

1 DEPARTMENT ADMINISTRATIVE ORDER NO.\_\_\_\_  
2 Series of 2024

3 SUBJECT: GUIDELINES ON THE REGISTRATION OF ONLINE SALE OF CONSUMER  
4 PRODUCTS UNDER MANDATORY CERTIFICATION

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6 **WHEREAS**, Republic Act 4109 (RA4109) or known as the “Standards Law” provides its mandate  
7 of promoting standardization activities in the country, and to ensure the manufacture, production,  
8 and distribution of quality products for the protection of consumers;

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10 **WHEREAS**, Article XVI, Section 9 of the 1987 Constitution provides that the State shall protect  
11 consumers from trade malpractices and substandard or hazardous products;

12 **WHEREAS**, pursuant to Executive Order No. 292, Series of 1987, (EO292), otherwise known as  
13 the “Administrative Code of 1987”, under Title X, Chapter 1, Section 3 thereof, the DTI is  
14 mandated to protect the consumer from trade malpractices and substandard or hazardous  
15 products;

16  
17 **WHEREAS**, appurtenant to the mandate of the DTI under EO292, the DTI has the power to  
18 promulgate rules and regulations consistent with its mandate to protect consumers;

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20 **WHEREAS**, Executive Order No. 913 (EO913) strengthens the rule-making and adjudicatory  
21 powers of the Minister (Secretary) of the DTI through the promulgation of rules and regulations to  
22 implement the provisions and intent of trade and industry laws;

23  
24 **WHEREAS**, Title I, Article 2 of Republic Act No. 7394 (RA7394), or the “Consumer Act of the  
25 Philippines” states that it is the policy of the State to protect the interests of the consumer, promote  
26 his general welfare and to establish standards of conduct for business and industry. To this end,  
27 the State, among others, shall implement measures to achieve protection against hazards to  
28 health and safety;

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30 **WHEREAS**, Title II, Chapter 1, Article 5 of RA7394 states that it shall be the duty of the State to  
31 develop and provide safety and quality standards for consumer products, including performance  
32 or use-oriented standards, codes of practice and methods of tests, to assist the consumer in  
33 evaluating the quality, including safety, performance and comparative utility of consumer  
34 products; to protect the public against unreasonable risks of injury associated with consumer  
35 products; to undertake research on quality improvement of products and investigation into causes  
36 and prevention of product-related deaths, illness and injuries; and to assure the public of the  
37 consistency of standardized products;

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39 **WHEREAS**, to carry out the duty of protecting consumers against health and hazards to health  
40 and safety, the DTI Bureau of Philippine Standards (BPS) [formerly known as Bureau of Product  
41 Standards] is mandated by Republic Act No. 4109 (RA4109) among other functions, to provide  
42 for the standardization and certification of products, both locally manufactured and imported in  
43 conformity with the relevant Philippine National Standards (PNS).

44  
45 **WHEREAS**, pursuant to RA4109, the DTI issued Department Administrative Order (DAO)  
46 02:2007 known as “Defining the Responsibilities and Liabilities of Manufacturers, Importers,  
47 Traders, Wholesalers, Distributors, Retailers, Service Providers and or their Agents with regard  
48 to Products/Services covered by Philippine Standards (PS) Certification Mark Scheme and  
49 Prescribing Penalties for Violation thereof of the Bureau of Product Standards (BPS)”;

50 **WHEREAS**, due to the massive and seamless nature of e-commerce, the origin of consumer  
51 products has become less identifiable;

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53 **WHEREAS**, the DTI has been receiving reports on the prevalence of online sale of consumer  
54 products under mandatory certification with no Philippine Standards (PS) License and Import  
55 Commodity Clearance (ICC) Certificate exposing Filipino consumers to safety hazards;

56  
57 **WHEREAS**, to control, mitigate, and prevent the proliferation, circulation, distribution, or sale of  
58 uncertified consumer products, the DTI is establishing a registration system for online merchants  
59 and e-retailers of consumer products under mandatory certification to further protect consumers  
60 and promote the right to safety;

61  
62 **NOW THEREFORE**, pursuant to the foregoing, the following guidelines on registering online  
63 merchants and e-retailers of consumer products under mandatory certification are hereby  
64 prescribed and promulgated for the compliance, information, and guidance of all concerned.

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66 **SECTION 1. Objectives**

67 This Department Administrative Order (Order) aims to establish a registration process for online  
68 merchants and e-retailers of consumer products under mandatory certification of the BPS (see  
69 Annex A).

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71 **SEC. 2. Scope and Coverage**

72 This Order shall apply to:

- 73  
74 a. online merchants and e-retailers engaged in business in the Philippines; and  
75 b. brand-new consumer products under mandatory certification of the BPS.

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77 **SEC. 3. Exclusions**

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79 This Order shall exclude the following:

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81 a. consumer products that are regulated by other government agencies; and  
82 b. online merchants and e-retailers of second-hand consumer products.

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84 **SEC. 4. Definition of Terms.** As used in this Order:

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86 For purposes of this Order, the following terms shall mean:

- 87  
88 a. **Certificate of Online Registration (COR)** – a document issued by the DTI through the  
89 BPS attesting that an online merchant or e-retailer selling consumer products under  
90 mandatory certification has complied with this Order's requirements.  
91  
92 b. **E-retailer** refers to a natural or juridical person selling goods or services directly to  
93 consumers through its own website, webpage, or application;  
94  
95 c. **Online merchant** – a person selling non-financial goods or services to consumers through  
96 an e-marketplace or third-party digital platforms. An e-retailer shall also be considered an  
97 online merchant if it offers the same goods or services outside its own website through a

third-party digital platform and the consumer purchases, leases, subscribes to, or obtains the service of the e-retailer through the said third-party platform

**SEC. 5. Registration of Online Sellers.** Online merchants and e-retailers of consumer products under mandatory certification shall register with the BPS. A Certificate of Online Registration (COR) shall be issued to online merchants and e-retailers upon successful registration. The COR shall be valid unless revoked by the DTI.

The following shall be the requirements:

- a. Duly accomplished and notarized Application Form with Undertaking to Abide by the Terms and Conditions of the COR;
- b. DTI Business Name Registration Certificate for sole proprietorship, Latest SEC Registration Certificate and Articles of Incorporation/Partnership for corporation/partnership, or CDA Certification of Registration and Articles of Cooperation for cooperatives;
- c. Copy of business permit
- d. Vicinity map of the physical store;
- e. List of brands and types of consumer products being sold online;
- f. Valid identification of the applicant (e.g., birth certificate, passport, driver's license, etc.); and
- g. Payment of registration fee of Php500.00

For online merchants and e-retailers with multiple physical stores, it shall only apply for one registration. Provided, that the list of branches shall be submitted and the individual vicinity maps.

The BPS shall post the list of registered online merchants and e-retailers publicly through its website.

**SEC 6. Schedule of Registration.** The registration of online merchants and e-retailers shall be done in phases depending on the type of consumer product. Below is the list of schedule:

TYPE OF CONSUMER PRODUCT	START OF REGISTRATION
Household appliances	90 days after the effectivity of this Order
Consumer electronics	
Lighting and wiring devices	May 2025
Steel products	
Plastic pipes and Ceramic products	
Cement and Other construction materials	
Chemical products	September 2025
Automotive related products	
Other consumer products	

**SEC. 7. Amendment of COR to Include/Exclude Brands and/or Types of Consumer Products.** Inclusion/exclusion of brands and/or types of consumer products may be made after the issuance of the COR by sending a letter to BPS informing of the additional brands/types of

139 consumer products with the updated List of Brands/Types of Consumer Products being sold  
140 online by online merchants and e-retailers to consumers highlighting the new ones, and payment  
141 of processing fee of Php300.00.  
142

143 **SEC. 8. Non-transferability or Exclusivity of the Registration.** No online merchant or e-retailer  
144 shall transfer its COR or allow the use thereof by any other firm or individual. In case of transfer  
145 to a different site/address, the COR issued shall become invalid and a new application for  
146 registration shall be required.  
147

148 **SEC. 9. Effect of Transfer of Site/Address.** In case of transfer to a different site/address, the  
149 COR issued for the former shall be canceled and the online merchant or e-retailer shall apply for  
150 a COR for its new establishment.  
151

152 **SEC. 10. Cancellation of the COR.** The COR of a registered online merchant or e-retailer found  
153 to be selling uncertified products shall automatically be canceled. Cancellation shall be without  
154 prejudice to the filing of any other administrative or criminal complaints.  
155

156 **SEC. 11. Cessation of online business.** In case the online merchant or e-retailer ceases to  
157 operate its online business of consumer products, the same shall notify the BPS for the automatic  
158 cancellation of the COR.  
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160 **SEC. 12. Monitoring and enforcement.** The Fair Trade Enforcement Bureau (FTEB), and  
161 Regional and Provincial Offices (ROs/POs) shall have access to the registration database for  
162 compliance monitoring, surveillance, and/or enforcement purposes and tracking of the physical  
163 address in case of a consumer complaint.  
164

165 **SEC. 13. Complaints Handling.** Complaints involving the distribution or sale of uncertified  
166 consumer products may be filed with FTEB or DTI ROs/POs.  
167

168 **SEC. 14. Penalty for Non-Compliance.** Online merchants and e-retailers who refuse to register  
169 their online business with the DTI shall be issued with a Notice of Suspension of online operation  
170 until the registration is made without prejudice to any other imposable administrative or criminal  
171 liability.  
172

173 **SEC. 15. Role and Responsibility of E-Marketplaces and Digital Platforms.** Pursuant to  
174 Republic Act No. 11967 (RA11967) or the "Internet Transactions Act of 2023", e-marketplaces  
175 and digital platforms shall have the role and responsibility to remove online merchants and e-  
176 retailers that are not duly registered with the BPS after the transitory period.  
177

178 **SEC. 16. Transitory Period.** Online merchants and e-retailers are given forty-five (45) days to  
179 comply with the registration requirements provided under Section 5 of this Order.  
180

181 **SEC. 17. Separability Clause.** Should any provision of this order or any part thereof be declared  
182 invalid, the other provisions, so far as they are separable from the invalid ones, shall remain in  
183 force and effect.  
184

185 **SEC. 18. Funding.** The BPS shall be allocated with a budget necessary to implement this Order.  
186

187 **SEC. 19. Effectivity.** This Order shall take effect ninety (90) days after its publication in a national  
188 newspaper of general circulation, a copy of which shall be submitted to the University of the  
189 Philippines–Office of National Administrative Register.

190  
191 Done in the City of Makati this \_\_\_\_\_ day of \_\_\_\_\_ 2024.  
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193 **APPROVED BY**

194 **MA. CRISTINA A. ROQUE**  
Secretary

195 **RECOMMENDING APPROVAL**

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197  
198 **ATTY. AGATON TEODORO O. UVERO**  
199 Assistant Secretary  
200 Fair Trade Group (FTG)

201 **RECOMMENDED BY**

202  
203 **ATTY. CHERRYL G. CARBONELL**  
204 Officer-in-Charge Director  
205 Consumer Affairs and Advocacy Bureau

206 **PERPETUA WERLINA C. REYES-LIM**  
207 Officer-in-Charge Assistant Director  
208 Consumer Affairs and Advocacy Bureau  
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223 **ANNEX A : LIST OF CONSUMER PRODUCTS UNDER MANDATORY CERTIFICATION OF**  
224 **THE BPS**

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226 **HOUSEHOLD APPLIANCES**

- 227 1. Electric fans  
228 2. Electric irons  
229 3. Electric blenders  
230 4. Electric juicers  
231 5. Electric food mixers  
232 6. Electric food processors  
233 7. Electric kettles  
234 8. Electric rice cookers  
235 9. Electric airpots  
236 10. Electric coffeemakers  
237 11. Electric pressure cookers  
238 12. Electric slow cookers  
239 13. Electric multi-cookers  
240 14. Electric toasters  
241 15. Electric stoves  
242 16. Electric hot plates  
243 17. Electric grills  
244 18. Electric ovens  
245 19. Turbo broilers  
246 20. Induction cookers  
247 21. Microwave ovens  
248 22. Washing machines  
249 23. Spin extractors  
250 24. Refrigerators  
251 25. Air conditioners

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253 **CONSUMER ELECTRONICS**

- 254 26. Television set  
255 27. CD/VCD/DVD/Blu-ray disc players  
256 28. Vapor product device/Vapor product system  
257 29. Heated tobacco product system

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259 **LIGHTING AND WIRING DEVICES**

- 260 30. Pre-heat/Magnetic ballasts  
261 31. Electronic ballasts  
262 32. Self-ballasted LED lamps  
263 33. Self- ballasted lamps/  
264 Compact fluorescent lamps  
265 34. Single-capped fluorescent lamps  
266 35. Double-capped fluorescent lamps  
267 36. Christmas lights/Lighting chains

- 268 37. Incandescent lamps (Bulbs)
- 269 38. Edison screw lamp holders
- 270 39. Lamp holders for tubular fluorescent lamps
- 271 40. Starter holders
- 272 41. Lamp starters
- 273 42. Circuit breakers
- 274 43. Fuses
- 275 44. Fuseholders
- 276 45. PVC electrical tapes
- 277 46. Plugs
- 278 47. Socket-outlets
- 279 48. Extension cord sets
- 280 49. Snap switches
- 281 50. Knife switches
- 282 51. Accessories of electric vehicle charging
- 283 equipment or station
- 284 52. Electric Vehicle Charging Equipment and
- 285 Station for charging electric road vehicle
- 286 53. PVC insulated flexible cords
- 287 54. Thermoplastic insulated electric wires
- 288 and cables

289

**290 STEEL PRODUCTS**

- 291 55. BI/GI steel pipes
- 292 56. Black and Galvanized Longitudinally
- 293 Welded Lightweight Steel Tubes
- 294
- 295 57. Deformed Steel Bars
- 296 58. Equal-Leg Steel Angle Bars
- 297 59. Rerolled Steel Bars
- 298 60. Low Carbon Steel Wires
- 299 61. Steel Wire Nails

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**301 PLASTIC PIPES AND CERAMIC PRODUCTS**

- 302 62. Pipes (PB) for potable water supply
- 303 63. Pipes (PE) for potable water supply

304

**305 PLASTIC PIPES AND CERAMIC PRODUCTS**

- 306 64. Pipes (uPVC) for potable water supply
- 307 65. uPVC rigid electrical conduit
- 308 66. Pipes (PVC-U) for drain waste & vent
- 309 67. Ceramic Plumbing Fixtures
- 310 (Sanitary Wares)
- 311 68. Ceramic Tiles

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313 **CEMENT AND OTHER CONSTRUCTION MATERIALS**

- 314 69. Portland cement
- 315 70. Blended hydraulic cement
- 316 71. Plywood
- 317 72. Loadbearing Concrete Masonry Units
- 318 73. Nonloadbearing Concrete Masonry Units
- 319 74. Unreinforced Autoclaved Aerated Concrete
- 320 (AAC) Masonry Units
- 321 75. Autoclaved Aerated Concrete (AAC)
- 322 Masonry
- 323 76. Autoclaved Aerated Concrete (AAC)
- 324 77. Reinforced Autoclaved Aerated Concrete
- 325 (AAC) Elements

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327 **CHEMICAL PRODUCTS**

- 328 78. Motor Vehicle brake fluid
- 329 79. Dry chemical portable fire extinguishers
- 330 80. Carbon dioxide portable fire extinguishers
- 331 81. Foam portable fire extinguishers
- 332 82. Clean extinguishing agent - Halon substitute
- 333 portable fire extinguishers
- 334 83. Fireworks
- 335 84. Medical grade oxygen

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337 **AUTOMOTIVE RELATED PRODUCTS**

- 338 85. Safety belts (Seat belts)
- 339 86. Child Restraint Systems
- 340 87. Helmets and their visors
- 341 88. Safety glass for automotive
- 342 89. Lead-Acid Storage Batteries
- 343 90. Inner tubes for tires
- 344 91. Tires for automotive vehicles
- 345 92. Speed Limitation Device

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347 **OTHER CONSUMER PRODUCTS**

- 348 93. Matches
- 349 94. Lighters
- 350 95. Monobloc chair/stools
- 351 96. LPG cylinders for motor vehicles
- 352 97. LPG cylinders for household use
- 353 98. LPG cylinders requalification
- 354 99. LPG cylinders repair
- 355 100. LPG gas regulator for domestic use
- 356 101. Refillable seamless aluminum alloy gas
- 357 cylinders



- 358 102. Refillable composite gas cylinders and
- 359 tubes
- 360 103. Refillable composite reinforced tubes
- 361 104. Refillable welded stainless steel cylinders
- 362 105. Non-refillable gas cartridges for liquefied
- 363 petroleum gases
- 364 106. Rubber hoses and hose assemblies for
- 365 liquefied petroleum gas
- 366 107. Refillable seamless steel gas cylinders
- 367 108. LPG cylinder valves (self-closing)
- 368 109. LPG cylinder valves (manual closing)
- 369 110. Refillable seamless steel tubes for
- 370 compressed gas transport
- 371 111. LPG Retrofitting Systems

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