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PETITION TO THE EU PARLIAMENT FOR CONSUMERS RIGHT TO PREORDER GOODS FROM LARGE PRODUCERS OF CRITICAL PRODUCTS

SUMMARY OF REQUEST

I request that the European Union adopt legislation requiring large retailers and producers to offer customers a clear, accessible preorder option (online and in-store) for product models that are regularly sold and of key consumer importance, particularly work clothing and weatherproof clothing and footwear. The retailers and suppliers shall determine which producers and suppliers are drawn into this obligation through their own economic forum and vote. The obligation should apply to any producer or retailer that sells at least **10,000 pieces of the same product model per year** regardless of color or size variations.

RATIONALE

- A mandatory preorder option for essential regularly sold items will reduce stockouts for consumers who depend on specific work and weather clothing and footwear.
- Allowing the retail-supplier economic forum to decide which suppliers are included ensures industry expertise, operational feasibility, and democratic legitimacy within the affected sector.
- The sales-volume threshold of **10,000 pieces per product model annually** targets large-scale producers and retailers while excluding small-scale artisanal and niche suppliers.

DETAILED PROPOSAL



1. Scope and definitions

- a. Product model: a distinct design or SKU across color and size variations.
- b. Covered goods: clothing and footwear of key consumer importance, prioritising workwear and weatherproof apparel.
- c. Covered actors: producers and retailers who sell a minimum of 10,000 pieces of a given product model per calendar year.

2. Mandatory preorder option

- a. Retailers and producers covered by the threshold must offer a preorder mechanism both online and at physical sales locations.
- b. The preorder option must be visible at point of sale and on product detail pages, allow customers to reserve specific sizes and colors, and provide an estimated fulfilment date.

3. Industry forum governance

- a. Retailers and suppliers within each relevant product category will convene an economic forum to vote on which producers and suppliers should be added to or removed from the obligation, based on objective criteria and evidence of sales volume and market role.
- b. Forum decisions must be documented and made available to regulatory authorities to ensure transparency.

4. Compliance, monitoring and enforcement

- a. Member States shall designate competent authorities to monitor compliance, verify sales-volume thresholds, and review forum decisions.
- b. Non-compliance shall attract proportionate penalties calibrated to the scale of the actor and the severity of the breach, with corrective orders to reinstate preorder options and compensate affected consumers where appropriate.

5. Implementation timeline



- a. A transposition period of 12 months following adoption to allow systems updates and forum formation.
- b. Annual reporting by covered actors on preorder availability, uptake rates, and forum decisions.

LEGAL AND POLICY ALIGNMENT

This petition proposes a proportionate consumer-protection measure targeted at large-scale production and retail operations, designed to improve market functioning for essential product categories and to empower consumers dependent on specific clothing and footwear models.

REQUEST TO THE EUROPEAN PARLIAMENT

- Draft, debate and adopt an EU regulation or directive establishing the mandatory preorder option, the industry forum mechanism for scope decisions, the 10,000-piece threshold per product model, and the enforcement framework described above.
- Request the Commission to prepare an impact assessment and a draft legislative text based on this petition.

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