

## Press Release

### **A strong duo for product conformity: gds and reuschlaw Legal Consultants launch partnership**

- Comprehensive support for conformity and efficiency
- Legal assessment meets substantive support
- Expertise in CE and UKCA marks, etc.

**Sassenberg, 17 August 2021 – A perfect match: gds GmbH and reuschlaw Legal Consultants are launching an advisory partnership relating to product conformity, allowing clients to benefit from even more comprehensive service. As an expert in technical communications and information management, gds contributes know-how relating to conformity and efficient implementation with regard to risk assessment, technical standards and technical documentation. As a leading consulting law firm in product liability law, reuschlaw will provide legal advice, evaluate safeguards and derive the content of necessary processes, as well as providing support in the design of marketing concepts.**

"Thanks to our new partnership with reuschlaw Legal Consultants, we will now be able to provide assistance from two sides in issues relating to EU conformity and international product compliance," said Ludger Bruns, head of Service Consulting at gds GmbH. This will make it possible to provide clients with even more comprehensive service: "as of now, we can offer clients complete support in technical and legal questions from a single source, whether they need advice, training or help with implementation."

The two firms' service portfolios complement each other perfectly. gds assists its clients primarily in the areas of technical and substantive conformity and in the efficient implementation of technical documentation. The Sassenberg-based center of competence will therefore focus on risk assessment, questions of conformity, and the evaluation of technical standards, and will provide added value particularly in the area of technical documentation. Accordingly, gds will ensure that all relevant documents are present and will help clients create and develop necessary structures.

#### **On the safe side legally as well**

The firm of reuschlaw Legal Consultants has been advising national and international companies since 2004, with a focus on product safety and product liability law, as well as data protection and cybersecurity for products and digital services. In the new partnership, reuschlaw will be responsible for

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evaluating safeguards, coordinating insurance coverage and deriving the content of necessary processes, services which are often requested by management. reuschlaw will also provide support in designing a marketing concept. It will focus on legal assessment within the bounds of technical documentation, including checking to ensure that the documents are complete from a legal standpoint and identifying the regulatory framework.

### Meeting current challenges

Particularly in light of Brexit, conformity marking is an important aspect in which the partnership offers affected companies added value. Product labels like the CE, EAC and CCC marks are not the only ones which will play a role. Philipp Reusch, attorney and founding partner of reuschlaw Legal Consultants, explained that, "with the UKCA (UKCA = UK Conformity Assessed) marking, the British have now adopted a separate arrangement which differs in some respects from the EU rules, so that exporters will now have to comply with two separate sets of conformity requirements." He noted that this will create a great deal of uncertainty in the future: "it is now important for companies to comply with the existing rules and implement the relevant processes." gds and reuschlaw offer companies comprehensive advice in this regard which covers all relevant aspects.

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