



A complete guide to the **Digital Product Passport (DPP) 2025**

Everything you need to know about the DPP—from the history to the steps to get your business ready.



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1. Introduction

Digital Product Passports (DPPs) are finally happening. While the idea has been around for some time, it's now becoming a reality thanks to the **European Ecodesign for Sustainable Products Regulation (ESPR)**, which came into force in 2024. This means that, soon, almost every product sold in the EU—except food, feed, and medical items—will need a DPP.

But what is the DPP? DPPs are tools for collecting and sharing product data throughout its entire lifecycle. In the same way that your passport tracks where you've traveled, the DPP tracks your product's journey from raw materials to the end of life. It contains information about what materials were used, where they were manufactured, how to care for them, and even how to recycle or dispose of them.

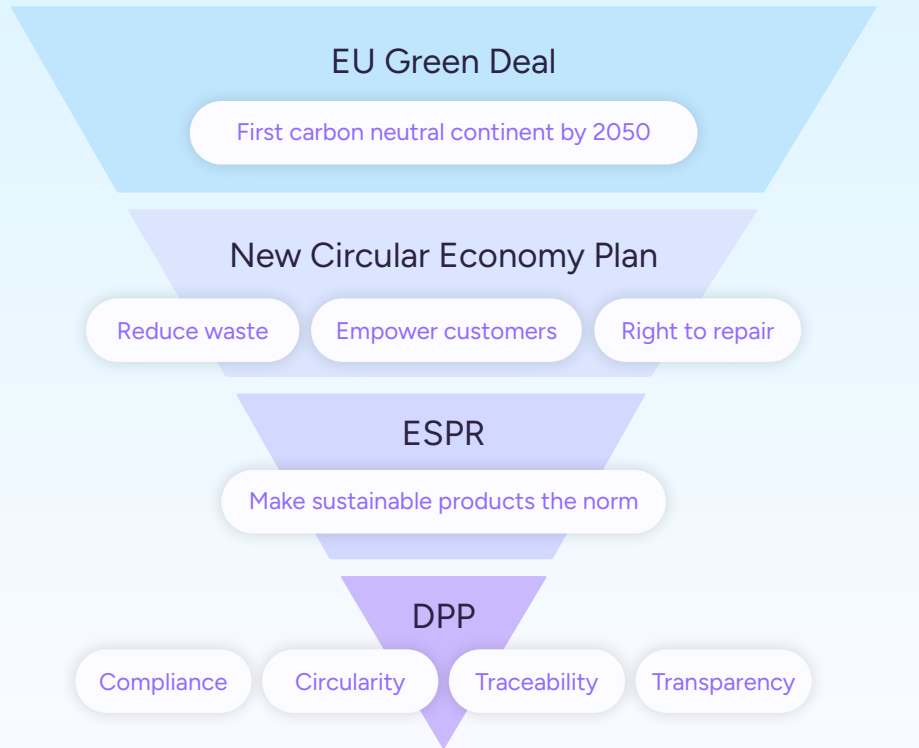
And if you're wondering why we need the DPP, it's because we have a serious waste problem—considering that according to the [World Bank](#), we produce 2.01 billion tons of municipal

solid waste annually. The EU's DPP aims to change the way we produce, use, and dispose of products—it is a tool for building a more sustainable, circular economy.

In this ebook, we'll explain everything you need to know about the DPP in simple terms. We'll cover the main requirements (based on what we currently know), when things are likely to happen, and what you can do to prepare. We'll also show you how Plytix PIM can help you get ready for the DPP.

Quick heads up: the DPP guidelines are still being developed. While we've based this guide on the most current information from trusted sources like CIRPASS, EU documents and publications, and academic research, some details and timelines might change. The one thing we know for sure is that DPPs are on their way, and they're going to transform how we make, buy, and manage products, so we better start getting ready for it!

The placement of the DPP in the EU Green Deal



- Goals

2. Making sense of DPPs: the EU rules and objectives that started it all

2.1 DPP Rules & Regulations

Before we dive into what the Digital Product Passport (DPP) is and why it matters, it's important to understand where the bigger picture behind the DPP. The DPP is not an isolated initiative—it's part of the EU's broader push toward a more sustainable future under the **European Green Deal umbrella**.

The **European Green Deal** is the EU's ambitious plan to make Europe the first climate-neutral continent by 2050. One of its key goals is to reduce net greenhouse gas emissions by at least 55% by 2030 compared to 1990 levels.

To make this happen, the EU launched the **Circular Economy Action Plan (CEAP)** in 2020. CEAP aims to make products more sustainable, reduce waste, and empower consumers with better information. The **DPP** was first introduced in the **Circular Economy Action Plan** as a tool to help track key product information. It

is **not a regulation itself** but a mandatory requirement under the **Ecodesign for Sustainable Products Regulation (ESPR)**.

So, what is the ESPR?

The Regulation Behind the DPP, which became law on **July 18, 2024**. This regulation sets sustainability requirements for products sold in the EU, including:

- Durability, reusability, upgradability, and reparability
- Energy and resource efficiency
- Recycled content and recyclability
- Carbon and environmental footprint
- Transparency through **Digital Product Passports (DPPs)**

The DPP can only start once the EU adds some extra rules (called "**delegated acts**") that will specify what information each type of product needs and when companies need to be ready. Therefore, the DPP rollout will happen gradually, with different product categories being phased in between **2026 and 2045**.

2.2 What's the DPP trying to achieve?

Circularity

At its core, the DPP is designed to shift us away from the outdated “take-make-dispose” model and toward a circular economy. By making detailed product data accessible, it encourages manufacturers to adopt more sustainable production practices. It also helps consumers make better use of products at the end of their life—whether through recycling, refurbishment, or repurposing.

Transparency

The DPP aims to empower consumers to make more sustainable choices. Studies show that 75% of Millennials want to make sustainable choices, but they often can't due to a lack of reliable product information. The DPP makes essential information about a product's environmental impact, durability, and recyclability easily accessible to everyone.

Traceability

DPPs can track the full supply chain of products, from raw material sourcing to production and distribution. This means that customers, as well as supply-chain partners, can make sure that ethical and sustainable practices are followed throughout.

Compliance

The DPP will give authorities instant access to information on materials, production, and environmental impact. This will help authorities make sure businesses are following regulations, such as the ESPR, and crack down on greenwashing.

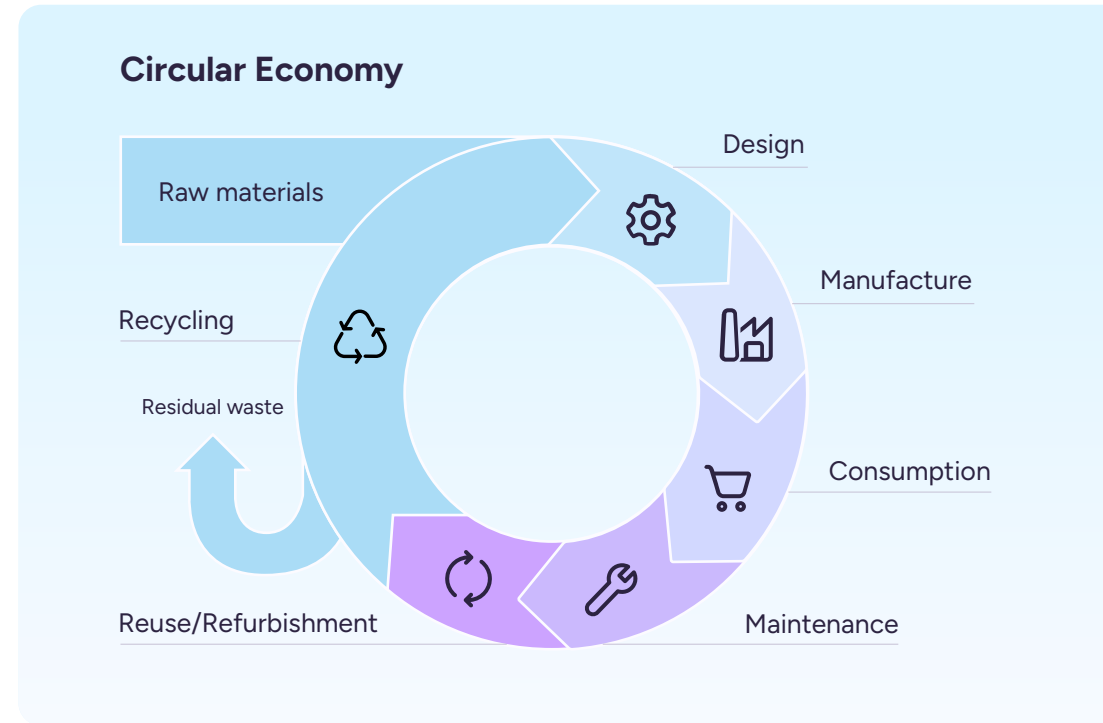


3. Why is the DPP so important?

The climate crisis isn't some distant problem. It's happening right now, and the way we produce and consume things plays a huge role. Every year, **millions of tons of CO₂** are pumped into the atmosphere from coal, oil, and gas production. And plastic? We're producing **twice as much as we did 20 years ago**, with most of it ending up in landfills, incinerators, or the ocean. Right now, only **9% of plastic is successfully recycled**. That's not sustainable.

The DPP helps us move away from the traditional linear economic model of "take-make-dispose" to a circular system where products and materials are reused, repaired, and recycled rather than thrown away model, **to a circular system** where products and materials are reused, repaired, and recycled rather than thrown away.

Linear Economy



3.1 What do we mean by circular economy?

A circular economy, as defined by The Ellen MacArthur Foundation, is based on three principles:

- **Eliminate waste and pollution:** Stepping away from our current linear economy of taking raw materials, making products, and disposing of them in landfills or incinerators.
- **Circulate products and materials at their highest value:** This means keeping materials in use, either as products or as raw materials, when products reach end-of-life. Nothing becomes waste, and value is retained.
- **Regenerate nature:** By transitioning to a circular economy, we support natural processes and create more space for nature to thrive.



3.2 How can the DPP drive the Circular Economy?

The DPP helps us shift from the old linear economic model to a circular one by:

- Empowering consumers to make more sustainable choices which encourages manufacturers to create more sustainable products
- Making repair and maintenance information readily available to extend product lifespans and reduce consumption
- Providing clear recycling information so consumers can recycle more effectively, reducing landfill waste
- Supporting product refurbishment and reuse to extend lifespans
- Keeping materials in circulation longer to minimize waste

The DPP also drives **sustainable innovation** by:

- Encouraging manufacturers to use more sustainable materials
- Providing data to optimize resource use and reduce waste
- Creating opportunities for new circular business models
- Reducing dependence on raw material extraction
- Supporting the EU's broader environmental goals

So, the DPP isn't just about compliance—it's about giving everyone the tools to **make smarter, greener choices.**

4. Understanding the Digital Product Passport

4.1 What is a Digital Product Passport?

A **Digital Product Passport** is a tool used to collect, store, and share details about a product throughout its entire lifecycle. You can think of it as your product ID card that tracks information, such as:

- Where the product comes from
- What materials were used
- Environmental impact and carbon footprint
- How to repair, recycle, or dispose of it

This information is **accessible through a data carrier**—such as a QR code—that will be connected to the product via a unique identifier. Scanning it will take you to an online platform where consumers, businesses, and regulators can easily access all the data they need.

Who needs the DPP?

The DPP will apply **to most physical products sold in the EU market**—except for food, feed, and medicinal products—**no matter where they were manufactured**. This means businesses outside Europe wanting to sell their products in the EU must also comply with these new requirements.

Who is responsible for the DPP?

It is the **responsibility of the economic operator** to make sure that products sold in the EU follow all the EPR rules, including having a Digital Product Passport.

But who exactly is an economic operator? It's whoever puts the product on the EU market. This means that the economic operator will not always be the manufacturer; in some cases, the economic operator could be a brand like Nike or Zara or even retailers such as Aldi and online ecommerce sites like Amazon.



4.2 Key components of the DPP

The DPP works through three main components that help get product information where it needs to go. You've got your unique identifier (to track products), your data carrier (to access the information), and a web portal (to share the details). Let's look at how each one works.


Data Carrier

The DPP will be accessible through a data carrier—such as a QR code. This data carrier needs to be easily accessible and durable, staying with the product from manufacturing to the end of its life.

Data carriers come in different forms, and so far, EU guidelines suggest that companies will be able to choose which type they want to use. However, the Commission will set general guidelines and specify preferred types of carriers for particular product groups.

Other options, like digital watermarks and Bluetooth tags, exist, but for now, the EU seems to favor QR codes. They're the recommended data carrier for battery passports. And it makes sense—QR codes are affordable, familiar, and easy to implement.

What are the options?

Data Carriers	Pros	Cons
 <p>QR Code</p>	<ul style="list-style-type: none"> • Cost-effective: They can be generated and printed at minimal cost, making them accessible to businesses of all sizes • Most modern smartphones can read QR codes • Dynamic data: A QR code itself is static, but it can be linked to dynamic web content that can be updated throughout the product's lifecycle • Most people know how they work 	<ul style="list-style-type: none"> • Security risks: Standard QR codes can be easily copied or replicated • It can easily get damaged • Size Requirements: While QR codes can be printed in various sizes, they still need to maintain a minimum size to be reliably scanned. E.g., It may not be suitable for small items like lipstick
 <p>RFID tap</p>	<ul style="list-style-type: none"> • Durability and security: they are embedded within products, protecting them from environmental factors and tampering. Typically used in contactless bank cards • Data storage: you can store a significant amount of information 	<ul style="list-style-type: none"> • Cost Implications: RFID infrastructure requires significant investment in tags and readers • Technical Limitations: Metals might interfere with the signal • Environmental Impact: The electronic components in RFID tags can make recycling harder
 <p>NFC Chips</p>	<ul style="list-style-type: none"> • Accessible by smartphone • Enhanced security • Flexibility in data storage and management: data can be stored directly or can serve as a link to cloud-based information 	<ul style="list-style-type: none"> • Less efficient for bulk scanning • Higher cost: Usually costs more per unit than RFID tags • Storage constraints: limited storage capacity • Environmental impact
 <p>Barcode</p>	<ul style="list-style-type: none"> • Cost-effective: they are the cheapest option • Universal readability: most organizations already have barcode scanning infrastructure 	<ul style="list-style-type: none"> • Static information: Data cannot be updated • Durability: Barcodes can become unreadable if damaged or scratched • Limited data capacity

Web Portal

One of the big goals of the DPP is to help consumers make more sustainable choices. That's why the EU Commission will introduce the DPP web portal. This will give consumers and other stakeholders an easy way to search for and compare products—potentially working like an online comparison shopping website but with a focus on sustainability. Imagine you're shopping for a pair of jeans. With the DPP web portal, you will be able to compare different models based on their environmental impact and choose the one that best fits your sustainability standards.

The DPP web portal is expected to be operational within two years after the Ecodesign for Sustainable Products Regulation (ESPR) entry into force (this would mean June 2026).

Unique Identifier

Each product will need a unique identifier to ensure its data can be updated and accessed throughout its entire lifecycle. These identifiers will be assigned to individual products and should follow established standards—like the GS1 Digital Link—to guarantee they can be recognized globally. However, the exact requirements are still being finalized.

A central EU Digital Product Passport registry will store all these unique identifiers, making it easier to track and verify products. This registry is expected to be up and running within two years after the ESPR entry into force, which means June 2026.





4.3 What information needs to go in the DPP?

Right now, we don't have all the exact details. The Commission will release specific guidelines for each product group through Delegate Acts later on. However, we do know the basic information that's likely to be required (described in [Article 7](#) and [ANNEX III](#)). Here's what companies will probably need to include:

Product Identification

- A unique ID number for each product
- A global trade identification number as provided for in standard [ISO/IEC](#) or equivalent of products or their parts
- Relevant commodity codes—such as [TARIC code](#)

Product Details

- Information about who made it and who imported it
- Details about where it was manufactured
- What it's made of (including any recycled or hazardous materials)
- How it was made, including energy use and environmental impact
- User manuals, warranty and safety information

Safety and Compliance

- Proof that the product meets EU standards
- Information about any concerning substances
- Required certifications such as declaration of conformity, technical documentation, and conformity certificates

Environmental Footprint

- Data relating to the carbon footprint, waste generation, and overall environmental impact of the product throughout its lifecycle
- This can include energy consumption and emissions reporting
- It may also include an Environmental Product Declaration (EPD)
- Sustainability-related certifications (e.g., ISO140001, EU Ecolabel, and C2C)

Life Cycle Information

- How to repair or repurpose the product
- Instructions for recycling or disposing of the product safely
- Information for handling the product at the end-of-life phase

The DPP will consist of two data categories: **mandatory information** that companies must provide to comply with regulations and **optional data fields** where companies can share additional details for enhanced transparency.

Table 1 lists **information that could be included in a DPP**, based on findings from research studies and industry reports.

Table 1

Life cycle phase	Type of proposed information included in DPP	Examples of proposed information outlined in the reviewed papers
Phase 1: Raw material sourcing & processing	• Raw material information	<ul style="list-style-type: none"> • Origin and supply transport • Composition • Processing history • Inspection review • Material • Composition
	• Geographical properties	• The geographical location of the operation
	• Environmental properties	• Co2 emissions and energy consumption
	• Technical properties	• Chemical, mechanical, and thermal
	• Social sustainability	• Child labor, fair salary, discrimination, health and safety
Phase 2: Manufacturing and design	• Material processing	• Material physical properties, building elements and properties
	• Reports	• Performance test report, quality, and safety report
	• Material input source and product	• Chemicals (e.g., in a battery)
	• Geographical properties	• The geographical location of the operation
	• Environmental properties	• CO2eq emissions and energy consumption, resource consumption, greenhouse effect
	• Technical properties	• Geometrical drawing, CAD model
	• Manufacturer	• E.g., Battery type, battery manufacturer
	• Social sustainability	• Child labor, fair salary, discrimination, health and safety
	• Service lifespan	• Expected service lifespan of the Product



<ul style="list-style-type: none"> • Maintenance 	<ul style="list-style-type: none"> • Responsible party Maintenance measure Cleaning • Repair • Replacement • Refurbishment, • Safety • Maintenance history updates
<ul style="list-style-type: none"> • Installation date 	<ul style="list-style-type: none"> • Year/Date of installation of the • Product
<ul style="list-style-type: none"> • Technical data and reports 	<ul style="list-style-type: none"> • Performance characteristics Bill of materials and material declaration, • Assembly instruction Composition, • Safety
<ul style="list-style-type: none"> • Environmental properties 	<ul style="list-style-type: none"> • CO2eq emissions and energy • consumption, circularity
<ul style="list-style-type: none"> • Product description 	<ul style="list-style-type: none"> • Product name with picture
<ul style="list-style-type: none"> • Materials property 	<ul style="list-style-type: none"> • Hazardous material, material composition, mass recyclable, waste materials
<ul style="list-style-type: none"> • Waste scenario technical data 	<ul style="list-style-type: none"> • Disassembly instruction, demolition, and prefabrication, waste processing, and packaging requirements
<ul style="list-style-type: none"> • Geographical properties 	<ul style="list-style-type: none"> • Storage, transport
<ul style="list-style-type: none"> • Environmental properties 	<ul style="list-style-type: none"> • CO2eq emissions and energy consumption for transport, recycler
<ul style="list-style-type: none"> • Circularity features 	<ul style="list-style-type: none"> • Reuse potential, renewability, recycling weight, recyclability

Source: P.K. Wan and S. Jiang, Enabling a dynamic information flow in digital product passports during product use phase: A literature review and proposed framework, (2025), <https://doi.org/10.1016/j.spc.2025.01.014>

4.4 DPP Priority Groups: Who will need the DPP first?

The DPP will eventually cover most physical products sold in the EU—apart from food, feed, and medicinal products—but for now, the Commission has identified “**priority product groups**” for the first phase of the rollout. These industries were selected due to their environmental impact and potential for improvement.

Here’s a breakdown of the priority industries and why they’re at the top of the list:



Batteries power everything from smartphones to electric vehicles, but they also create a massive waste problem. In 2022, [244,000 tons of portable batteries were sold in the EU](#). And only [46% were collected for recycling in 2022](#). DPPs for certain batteries are set to be mandatory in the EU from February 18, 2027.



Textiles means everything from clothing and footwear to accessories. The fashion industry generates [92 million tons of textile waste every year](#)—the equivalent of 250 Empire State Buildings! And it’s projected to reach 134 million tons by 2030. Just [8% of old clothes are reused, and only 10% are recycled](#). The DPP can make a huge difference in this industry, especially considering that [62% of Gen Z shoppers in the US prefer buying from sustainable fashion brands](#).



E-waste is a growing issue, with [62 million tons generated each year and only 20% of it being recycled](#). Since electronic devices contain valuable materials (including [\\$62.5B worth of recoverable material](#) and [7% of the world’s gold!](#)), DPPs will help reduce waste and recover these valuable materials, which means saving money.



Most discarded furniture ends up in landfills or incinerators. [In the EU alone, 10 million tons of furniture is thrown away every year](#). The DPP will help improve recycling and circular economy efforts for items like mattresses, chairs, and home furnishings.



This includes everything from single-use plastic and packaging material to automotive plastic components such as tires and industrial plastics. Plastic pollution is a global crisis. [Today, we produce about 400 million tonnes of plastic waste every year, yet only 9% of it was recycled](#). The DPP will provide transparency on plastic materials and promote better waste management.

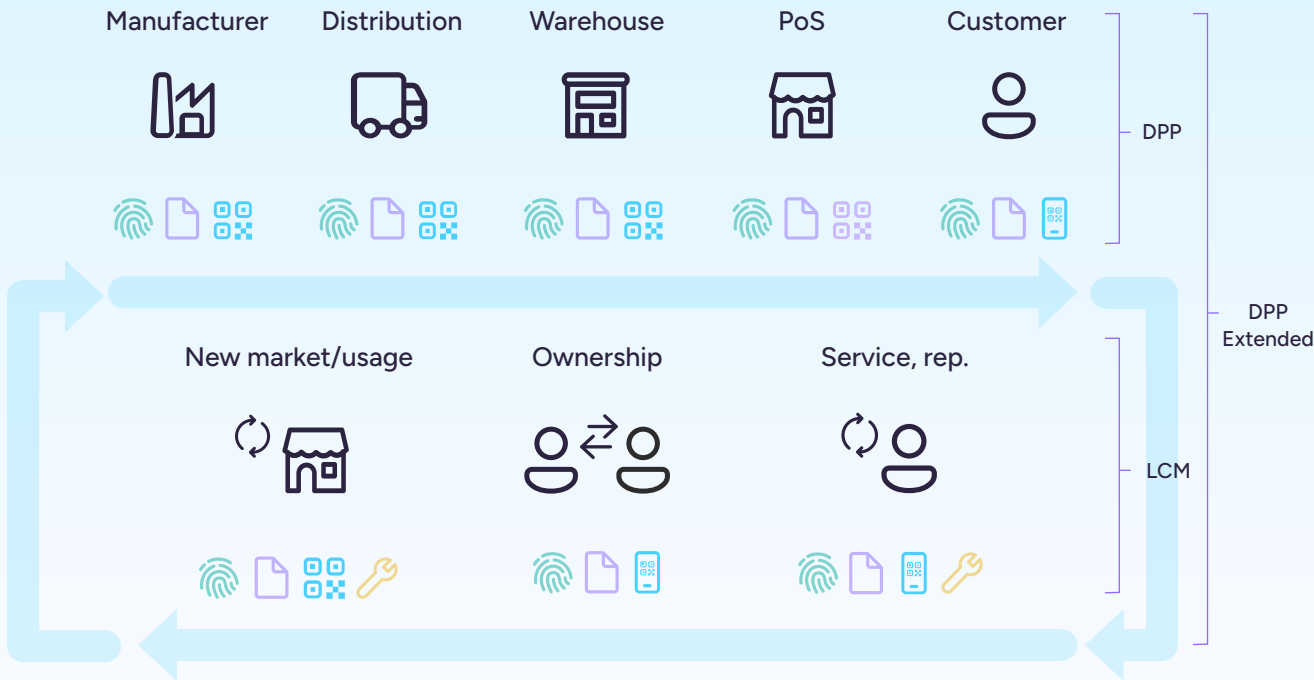


[Construction is responsible for one-third of all EU waste and 37% of global CO₂ emissions](#). The DPP will focus on key materials like concrete, steel, and glass to reduce the industry’s environmental footprint.



[The chemical industry generates 7.9 million tons of waste each year](#). Since chemicals are widely used in everything from paints to cleaning products, the DPP will help improve safety, sustainability, and circular use.

The DPP ecosystem



 Documentation
  Data Carrier
  Service&Repair
  Fingerprint UUID

4.5 Sharing data: Who gets to see what?

The DPP will have a flexible approach to data sharing and access, with different stakeholders getting different levels of access based on their roles.

The European Commission plans to split DPP data into two categories: public and private.

They'll set clear rules about who can access, update, or modify this information. While they're still working out exact access levels, data security, and privacy are a top priority for the DPP.

Under the ESPR, these groups will have access to a DPP, each with specific permissions:

- Customers and end-users
- Manufacturers and importers
- Distributors and repairers
- Remanufacturers and recyclers
- Market surveillance and customs authorities
- Civil society organizations
- Trade unions
- European Commission

5. Timeline: When will we need DPPs?

The rollout of the DPP will happen in phases—with different industries adopting it at different times.

While the exact timeline isn't set in stone, here's what we do know:

The European Commission is expected to release the first **Delegated Acts in late 2025 or early 2026**.

These acts will outline the specific requirements for different product categories.

Q2 2025, the first ESPR Working Plan will be adopted. This plan will outline priority actions, sectors, and timelines for implementing the ESPR, including the DPP for industries such as textiles.

Once a sector's **Delegated Act** is published, companies will have **18 months to prepare before the DPP becomes mandatory** for that sector.

Batteries are first up—starting February 2027, all batteries over 2 kWh (used in electric vehicles and industrial applications) will need a DPP.

Textiles and tires are set to come next, followed by construction materials and electronics, which should have DPPs by 2030. Take a look at Figure X below to see a tentative timeline (source: CIRPASS-2).





6. How can the DPP benefit you?

While DPPs are great for promoting a circular economy, there's a lot more to love about them. They bring value to everyone involved—from businesses to consumers. Let's break down how they help different groups:

6.1 Benefits for businesses

Building trust: Have you ever wondered where a product really comes from? About 46% of shoppers want to know where their stuff comes from. Well, with DPPs, customers can see the whole journey of what they're buying—from how it was made to how it can be recycled. When customers have this info, they're more likely to trust and stick with a brand.

New business models: DPPs open doors to exciting business opportunities. Businesses can now offer services like product repairs or rentals instead of just selling items outright. It can be a great way to build stronger relationships with customers and create new revenue streams.

Standing out with your story: DPPs give you space to show your customers what makes your products different. Maybe you're

using traditional craftsmanship, sourcing rare materials, or applying innovative techniques, with the DPP, you can share those details directly with your customers.

Getting ahead of competition: Early DPP adoption helps you stand out in the market by proving your environmental commitments. With 78% of consumers rating sustainability as important and 55% willing to pay more for eco-friendly brands, DPP isn't just about compliance—it's a powerful way to show customers you share their values

Ensuring compliance: Supply chains can become incredibly complex and difficult to track, meaning that organizations may legitimately lack the required data to monitor their compliance and sustainability performance. DPPs make it easier for companies to keep track of everything and make sure they're following all the rules.

Fighting fakes: DPPs are great at proving products are the real deal, which is especially important in industries where fake products are common.

6.2 Benefits for consumers and users

Empower consumers to make sustainable choices: Most of us want to buy more sustainable products—33% of people have actually stopped buying from brands due to environmental concerns. DPPs help bridge the gap between increasing consumer demand for transparency and the lack of reliable product data. Having reliable data helps us make better choices in regard to sustainability.

Getting what you paid for: With Digital Product Passports (DPPs), you'll be able to see exactly what a product's made of, its lifecycle, and how to repair it. This gives you a much better idea of what you're actually paying for.

Spotting greenwashing: While 76% of products make environmental claims, more than half of those claims are unfounded. The DPP can help stop greenwashing by providing consumers with transparent,

verifiable, and detailed information about a product's materials, manufacturing processes, lifecycle, and sustainability practices.

Finding quality products: Have you ever stood in a store trying to decide between two similar products? DPPs make it easier by letting you compare their quality side by side. You can check things like certifications and warranties right there on the spot.

Making recycling easier: Recycling can be confusing. Sometimes, we have all the intentions to recycle a product but aren't sure how, and we end up giving up. DPPs solve this by giving clear instructions on how to recycle each product properly.





7. How to get ready for the DPP

The Digital Product Passport is coming, and businesses that prepare now will have a smoother transition when the time comes. But where do you start? Here are our recommendations for how to start getting DPP-ready:

Step 1: Get to know the rules

- **Understand the regulations.** As we mentioned, the DPP is part of the **ESPR**. It's a requirement under a broader sustainability framework. It's important to get to know what other requirements you will need to meet for the ESPR.
- **Stay updated on delegated acts.** These will define the exact data businesses need to provide based on product type and when the DPP will be made mandatory.
- **Know the rollout timeline.** Batteries will be the first to require DPPs, followed by textiles, construction materials, and electronics.

Step 2: Assess where you stand

- **Audit your supply chain.** Connect with suppliers, manufacturers, and logistics partners to see what environmental data you already have—and where there are gaps.
- **Map your data landscape.** Track product information from raw materials to end-of-life to create transparency.

- **Check your tech infrastructure.** Can your current systems support DPPs, or do you need upgrades? Systems such as PIM software (more on that below) can make your DPP transition a lot smoother.

Step 3: Define your DPP strategy

- **What's your goal?** Is your focus purely on compliance, or do you want to **leverage DPPs** for business opportunities like brand trust and customer engagement?
- **Get your data in order.** Make sure your product data is accurate, structured, and accessible in a centralized system such as a PIM.

Step 4: Get your data ready

- **Start collecting and validating data**
- **Identify and map the data points** that will likely be included in the DPP and other upcoming regulations (you can start looking at Table 1).
- **Fill in the gaps.** Compare your existing data with future requirements and establish processes for data accuracy and validation.
- **Invest in automation.** Using a **PIM system** can help streamline and standardize your data.

Step 5: Choose the right tech

- **Select scalable solutions.** Your tech should grow with your needs.
- **Think about interoperability.** DPPs need to integrate with existing systems for seamless data exchange.
- **Pick a data carrier.** Whether it's a QR code or RFID tag, choose the best option for your products. (look at ch.1)

Step 6: Engage with stakeholders

- **Collaborate internally.** Bring together IT, compliance, and supply chain teams to align strategies.
- **Work with external partners.** Suppliers, regulatory bodies, and industry groups can help shape best practices.
- **Reach out to supply chain partners** to start gathering information and ensure everyone is aligned. This is especially important for partners outside the EU, as they may not be aware of the DPP.

Step 7: Prepare for potential challenges

- **Don't underestimate complexity.** Implementing DPPs is a long-term process that requires strategic planning.
- **Don't neglect data quality and security;** using a system like a PIM that centralizes your data can be useful.

By taking these steps, businesses can stay ahead of the DPP rollout, strengthen their sustainability efforts, and keep operations running smoothly. It's a big shift that takes time and planning, so the sooner you start, the better!



8. How can Plytix PIM help you get DPP ready?

Getting ready for the DPP can feel like a massive undertaking. With so much product data to manage for the DPP—such as sustainability metrics, certifications, and product details—you need a system that can centralize all your data, including digital assets, and keep everything organized and up-to-date. A PIM system like [Plytix](#) will help with all of that.

Let's break down exactly how Plytix PIM can help:

One source of truth for your product data

With a PIM, you don't have to deal with messy spreadsheets or mismatched product details. It keeps all your product information in one place—things like product details, materials, sustainability data, and compliance info—so your DPP data stays accurate and up to date.

Storing digital assets

Beyond structured data, a PIM like Plytix can also store and manage digital assets, which is essential for DPP compliance. You'll need a place to store your product's images and important files like certificates, repair and maintenance manuals, and recycling instructions videos. With Plytix, you can access and organize all of them in one centralized hub.

Create your DPP list

To get ahead of the game, you can create a "DPP list" with the data fields expected to be required for the DPP. You could include attributes such as user manuals, warranty, EU Eco label logo, and C2C certificate (you can refer to Table 1 to look at what attributes to include). What's key is that Plytix's flexible attribute structure lets you easily add or modify fields to match new Delegate Acts and their data specifications.

Track your DPP data progress

You likely already have much of the data needed for DPP compliance. Using Plytix's completeness attribute, you can easily track missing data for each product. The system provides visual completion percentages and highlights gaps, giving you a clear perspective into what information you need to gather and where to focus your efforts.

Two-way supply chain communication

Plytix automates data exchange across your supply chain. When preparing for the DPP, sharing and receiving information from supply chain partners is crucial. With Plytix, you can send data to suppliers and partners, plus receive and update information from

them through automated API syncs or spreadsheet transfers (CSV and Excel files).

Easy to share data with Stakeholders

As we've mentioned, DPP compliance is a team effort across the supply chain. Just as you might need product data from your suppliers, they might also need some of your data for their own DPP compliance. With Plytix PIM's Online Catalogs, you can easily share up-to-date product information with them, choosing exactly what data to include.

A solution that can grow with you

Scalability in a PIM is crucial for the DPP because as new requirements emerge, you'll need a system that can handle a growing dataset. Plytix is designed to adapt to these changes, whether you're adding new product categories or tracking additional sustainability metrics, without needing system updates.

Why start with a PIM now?

The sooner you set up a PIM, the smoother your transition to DPP compliance will be. With a system like Plytix in place, you'll have a structured, scalable way to manage your product data while staying ahead of evolving regulations.



9. Summary

It's clear that sustainability and circularity are no longer "nice to haves" but are instead quickly becoming a key strategic priority for brands and even consumers. With Digital Product Passports becoming mandatory across textiles, electronics, batteries, and construction industries starting in 2027, early preparation is crucial for success.

For businesses, this is a huge opportunity. Those who start preparing now won't just avoid a last-minute compliance scramble—they'll be ahead of the game, building trust with consumers, optimizing their supply chains, and positioning themselves as sustainability leaders. And for consumers? It means finally having real, reliable information about the products we buy, use, and dispose of.

Yes, there's still a lot to figure out—the details are evolving, and the road to full implementation will take time. But one thing is clear: DPPs are coming, and they're here to stay. Whether you're a manufacturer, retailer, or industry leader, the best thing you can do now is start preparing.

And yes, managing all the data needed for DPP is a lot, but a PIM software like Plytix might be what you need. By centralizing and structuring your product data in one place, Plytix makes it easier to track, update, and share the information required for DPPs.

From keeping your sustainability metrics organized to ensuring your data is accurate and ready for future regulations, with Plytix PIM, you'll know exactly where you stand on your DPP compliance. And, instead of scrambling to pull everything together at the last minute, you'll be ready to go.

So, the question isn't whether you need to get ready. It's how soon you want to get started. Let's make it happen!



If you have any question or want to learn more about the DPP, I'd be happy to chat!

Book a meeting!

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Thank you!



plytix.com | hello@plytix.com