

# Digital Product Passport

## From regulatory requirement to strategic advantage

A practical guide to turning the Digital Product Passport into a measurable business asset.

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# Beyond the product

## The rise of the conscious consumer

The era when a strong brand alone could guarantee a sale is over. Today's consumers, especially younger generations, no longer buy just an object, they buy the story and **values** it represents. The true weight of a product no longer lies solely in its design or perceived quality, but in its **verifiable biography**: what materials were used? What is its environmental footprint? Which people and processes contributed to its creation?

Modern consumers demand **proof**, not promises.

In response to this cultural shift, the **European Union** has introduced the **Ecodesign for Sustainable Products Regulation (ESPR)**, the legislative framework that sets the new rules of the market. At the heart of this transformation is the **Digital Product Passport (DPP)**.

### What the Digital Product Passport is, in practice?

The Digital Product Passport is the unique and dynamic **digital identity** of a single physical product. It is accessible to anyone by simply scanning a **QR code** or an **NFC tag**.

It should not be confused with a static label or a PDF file. The DPP is a **living dossier** that gathers and displays data on a product's origin, composition, environmental impact, and end-of-life, with the ability to be updated along the supply chain to provide an ever-accurate and reliable picture.

# The European roadmap is already defined

The Digital Product Passport is not a distant concept, but an action plan with precise deadlines. The regulation has **already come into force**, and its application will follow a gradual and structured path.

Addressing this change with a proactive strategy is the only sensible approach to avoid chasing compliance in the future.

Countdown to compliance:

- **2026:** The adoption of the first implementing measures for **large companies** in priority sectors will begin. Implementing a system for the DPP requires significant strategic and technological planning, making it crucial to start the analysis and preparation process now.
- **2030:** The requirement will also extend to all **Small and Medium-sized Enterprises**. Given the scope of the change on business processes and information systems, waiting until the last moment could make the adaptation far more complex and costly.

## Who is involved? The entire supply chain, no one excluded

This requirement does not only affect major brands. The regulation is designed to have a cascading impact on the entire value chain. The identified priority sectors include **Textiles (apparel and footwear), Electronics, Furniture, and Chemicals**, but the impact will progressively extend to almost all manufactured goods.

Furthermore, the responsibility does not lie solely with the manufacturer. It extends to importers and distributors. In fact, the law is clear: **anyone who markets a product** under their own brand is considered a manufacturer in every respect and assumes all related obligations.

## The challenge isn't finding data, but governing it

The real obstacle to DPP compliance will not be a lack of data. Information on materials, suppliers, processes, and certifications already exists within your company, but it is trapped in a labyrinth of Excel files, emails, PDFs stored in scattered folders, and departmental systems that do not communicate with each other.

Attempting to reconstruct the complete history of a single product retrospectively by querying dozens of disconnected sources is an operation doomed to fail or, at best, cost a fortune in time and resources. The real challenge is not finding the data, but **having it already organized**, structured, and ready for use.

## The two technological pillars for a winning strategy

To transform the DPP from an operational nightmare into a **strategic advantage**, your technology infrastructure must be built on two fundamental and perfectly integrated pillars:

### 1. The ERP: the central nervous system where data is born

The first step in governing the DPP is to stop viewing your ERP as a simple administrative tool. A **modern ERP system** is the true engine that must **support your entire corporate data architecture**.

To natively handle the complexity of materials, batches, bills of material, and supply chains, it is essential that the ERP is **vertical**, that is, specific to your industry. Only then can its objective be to make DPP data collection an automation, not a manual task. Indeed, information on sustainability and traceability must be a natural output of your design and production processes, not an additional chore.

### 2. The DPP Platform: the communication bridge to the world

Once your data is solid and centralized in the ERP, you need a tool to bring it to the outside world. A **DPP management platform** natively connects to the ERP and transforms technical data into value. Its key functions are strategic: it allows you to create and manage thousands of unique digital passports, apply the physical identifier (QR/NFC), and, above all, analyze who interacts with your products, how, and when. The most advanced solutions use **Blockchain** technology to guarantee the authenticity and immutability of the data, a crucial factor in the fight against counterfeiting.

# Beyond compliance

## How to turn the DPP into a competitive advantage

The Digital Product Passport is often perceived as yet another regulatory burden, an operational cost to be borne. The goal of this guide is to offer a shift in perspective: to move from a reactive approach, focused on mere compliance, to a **proactive and strategic vision**.

The fundamental question to answer is not "how do I meet this requirement?" but "how can I use this new tool to generate **real and measurable value**". When implemented with vision, the DPP ceases to be a cost and becomes an asset that provides you with new and powerful strategic advantages.

Below is a summary of the key advantages the Digital Product Passport can generate for your business. In the following pages, we will explore each of these points in detail:

- **Advantage #1:** Combat counterfeiting. Provide a forgery-proof certificate of authenticity to protect your brand.
- **Advantage #2:** Win over the end customer. Turn every product into a qualified lead generator for your CRM.
- **Advantage #3:** Monetize sustainability. Justify a premium position by demonstrating your ESG commitment with verifiable data.
- **Advantage #4:** Dominate the second-hand market. Enable a certified resale channel, creating new revenue streams.
- **Advantage #5:** Revolutionize after-sales service. Connect support directly to the product, drastically reducing time and management costs.

# Advantage #1 - Combat counterfeiting

## The problem today

For any company that has invested in building its brand, counterfeiting is not a simple nuisance: it is **systemic damage**. Every fake product sold is not just a lost sale, but a direct attack on your reputation, perception of exclusivity, and consumer trust. The market is flooded with near-perfect replicas, and it is increasingly difficult for customers to distinguish an original from an imitation, especially online or in the second-hand market.

## The solution with the DPP

- **A forgery-proof certificate of authenticity**  
A Digital Product Passport, especially one based on Blockchain technology, is a unique and non-falsifiable **digital certificate of authenticity**. While a physical label can be copied, a digital token registered on an immutable ledger **cannot be duplicated**. The DPP becomes the definitive proof of a product's originality.
- **Instant verification for anyone, anywhere**  
Any potential buyer, anywhere in the world, can **instantly verify a product's authenticity** simply by scanning its QR code. This functionality disrupts the business model of counterfeiters, as it makes their products immediately recognizable as fakes.
- **Protecting the brand and its residual value**  
By guaranteeing the authenticity of every item, you **protect your brand's value** and, consequently, the residual value of your products on the market. An asset that can be verified as authentic will always command a higher price in the second-hand market, benefiting both the brand and its customers.

## A practical example

A customer is about to purchase a limited-edition sneaker from an online reseller. Before completing the transaction, they ask the seller to show the DPP's QR code. By scanning it with their smartphone, the customer accesses the official page certifying the unique model, size, and serial number, confirming it is an original item. The purchase is made in total security, trust in the brand is reinforced, and the counterfeit market has lost another sale.

# Advantage #2 - Marketing: Finally know who buys your products

## The problem today

If you sell through distributors, wholesalers, or retail chains, you most likely have no idea who your end customer is. **Your consumer data** is owned by third parties, your sustainability communications are generic claims that are difficult to prove, and every marketing campaign must pass through intermediaries who filter your message.

## The solution with the DPP

- **Build a direct relationship with the end customer**  
Every time a customer scans the QR code to activate their Digital Product Passport, they have the option to register, **voluntarily providing you with their data** (in full compliance with GDPR). In this way, your product ceases to be a silent object and becomes a powerful tool for generating qualified leads that feed directly into your CRM at no acquisition cost.
- **Storytelling based on verifiable data**  
With the DPP, you can finally **demonstrate the real value** of your product. The customer can explore the entire production chain, view material certifications, and discover the story behind its creation. This verifiable authenticity is the most powerful lever to **justify a premium position** and build deep trust in the brand.
- **Create a privileged communication channel**  
Once a customer has registered their product, you have a **direct and personal channel** to communicate with them. You can send exclusive content, event invitations, new collection previews, and targeted promotions, bypassing all intermediaries and building a lasting, value-based relationship.

## A practical example

A customer buys a luxury handbag from a multi-brand boutique. She scans the DPP, accesses an exclusive video of the artisan who made it, and, in exchange for her email to register ownership, receives an invitation to a private brand event. The company has just acquired a high-value customer in its database, at zero cost.

# Advantage #3 - Monetize sustainability

## The problem today

Today, all companies talk about **sustainability**, but few can prove it credibly. Consumers have become skeptical, bombarded by generic claims like "eco-friendly" or "green," which are often perceived as mere "greenwashing." Companies that genuinely invest in recycled materials, ethical supply chains, and low-impact processes struggle to communicate this value at the point of purchase, failing to **justify a higher price point**.

## The solution with the DPP

- **Verifiable data, not just words**

The Digital Product Passport **turns promises into proof**. Instead of a vague slogan on a label, you can show concrete, verifiable data: the exact percentage of recycled material, the liters of water saved during production, supplier certifications, or the carbon footprint of transportation. The DPP makes every effort visible and undeniable.

- **Justify a premium position**

Why should a customer pay more for a product that seems similar to another? The DPP answers this question. It allows the consumer to **understand the "hidden value"** of a product: the superior quality of its materials, the ethics of its supply chain, its lower environmental impact. When value is demonstrated, price is justified.

- **Build a bulletproof reputation**

Making **your data accessible** is the greatest **act of trust** a brand can make. By choosing to share information about a product's life, the company sends a strong message of openness and responsibility. This approach not only attracts conscious consumers but also builds a solid reputation and brand equity that stands the test of time, based on concrete facts rather than just communication campaigns.

## A practical example

A customer in a store is choosing between two pairs of jeans. One costs more. By scanning the DPP of the more expensive pair, they discover it is made with 90% certified organic cotton, that the dyeing process saved 50 liters of water, and that the fabric supplier guarantees fair labor conditions. The purchase is no longer a matter of price, but a choice of value.

# Advantage #4 - Dominate the second-hand market

## The problem today

The boom in the **second-hand** market presents a complex challenge. For many brands, this channel operates outside of their direct control, creating two main problems: counterfeiting can damage the brand's image, and often, no revenue is generated from the **resale of products** that continue to carry the brand's value.

## The solution with the DPP

- **Enable a controlled resale market**

With the DPP, you can launch your own **certified resale platform**, defining its rules and experience. The transfer of the digital passport's ownership guarantees the product's authenticity to the buyer, creating a **secure and trustworthy** environment that enhances the value of both the item and the brand.

- **Create new revenue streams**

Managing a certified resale channel allows you to take a commission on every transaction. This way, you can finally **monetize the product's entire lifecycle**, turning a potential threat into a concrete and measurable profit opportunity.

## A practical example

A collector sells a limited-edition item on the brand's official platform. The buyer verifies its authenticity by scanning the DPP. The transaction is completed, the digital passport is transferred to the new owner, and the brand earns a commission on the sale.

# Advantage #5 - Revolutionize after-sales service

## The problem today

**Customer support** is often a frustrating process. The customer has to search for receipts or proof of purchase, the support agent struggles to identify the product accurately, and the specialist handling the repair or return operates without a complete history. It is an inefficient process that leads to costs, delays, and dissatisfied customers.

## The solution with the DPP

- **"One-scan" customer support**

The customer scans the product's DPP and opens a support ticket with a single click. The system **immediately identifies the item**, its history, and its warranty status. Customer friction is eliminated, and the request arrives at the service center already complete and accurate.

- **Smart repairs and interventions**

The DPP contains **technical sheets, the materials used, and a history of interventions**. The specialized lab or service agent knows exactly how to proceed and what components are needed. You can also use the data to proactively suggest product care services, transforming after-sales from reactive to proactive.

- **Digital and tamper-proof warranty**

The **warranty is registered in the DPP**. It cannot be lost, is always accessible, and its validity is certain. This simplifies the customer's life, reduces fraud, and dramatically increases the perceived professionalism of the service.

## A practical example

A customer has an issue with the strap of a handbag she purchased months ago. She scans the QR code inside the bag and presses "Request Support," attaching a photo. The brand's service center receives a ticket that is already complete with the model, materials, and purchase date, and can immediately arrange for the pickup and repair. The customer perceives an excellent service that is immediate and effortless.

# Ready to turn a requirement into a strategic advantage?

Approaching the Digital Product Passport as a mere regulatory obligation to be met means limiting its **enormous potential**. Preparing with a strategic vision and the right tools, on the other hand, allows you to gain a real and lasting competitive advantage.

Preparing for the DPP is much more than a technical project: it is a strategic decision that involves the entire organization, requiring strong synergy between product, marketing, operations, and supply chain departments to transform technology into a real competitive advantage.

Our approach is not to sell you software, but to build a strategy with you. **Modasystem**, as a specialist in ERP solutions for the fashion world, and **Sys-Dat Group**, as a 360° ICT partner, offer you a complete technological and consulting ecosystem.

We start by optimizing your processes with a vertical ERP and guide you through to the creation of the Digital Product Passport, to guarantee not only regulatory compliance but also a real and measurable business advantage.

**Contact us for a strategic analysis and discover how to get your company ready for the future, today.**



Modasystem - SYS-DAT Group  
+ 39 0424 219078  
[info@modasystem.it](mailto:info@modasystem.it)