

The European conformity mark

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Commission launches an information campaign on the CE conformity mark - designed to ease the free movement of goods around Europe and protect consumers.

Whenever you see the CE logo on a product - whether manufactured in Europe or elsewhere - you know that it meets the EU's health, safety and environmental protection standards.

The CE mark has been around for more than 15 years, but most people still don't know that it stands for 'European conformity', and many think it means that a product was made in Europe.

The information campaign also targets businesses. Not only does the mark improve user safety, it was also set up to ease the free movement of goods throughout the EU's large market.

As a mark of confidence, the CE logo is a passport that allows products to circulate unhindered throughout the European economic area (the 27 EU countries plus Iceland, Liechtenstein and Norway). No other formality is needed to import a product into the EU or export it to another member country. This cuts both red tape and costs, while ensuring safety standards.

By affixing the CE mark on a product, the manufacturer, importer and distributor take full responsibility for its conformity with EU law.

More than 30% of industrial products - including computers, toys and electrical appliances - can be sold on the EU market only if they bear the mark.

http://ec.europa.eu/news/business/100419_en.htm