

THE BACKGROUND

E. Marker A/S specialises in organic, mineral, and biological products which they sell to Sports Turf Managers & Horticultural end users. They provide products, innovative solutions that can assist end users with nutritional inputs and the intelligent use of biostimulants to be able to avoid excessive use of plant protection products. After running inhouse efficacy trials, they had sufficient data to suggest several products had marketable potential.

<https://tourturf.com/>

Fertilising Products Regulation (FPR; Regulation (EC) No. 2019/1009):

- The new Fertilising Products Regulation FPR provides strict rules on safety, quality and labelling requirements for all fertilisers to be traded freely across the EU.
- Producers need to demonstrate that their products meet those requirements before affixing the CE mark.
- EU fertilising products are divided into different Product Function Categories (PFCs), which should each be subject to specific safety and quality requirements adapted to their different intended uses.
- Component materials for EU fertilising products are divided into different categories, and each component should be subject to specific process requirements and control mechanisms. It should be possible to make available on the market an EU fertilising product composed of several component materials from various component material categories, where each material complies with the requirements of the category to which the material belongs.
- Complying with the FPR can be challenging because a product belonging to one product function category (PFC) may contain ingredients belonging to different component material categories (CMCs). Therefore, it is important for applicants to carefully identify the CMCs applicable to each ingredient in their product.

THE PROBLEM

Unsure of how their products should be categorised and the costs, regulatory process, and prerequisites to bring their products to market in a regulatory compliant manner, E. Marker A/S approached Barkwith Associates to help.

Initially, E. Marker A/S asked Barkwith Associates to look at four of their products.

Ashleigh Chappell, Regulatory Affairs Specialist and expert in Fertilisers and biostimulants here at Barkwith Associates explains why E. Marker A/S required expert help:

“E. Marker A/S, like many fertiliser and biostimulant companies were confused by the new FPR regulations, unsure of which PFC their individual products fell into, the CMC’s that accompanied them, and the requirements associated with each category. Depending on the route taken, costs and time can vary considerably.”

THE SOLUTION

Of the initial four products Barkwith Associates assessed and identified which ones could be marketed under the FPR. We classified their product function categories and component material categories. We did self-certification dossiers for two products with a CE mark, and we advised a more cost-effective registration route for the other two products.

Barkwith Associates guided E. Marker A/S through the process and discussed all possible options in detail that were available to them.

RESULTS

E. Marker A/S not only got help and guidance to navigate the complex world of the new FPR regulations to make their products compliant, Barkwith suggested alternative routes for two of the initial four products, thus showing we don’t take a ‘one size fits all’ approach. Barkwith used a pragmatic approach which ultimately saved the client time and money to make sure E. Marker A/S products were on the market in a compliant manner.

“The cooperation with the specialist at Barkwith has been a complete success. Not only did we get a better understanding on the new regulation and how our products fit in, but we also have a slightly different approach on sourcing ingredients for upcoming products.”

Jesper Gade Nissen, Head of Operations at E. Marker A/S. was extremely pleased with the help and support they received, especially at Barkwith's ability to not use a 'one size fits all' approach and said "Without Barkwith Associates expert knowledge, we were struggling to nail down exactly what was required under the FPR. By engaging Barkwith we have saved a lot of time and effort trying to navigate the complex FPR regulatory framework."

Russ Froggatt, Director of Regulatory Affairs at Barkwith Associated concludes. "E. Marker A/S have an interesting set of products to market and in development and it is great to be involved with this dynamic company. They understand that healthy turf with less need for additional fungicides and plant protection chemicals is good for the environment and with their extensive range of products and development plans, Barkwith Associates is looking forward to helping them. Based on the information and services we provided they will now be able to market their products safe in the knowledge they are fully compliant. We look forward to helping them in the future as this exciting company brings innovative products to the market."

Barkwith is now doing self-certification dossiers for another 12 products for E. Marker A/S and we hope a new long lasting relationship has formed.

More Details about E. Marker A/S products can be found here:

www.emarker.dk

www.tourturf.com

If you need or require any help or support with fertilisers or the Fertilising Products Regulation, whether you want to register under national rules or the FPR, please contact Barkwith Associates and find out how we can help you get or stay compliant.