QR code



4 LUCID: Completion of the registration in the LUCID account (you must complete 4 different registers: “Master data”, “Packaging details”, “Brand names” and “Summary”). Before you submit your registration, you must confirm that you are fulfilling your take-back obligation through participation with a dual system (Landbell).

5 LUCID will instantly send you a confirmation of your registration incl. your producer number (= EPR number) commencing with DE + 13 digits.

6 Landbell: Return to the License packaging at www.landbell-marketplace-seller.com and choose the button “Get your contract here”. Complete the form to create an account and buy the contract for the required period → this is the 2nd legal obligation of the VerpackG. You must join a Producer Responsibility Organisation (Landbell in this case). Please note that your EASyShop contract will only become valid after receipt of payment (electronic payment normally clears overnight).

7 LUCID: For the reporting: Please log on to your LUCID account, choose “Data report”. If you conclude the system participation contract and the registration right now for the current year, select “intra-year volume report”, then select reporting period and “Landbell” as your system operator and, finally, enter your annual planned quantities with the respective material types.

8 Landbell: After contract validation, please log in to your EASyShop account and submit your planned volumes report (Volume reporting → Planned volumes (grey box on the left of the page))

AND DON'T FORGET:

9 Please remember also provide your marketplace where you sell your goods with your producer number (EPR number). Complete your marketplace seller profile with your registration number, where the marketplace is requesting you to do so. They will define dedicated spaces.

10 Landbell AT: at our EASyShop you can also already buy the license for Austria. Shortly the marketplace is facing the same obligation as in Germany. After completion of the German registration, just switch on top of the Easy shop at the arrow to our packaging EASyShop AT.



Create an account

PLEASE NOTE:

Packaging is not only sales packaging (so-called product packaging), which is used to protect goods and products and ensure their safe handover to the consumer.

Shipping packaging for online sales (e.g. the shipping cartons, filling materials such as bubble wrap, etc.) is also always subject to registration and membership of a PRO.

For shipping packaging, there are always direct obligations for Marketplace sellers/online sellers selling to Germany.

Very rarely, sales packaging (product packaging) may already be registered and covered by membership of a scheme, if the manufacturer fulfilled the obligations in Germany. In this case, a proof of registration and scheme membership is required. If there is no proof, the obligations remain with the Marketplace seller/online seller.



YOU NEED SUPPORT?

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LANDBELL GROUP is an international provider of comprehensive take back, consulting and software solutions for environmental and chemical compliance.

Established as a packaging compliance scheme in Germany in 1995 LAND-BELL GROUP has since evolved into a global service provider.

Today, LANDBELL GROUP operates in 13 countries producer compliance schemes worldwide for various waste streams, helps over 38.000 customers

in more than 60 countries to fulfil their extended producer responsibilities, and collected over 760.000 tonnes of waste batteries, electronics and packaging in 2020.

Specifically in Germany, Landbell AG operates a certified and independent packaging compliance scheme for producers and retailers to meet their legal requirements.