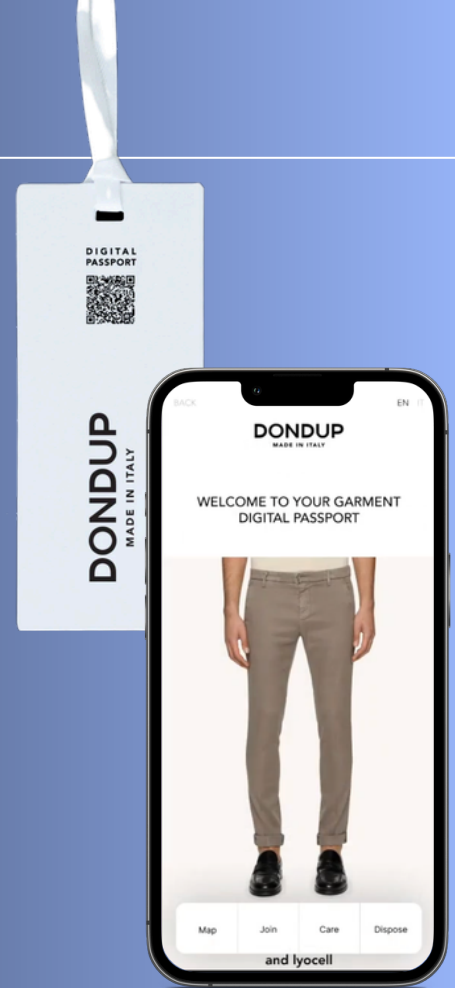


CASE STUDY

HOW DONDUP IMPLEMENTED DPP ACROSS 2.4 MILLION+ ITEMS WITH RENOON

Dondup implemented Digital Product Passports with Renoon to structure supplier data, support compliance readiness, and connect transparency directly to product pages and QR experiences - across 2+ consecutive years, totalling 4 collections and 2.4 million products est.



The challenge

- Production reshored to Italy
- Need for scalable supply chain digitization
- Lack of product-level transparency across collections
- Limited internal resources for data operations
- Need to prepare for upcoming EU requirements

The solution

- **AUTOMATED PRODUCT-LEVEL DPP**
QR and e-commerce integration connected transparency directly to each product.
- **COMPLIANCE READINESS**
Structured workflows reduced manual coordination and supported DPP preparation.
- **LABELLING ACTIVATION**
Digital Product Passports became accessible across physical and digital touchpoints.
- **STRUCTURED SUPPLIER DATA**
Supplier, material, and certification data became standardized across collections.
- **ANALYTICS & ENGAGEMENT**
Customer interactions generated measurable engagement and conversion insights.

DONDUP ENGAGED HIGHER-INTENT USERS AND STRENGTHENED CUSTOMER RELATIONSHIPS WITH DIGITAL PRODUCT PASSPORTS BY RENOON

X10 REVENUE PER USER	Among users engaging with the Digital Product Passport	X4 TIME SPENT ON PAGE	Higher engagement on DPP-enabled product pages
X10 CONVERSION RATE	Among first-time users interacting with product-level transparency	EST. 225% ROI	Based on purchases and average order value

The data highlights a significant uplift in engagement and purchasing behavior among users interacting with the Digital Product Passport, while not being intended as proof of exclusive causality. Metrics were collected over a specific period and within a defined implementation context, and were reviewed and approved by the Dondup team.