

Renoon



TEXTILE AND APPAREL

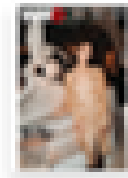
Digital Product Passport Guide for Enterprise

UPDATED : JULY 2026



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TODAY'S DIGITAL DAILY
April 23, 2026

WWD
WOMEN'S WEAR DAILY

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ESG/SUSTAINABILITY / BUSINESS

The Outside View: Fashion Can't Afford to Wait on Digital Product Passports

Eva Kruse and Iris Skrami on why DPPs are a current infrastructure issue and not a future compliance issue.

By **EVA KRUSE, IRIS SKRAMI**
APRIL 23, 2026, 3:53PM



For textiles, rollout begins from 2027.

On paper, that may still sound manageable. In practice, anyone who works in fashion knows that timelines are never as generous as they look. By the time a product reaches the shop floor, critical decisions have already been made across design, development, sourcing, production, compliance and logistics. Supplier data is often incomplete. Systems are rarely connected cleanly. Accountability is spread across functions. None of that gets fixed in the final stretch before enforcement.



IRIS SKRAMI
CEO Renoon



EVA KRUSE
Former Founder
Copenhagen
Fashion Week and
Global Fashion
Agenda

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HOW THE DPP LEGISLATION STARTED



The framework regulation introducing the Digital Product Passport (DPP) came into force on 18 July 2024, and will become mandatory for companies.



The obligation will be introduced gradually starting in 2027, according to a timetable defined by the European Commission.



For companies operating in the leather goods and accessories sector, it is important to consider that although the legislation has identified textiles and clothing as priority categories, other product categories will be affected at a later stage.

Failure to comply with the regulations can lead to significant consequences.

In the absence of the DPP, products could lose access to the European market and manufacturers, importers and distributors would be required to withdraw them from the market.

Furthermore, the European Union market surveillance authorities will adopt corrective and sanctioning measures, according to the procedures established by the individual Member States.

🎯 THE DPP IS NOT A DOCUMENT: WHAT DOES IT REQUIRE?

DPP

The Digital Product Passport (DPP) is a new way to make product information digitally accessible in the European market.

Through a unique identifier, such as a QR code, it will be possible to access information that currently resides in documents, company systems, or suppliers.

CATEGORY	REQUIRED DATA
PRODUCT IDENTIFICATION AND CLASSIFICATION	Unique identifier • Category and product codes • Batch and production date • Weight and packaging
MANUFACTURER INFORMATION AND BUSINESS TRANSACTIONS	Manufacturer and operators involved • Country of origin • Production and processing sites • Shipping data
PRODUCT INFORMATION	Materials and components • Care, repair and warranty • Performance and durability • Controlled substances
SUSTAINABILITY PARAMETERS	Recycled and organic content • Recyclability • Environmental impacts • Environmental monitoring data
PRODUCT COMPLIANCE	Documentation and certificates • Test results • Compliance checks • Information for authorities and controls

❖ ROLES AND RESPONSIBILITIES FOR THE DIGITAL PRODUCT PASSPORT



ACTOR

LEVEL OF RESPONSIBILITY



BRAND / MANUFACTURER WITH OWN BRAND

Primary responsibility. Ensures that data, documentation, and Digital Product Passport requirements are complete, accurate, and compliant.



IMPORTER

Assumes the responsibility of the producer when the latter is not established in the EU. Must ensure the availability and compliance of the requested information.



AUTHORIZED REPRESENTATIVE

Liability limited to delegated activities. Not responsible for overall product or DPP compliance.



DISTRIBUTOR / RETAILER

Must verify the presence of the required information and take due diligence measures in case of suspected non-compliance.

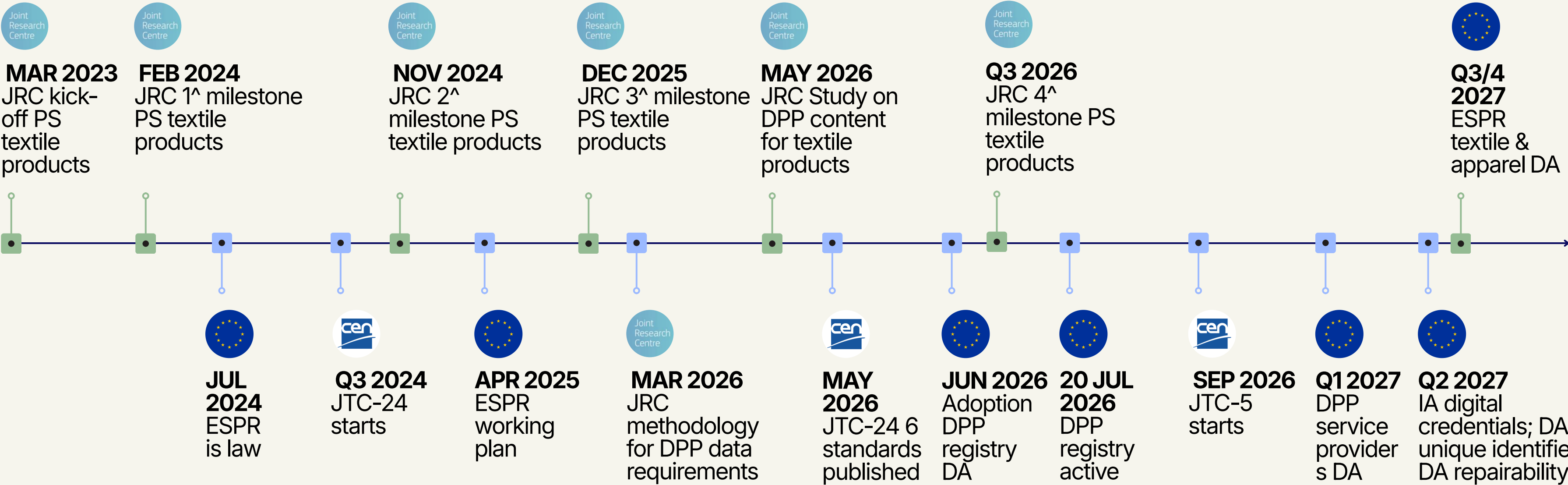


MARKETPLACES AND LOGISTICS OPERATORS

They are subject to specific obligations related to their role, but are not responsible for the content of the DPP or the overall compliance of the product.

 ESPR: HOW IS IT EVOLVING?

TEXTILE & APPAREL



CROSS-CATEGORY



ESPR: MAIN ACTORS



EUROPEAN COMMISSION

The **European Commission** defines the regulatory framework, adopts delegated and implementing acts, establishes product-specific ecodesign requirements, oversees the creation of the EU Ecodesign Register, and coordinates the overall governance of the ecodesign product ecosystem.



JOINT RESEARCH CENTER

The **JRC** is the European Commission's science and knowledge service, providing technical and evidence-based support for EU policymaking. It heads the Textile Preparatory Study (PS), which supports the development of future ecodesign and DPP requirements for textiles and clothing.



CEN/CENELEC

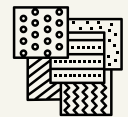
CEN/CENELEC is responsible for developing European technical standards to support the implementation of the ESPR. JTC 24 defined the Digital Product Passport architecture and interoperability framework, while JTC 5 will develop standards to support product performance, durability, reparability, and recyclability requirements.



HOW TO PREPARE EFFECTIVELY

The DPP requires three essential components.
Each has specific regulatory requirements that determine the validity of the passport.

COLLECT AND STRUCTURE DATA



MAPPING AVAILABLE AND MISSING DATA



SYSTEMS INTEGRATION



MAKE DATA INTEROPERABLE



ENVIRONMENTAL DATA REQUIRED BY LAW

RETHINK THE PRODUCT LABEL



ADD QR CODE OR DIGITAL IDENTIFIER



LINK PRODUCT TO DPP AT BATCH LEVEL



UPDATE PACKAGING AND LABELS

PREPARE DATA TRANSMISSION



PUBLISH THE DPP ON E-COMMERCE AND DIGITAL CHANNELS



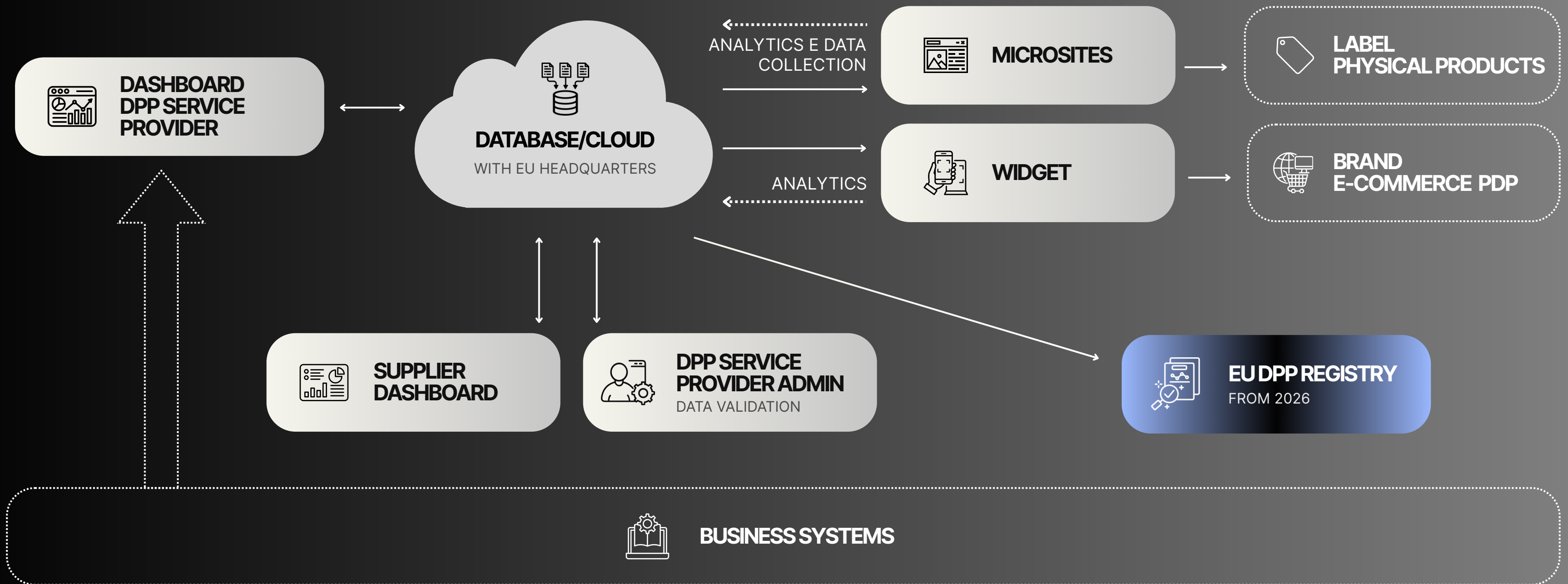
SUBMIT DATA TO THE EUROPEAN REGISTER



ENSURE COMPLIANT DATA RETENTION AND BACKUP



HOW A DPP ECOSYSTEM WORKS: RENOON'S MODEL





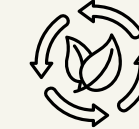
RESOURCES REQUIRED BY THE DPP: TEAMS TO INVOLVE

Implementing the Digital Product Passport involves various business functions, from data management and compliance to systems integration and consumer communications. In most cases, it doesn't require new dedicated resources, but rather coordination between existing teams within the company.



MARKETING & E-COMMERCE

Content and message to the consumer



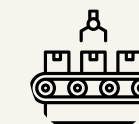
SUSTAINABILITY / COMPLIANCE / LEGAL

Requirements and controls for authorities



IT

Integrations and infrastructure



PRODUCTION

Product data and internal processes



RESOURCES REQUIRED BY THE DPP: TIME AND INVESTMENT



TIME

Implementing the DPP takes an average of 12-18 months. (pg. 10, Operational Timeline for Collection)

Companies that want to be ready for the Fall/Winter 2027-28 collection should start the project by September 2026, making it necessary to choose a provider today.



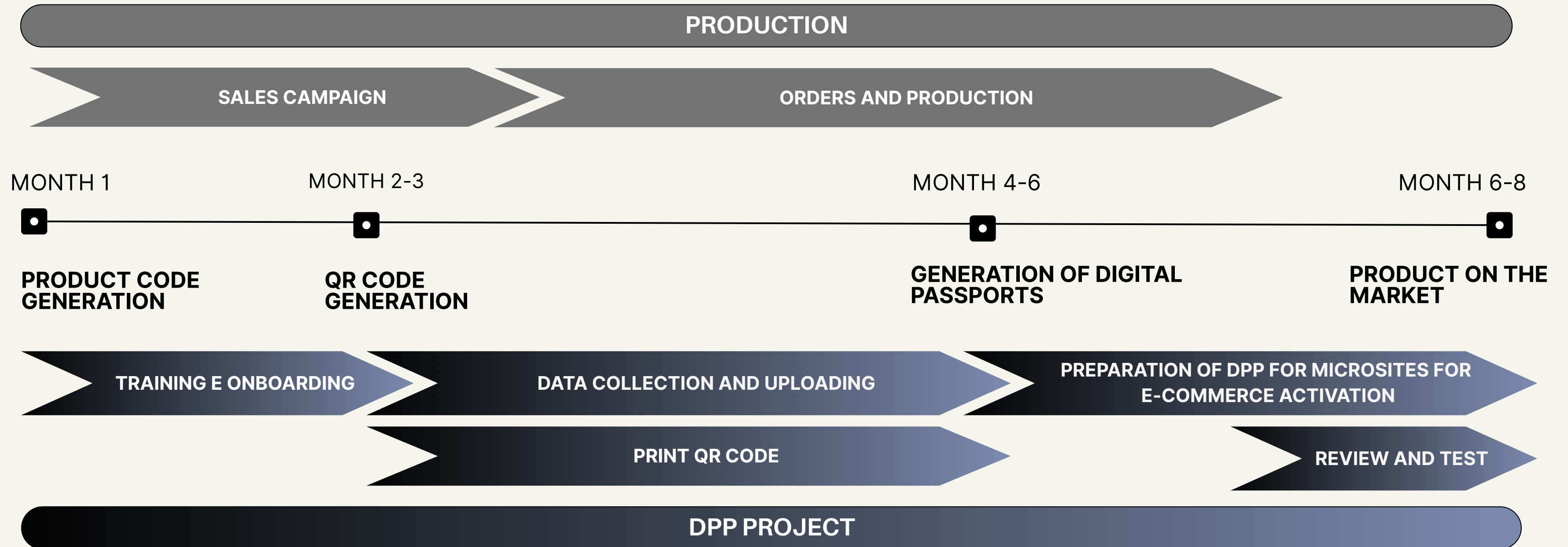
INVESTMENT

Investment depends primarily on two variables: project complexity and strategic expansion. Evaluating these variables correctly allows for effective budgeting and resource planning.

BUILD A PLAN



In an efficient approach, the DPP implementation timeline follows the natural production calendar of the collection, complementing the process, without interrupting or delaying it.



☆ BEYOND COMPLIANCE: THE STRATEGIC VALUE OF DPP

The Digital Product Passport represents a game changer for organizations.

Not because it introduces new information, but because it makes it necessary to manage it in an integrated way.

Supply chain, product, sustainability, IT, compliance, and customer experience must start speaking the same language.

This is why the most forward-thinking organizations are not approaching DPP as a simple compliance exercise, but as an opportunity to build more efficient processes, improve data quality, and lay the foundation for greater long-term competitiveness.

In this sense, the value of the DPP lies not in the passport itself, but in the company's ability to transform transparency and traceability into a concrete lever for innovation and growth.



Federico Bonelli
Senior Partner, Impacta Strategy

☆ BEYOND COMPLIANCE: THE STRATEGIC VALUE OF DPP

The Digital Product Passport can be designed to meet different needs: regulatory compliance, consumer engagement, or brand enhancement.



CASE STUDY: TODS

TOD'S implemented the DPP by transforming existing data and processes into a scalable and replicable framework. The project helped structure product data, accelerate the publication of DPPs, and create a common foundation for future large-scale implementations.

REDUCTION OF **75** % OF THE TIME-TO-MARKET FOR THE DPP

With Renoon's support, TOD'S moved from a design approach to a standardized model, significantly reducing the time to go live and creating a reusable data schema collection after collection.



CONTINUE WITH OUR TEAM



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