

# enterprise europe



*Business Support on Your Doorstep*

## SUCCESS STORY

### Barbecue importer avoids legal grilling

**Austrian kitchen and cookware retailer Rösler + Wagner imports barbecue grills from China into the central European market. With 50 employees, it's one of the biggest wholesalers for electric and non-electric grills in Austria.**

This is a great business opportunity for the company, but manager Johann Seifried was worried about the legal position in relation to the labelling and security of Chinese products.

Concerned about the high risk of liability, he turned to the Enterprise Europe Network, based in the Economic Chamber for Upper Austria in Linz.

The Network provides innovation and business support to small businesses across the EU. Made up of 550 Partner organisations in 44 countries, it lets SMEs find business and technology partners abroad and helps them to understand how European legislation applies to them and the potential ramifications for their businesses.

The Network's Leonhard Zauner researched the relevant directive for product labelling and security and found the right standard for barbecue grills. "We found



out which directive, regulation and standard had to be fulfilled and then explained how to apply the European law," he said.

Rösler + Wagner followed his advice and have avoided potential legal headaches.

"The legal advice from the European Enterprise Network was really useful for our company,

because now we can avoid the high risk of expensive litigation," said Seifried.

**The Enterprise Europe Network offers support and advice to European SMEs. It helps them find the right partner, technology or funding, as well as providing information on EU legislation and policies. To find your local Network Partner, visit [ec.europa.eu/enterprise-europe-network](http://ec.europa.eu/enterprise-europe-network)**

