



[Knowledgebase](#) > [Pages and Products](#) > [The EU guarantee label: how to show it in your shop and in the order confirmation](#)

The EU guarantee label: how to show it in your shop and in the order confirmation

ShopFactory Support - 2026-10-02 - [Pages and Products](#)

Question

Since 27 September 2026, shops selling to consumers in the EU have to show the harmonised legal guarantee notice, and in some cases the GARAN guarantee label as well. How do I show it in a ShopFactory shop, and does it also have to go in the order confirmation email?

Short answer

- Show the legal guarantee notice as a **directly visible image**, not behind a link, an icon or a mouseover. EU implementing regulation 2025/1960 allows a nested display only for the GARAN guarantee label, not for the harmonised guarantee notice.
- One central placement is enough: put it in the basket, above the order button. You do not have to repeat it on every product page.
- Provide it after the contract as well, on a durable medium. In ShopFactory you do that by putting the label as an image into the order confirmation email. A third text attachment next to your terms and your withdrawal policy is not possible.
- The GARAN label is only required when a manufacturer offers a free durability guarantee of more than two years for the whole product. Supplying the full guarantee statement on a durable medium is then the manufacturer's duty, not the shop's, and for that label a nested display is explicitly allowed, so it can sit at the product.

Part 1: the label in the basket

1. Download the official label in colour. The colour version is the one prescribed for online use. Scale it to about 500 pixels wide so the text stays readable.
2. Open your shop in ShopFactory and, in the left tree menu under "Unlisted pages", open the "Basket" page.
3. Choose "Edit Page" and add a text or content block at the top of the page.
4. Insert the label as an image and link the image to <https://europa.eu/youreurope/garantien>, which is the same destination as the QR code on the label.
5. Keep the label above the order button, so the customer sees it during the normal order process and cannot scroll past it.
6. Save your shop and publish it.

Part 2: the label in the order confirmation email

1. Under "Unlisted pages", open the "Thank You" page.
2. Choose "Edit Page", then "Properties", and on the left "Message for email order confirmation".
3. In the toolbar at the bottom, switch to the HTML view with the < > button.
4. Paste this code and change the address to your own shop and image name:

```
<a href="https://europa.eu/youreurope/garantien"></a>
```

5. Save the change and publish the shop again.
6. Place a test order, so you see the label once for yourself in the basket and in the confirmation email.

To get the address right, add the image to the shop as described in Part 1 and publish first. Then right-click the label in your browser, copy the image address, and use that exact path in the img tag. The image sits on your own server, so it stays reachable for as long as your website is online.

Notes

- If you run several shops, the procedure is the same in each; only the image domain differs.

- In Germany, section 312f(2) BGB requires the mandatory information to be provided again on a durable medium after the contract is concluded, and since 27 September 2026 the guarantee notice is part of that. The duty to supply the full guarantee statement for a durability guarantee sits with the manufacturer (section 479 BGB).
- Please note that we cannot give legal advice. The legal assessment and the exact implementation are yours to check as the merchant, with your legal adviser where needed.

More information

- Your Europe, legal guarantee notice and GARAN label:
https://europa.eu/youreurope/business/selling-in-eu/consumer-contracts-guarantees/eu-legal-guarantee-notice-and-garan-label/index_en.htm