

# Renoon

## Digital Product Passport & Compliance

### CURRENT FRAMEWORK VS. AWAITED GUIDELINES

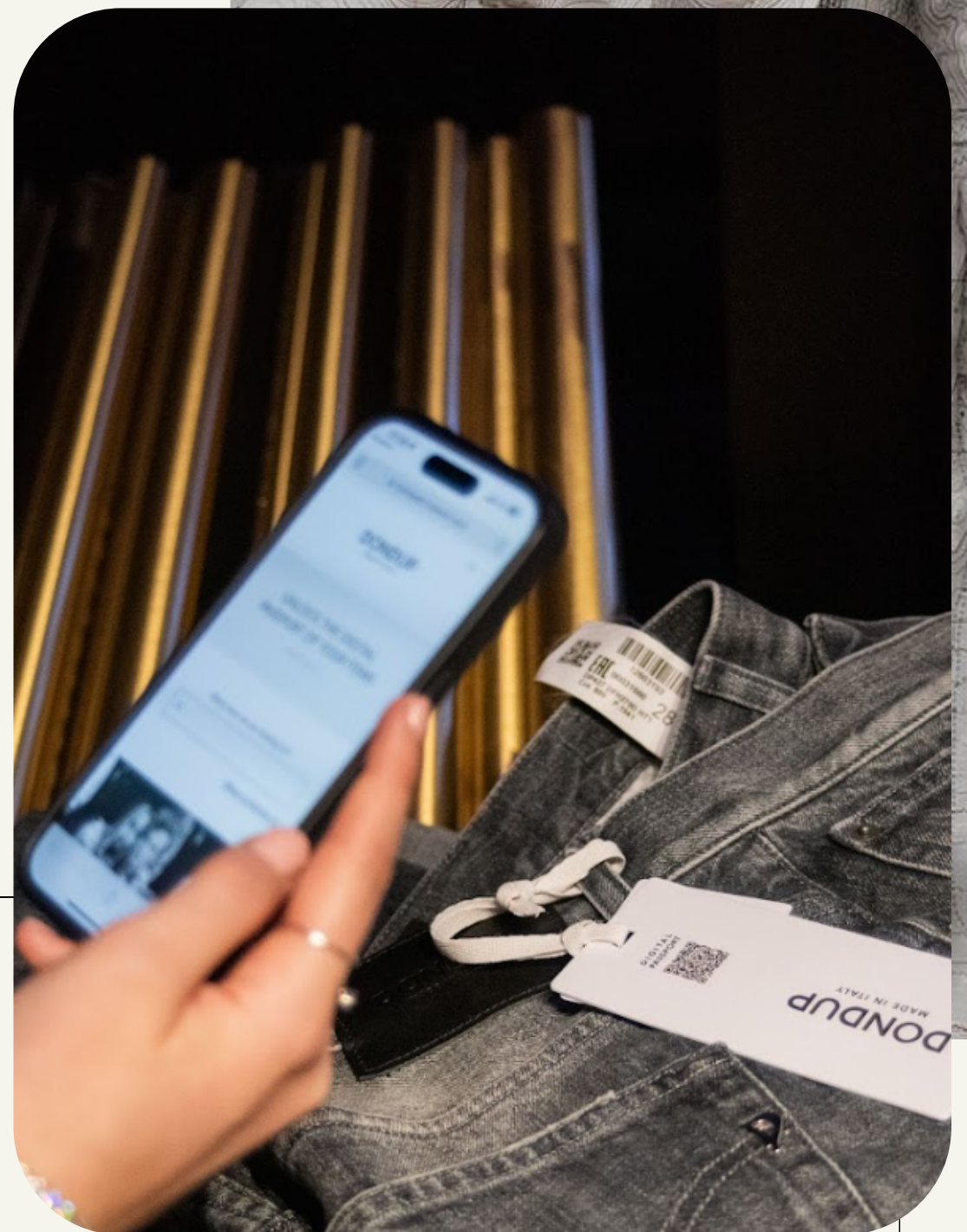
“DPP is not finalized; there are no guidelines from the EU Commission yet.”

TRUE

FALSE

Is this true or false?

→ **The answer:** Partly true — but misleading. As the delegated acts for Textiles & Apparel are due in just a few months from now (end of 2025), foundations are already set for mandatory compliance by 2027: companies that begin preparations now will be positioned to comply smoothly & capture early benefits



#### ALREADY SET

-  **Mandatory regulation text** (EU 2024/1781) **is in force since 2024**
-  **Fixed timelines, goals & objectives**
-  **Infrastructure & Tech Requirements**
-  **Minimum core data set** (manufacturer, importer details, conformity declarations, safety information, user guidelines)
-  **Lifecycle coverage** (design → end-of-life)

#### PENDING

-  Confirmation of possible **additional Data Requirements**
  - Durability, reliability, upgradability
  - Repairability & reuse options
  - Recycled content & resource efficiency
  - Environmental impact & waste data
  - Energy & water efficiency
-  DPP **Product Category** granularity requirements

#### Benefits of acting immediately

- De-risk** → spread costs & avoid bottlenecks: phased adoption now prevents last-minute rush and inflated integration costs in 2026–27.
- Align** → early pilots give partners, suppliers, and factories time to adapt and standardize before deadlines.
- Lead** → turn compliance into credibility, with a first-in-class Renoon toolkit helping you gain trust from consumers and regulators.

#### Renoon's Solution

Partner of choice for **30+ companies**: helping them turn regulatory compliance into a driver of innovation, transparency, and customer engagement — powered by end-to-end AI technology.

Recognized by the United Nations, and Official Strategic Intelligence partner of Copenhagen Fashion Week.

**COPENHAGEN FASHION WEEK**  
powered by Zalando





“The regulation is already in effect — 2027 marks the enforcement deadline. The real strategic advantage is won before 2027 — by those preparing now”

**Renoon**  
Your timeline:

# WORKING BACKWARDS FROM COMPLIANCE DEADLINE



Regulation (EU) 2024/1781 already in force

Delegated Acts for Textiles & Apparel

Testing & Scaling

Mandatory Adoption

18th June 2024

- **Mandatory regulation text (EU 2024/1781) enters in force**
- **Foundations set:** timelines, goals, objectives

**404**  
DAYS  
Ago

by end of 2025

- Companies working with Renoon will smoothly **integrate updates**
- Early adopters gain **innovation & storytelling edge**

**127**  
DAYS  
Remaining

by mid 2026

- **Pilot DPP** across categories & batches
- **Resolve challenges** before it's mandatory
- Onboard partners & stakeholders

**182**  
DAYS  
Remaining

2027

- **Compliance deadline**
- Those who waited will not be compliant

It's Time

## RISKS OF WAITING

- ⚠ Scramble against the **2027 deadline**
- ⚠ Higher **compliance costs** due to last-minute fixes
- ⚠ Risk of **market access restrictions & penalties**
- ⚠ **Lost opportunity** for consumer trust & storytelling
- ⚠ **Limited time** to resolve supply chain/data gaps

## BENEFITS OF ACTING IMMEDIATELY

- 💡 Spread effort & cost over 24 months
- 💡 **Multi-regulatory integration** with evolving EU guidelines
- 💡 Guaranteed **EU market access, compliance confidence**
- 💡 **Early-mover advantage** in customer engagement & CRM
- 💡 Time to **test, pilot, and refine** across categories, and stakeholders

## Renoon's Advisory

Solutions grounded in technology & compliance, shaped by industry leaders to deliver client-ready impact



**MICHAEL LILLELUND**

MATE.bike -  
Founder, CEO &  
Investor



**EVA KRUSE**

Founder of CPH  
Fashion Week,  
and Global  
Fashion Agenda



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Learn more: [giacomo@renoon.com](mailto:giacomo@renoon.com)

[renoon.com](https://renoon.com)