

**“Een update over het Digitaal
Product Paspoot: waar staan we
nu, wat voor impact heeft het op
de sector in 2030”**



Bas van der Pol

Tappr

- Oprichter van Tappr, een DPP platform
- Ervaring met AI & Automation
- Achtergrond in IT & Elektronica

[interview] DPP: Een nieuwe manier van verbinden met consumenten

The Competitive Edge: Why Brands Need Digital Product Passports Before 2027

Startup Tappr: digitaal productpaspoort met informatie voor producent en consument

REGULATION (EU) 2024/1781 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 13 June 2024

establishing a framework for the setting of ecodesign requirements for sustainable products, amending Directive (EU) 2020/1828 and Regulation (EU) 2023/1542 and repealing Directive 2009/125/EC

Hi, we're Tappr.

Trusted by consumer brands, Tappr keeps you compliant and drives eco-friendly practices. We're your partner in digital transformation, future-proofing your brand for what's next.

2021

Founded in Rotterdam &
Warsaw



Clients across Europe & US



Secure & certified

What is a DPP?

Machine-Readable

"brand": { "@type": "schema:Brand", "name": "MMD
Monitors and Displays Nederland B.V." },

"model": "27B2G5601/00",

"productionDate": "10-11-2025",

"EPEAT": [

{

"ProductCategory": "Monitor",

"CountryRegistration": "Netherlands",

"Details": {

"DateRegistration": "2025-01-20",

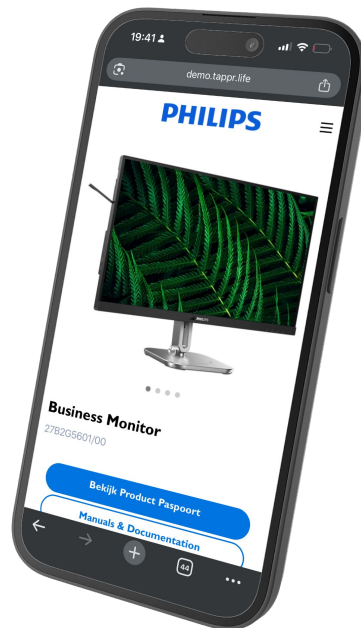
"Certification": "Gold",

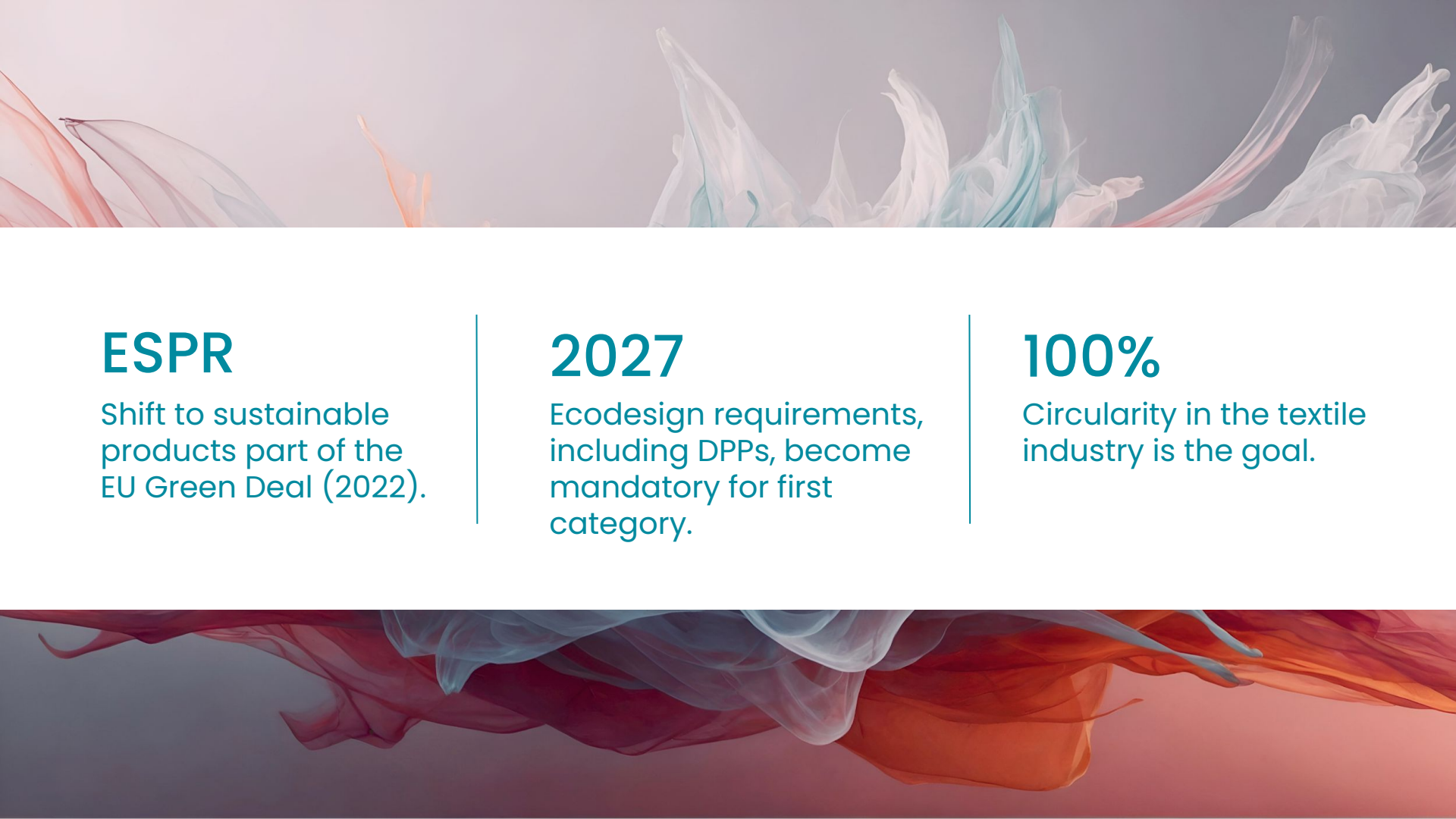
"Status": "Active"

}

},

Consumer-facing





ESPR

Shift to sustainable products part of the EU Green Deal (2022).

2027

Ecodesign requirements, including DPPs, become mandatory for first category.

100%

Circularity in the textile industry is the goal.

TIMELINE FOR ROLL-OUT OF ECO-DESIGN RELATED DPPs



STANDARDISATION

Development & adoption of harmonised standards

LEGAL MILESTONES

DPP system secondary legislation

Product-specific rules

ESPR WP 2025-2030

Final Products

Intermediate Products

Horizontal requirements

DPP DIGITAL IMPLEMENTATION

DPP Registry

Web portal

STAKEHOLDERS ENGAGEMENT AND COMMUNICATION

2024

2025

2026

2027

2028

2029

Standards development

DPP system secondary legislation

Product-specific rules

Textile/Apparel

Furniture

Mattresses

Tyres

Iron & Steel

Aluminium

Repairability
(incl. scoring)

Recycled content
recyclability of
electrical & electro
equipment

Testing with industries

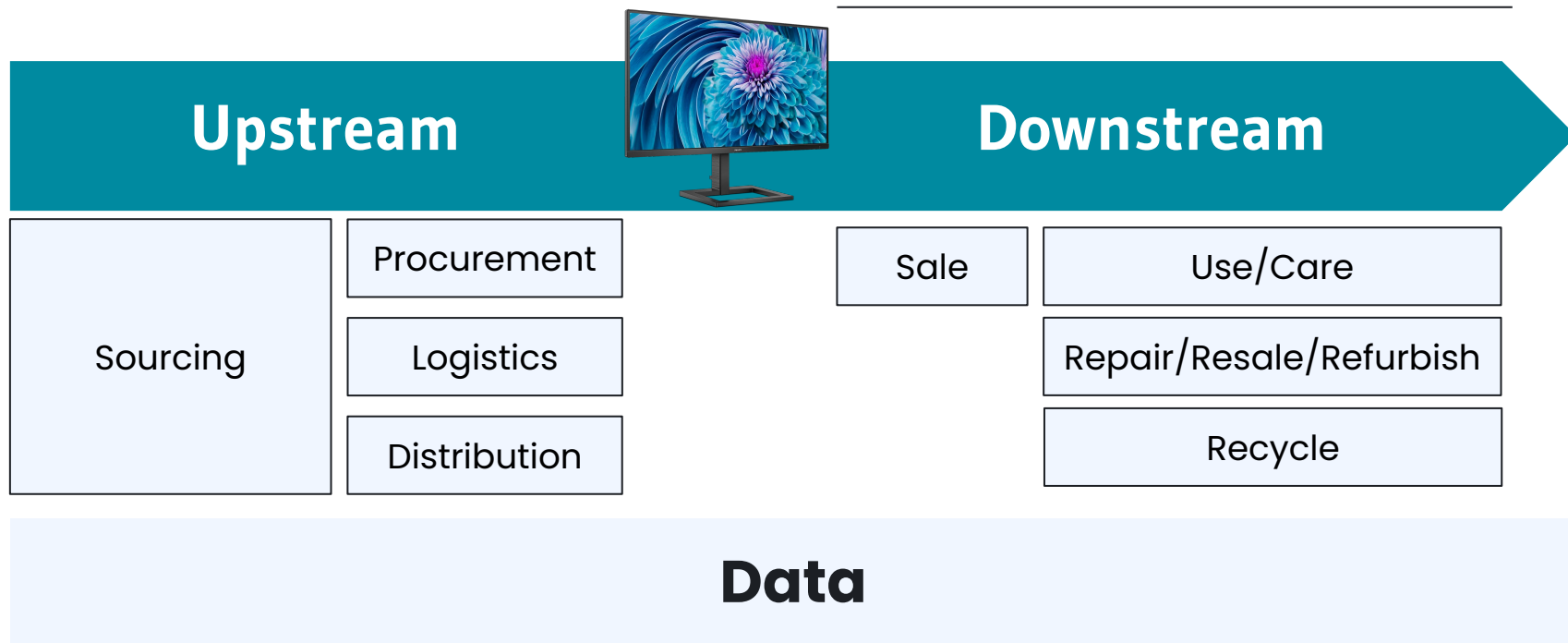
Register establishment

Web portal impl.

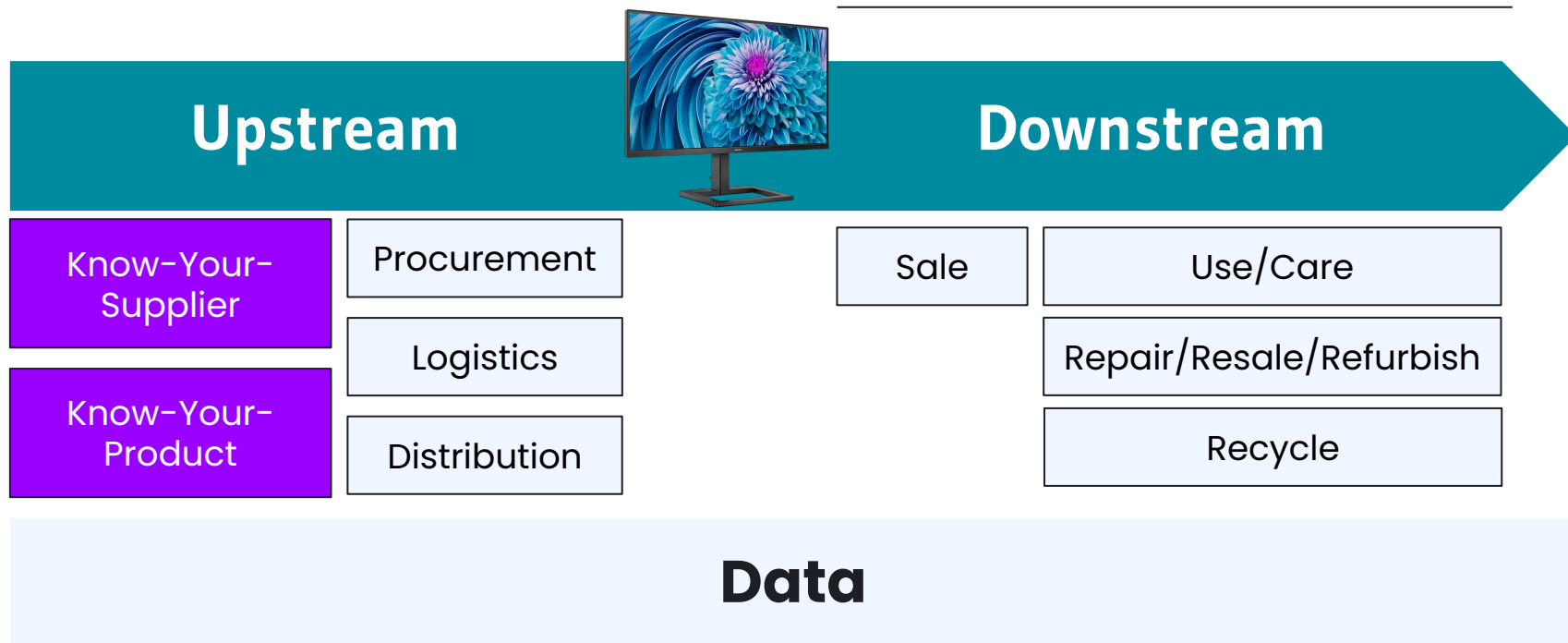
Stakeholder engagement

Calls for Evidence, Public consultations, Targeted consultations, Fora...

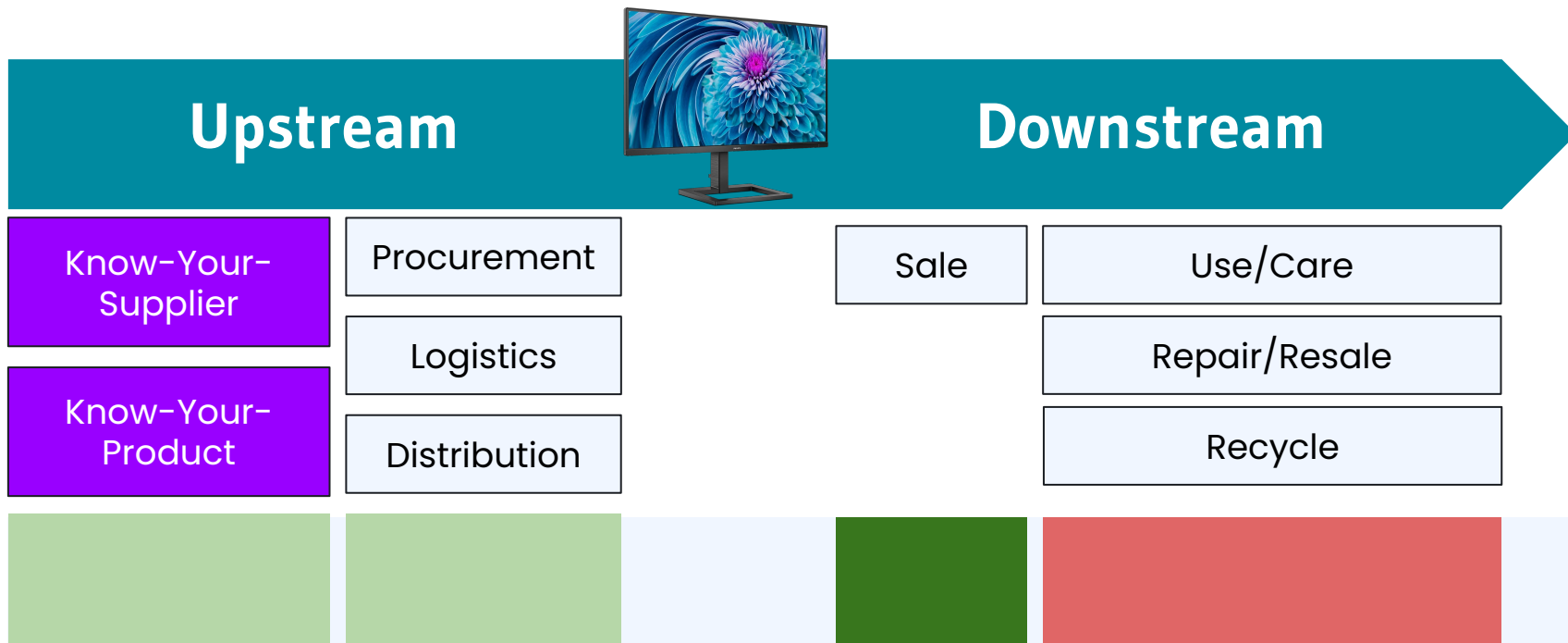
Supply Chains Have Two Layers



Supply Chains Have Two Layers



Reality of Data Availability in Supply Chains



De nationale DPP-architectuur van China





Voorbeeld: het pakje zuurkool



GS1 Digital Link for Electronics (important keys)

`https://id.brand.nl/01/[GTIN]/10/[Purchase Order]/21/[S/N]`



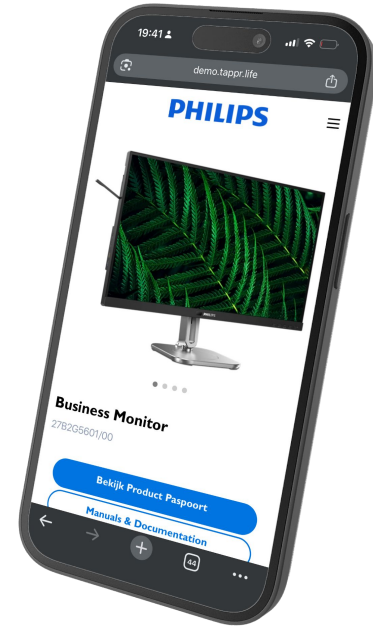
[Embracing the GS1 Standards](#)
(Guide)

Key	Description
Domain	Example: <code>https://id.brand.com</code> , this is the basis of the URL..
/01/	GTIN
/10/	Lot/Batch/PO
/21/	Serial Number

COMPLIANCE IS THE STARTING LINE, NOT THE PRIZE

IT'S 2030: EVERY PRODUCT HAS A QR CODE

- Every brand meets the regulation.
 - Every brand will have adopted GS1 Digital Link
 - Every product carries a digital passport.
 - It's no longer a differentiator — it's a *requirement*.
- **"In 2030, having a DPP won't make you win. It will just not exclude you from the European market."**



Compliance-focused DPP strategies optimize for **cost**. Competitive strategies optimize for **value**, value for your brand, your customer, and your ecosystem."

THE COMMON ROADMAP OF DPP WITHIN BRANDS

Business Value

A photograph showing hands pointing at various documents and charts on a desk, representing a compliance or legal review process.

COMPLIANCE

"Can I still sell in Europe?"

A photograph of three business professionals in an office setting, looking at a large digital display showing data and charts, representing a value-driven discussion.

VALUE

"How do I deliver value to my brand and consumers?"

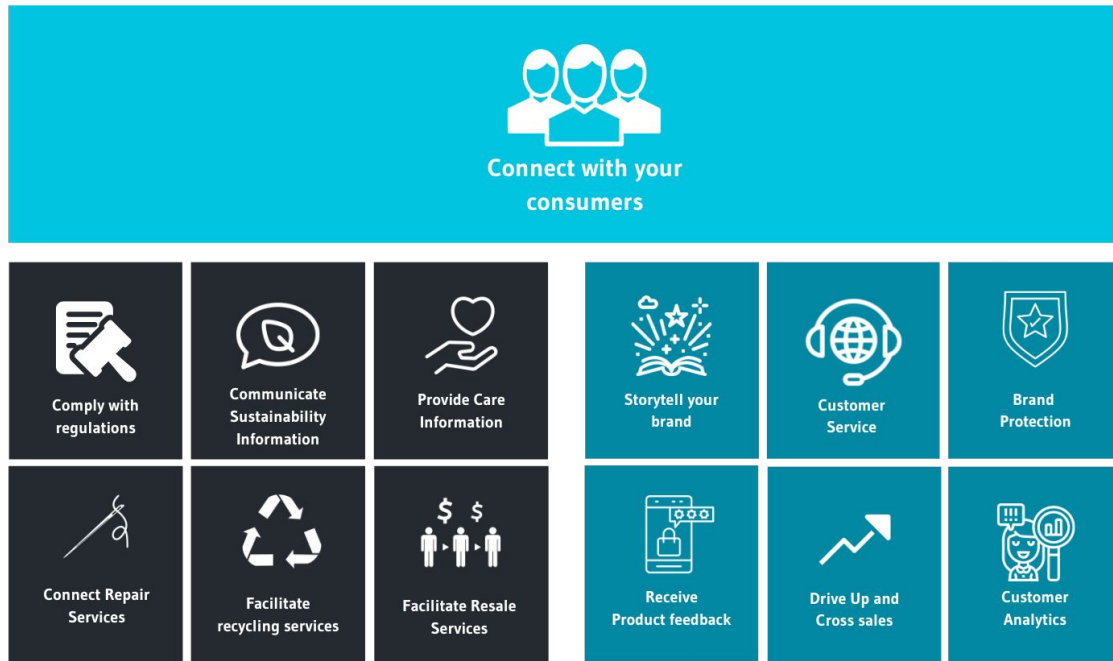
A photograph of a hand pointing at a digital screen displaying a complex network or data visualization, representing a strategic differentiation effort.

DIFFERENTIATION

"How to position my DPP as a strategic advantage"

**THIS IS WHERE ROI
STARTS TO APPEAR**

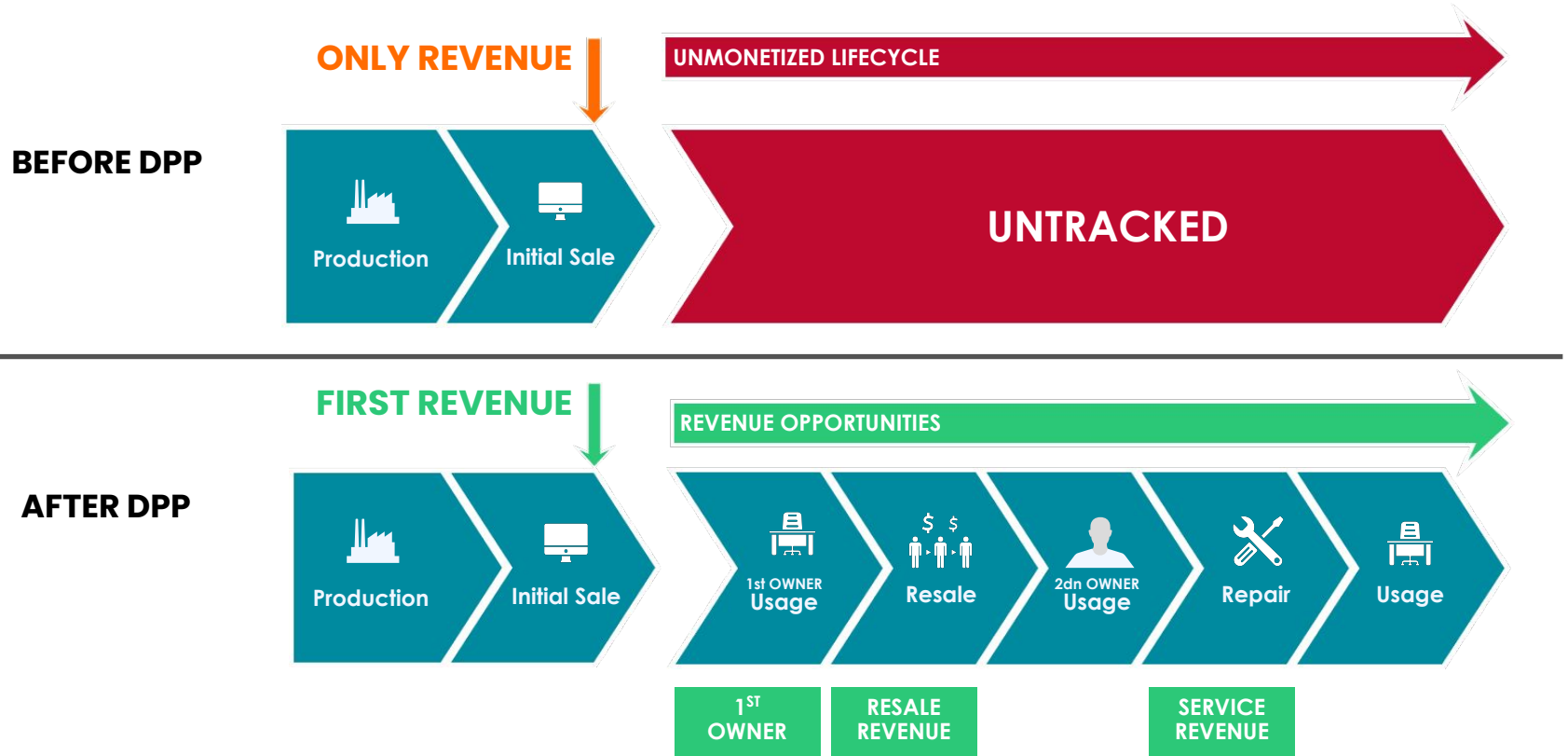
THE DPP OPPORTUNITIES CANVAS



Sustainability Initiatives

Commercial Benefits

WITH DPP, THE INITIAL SALE IS NO LONGER THE END. IT'S THE BEGINNING.



Business Monitor

27B2E68D1/00



Be

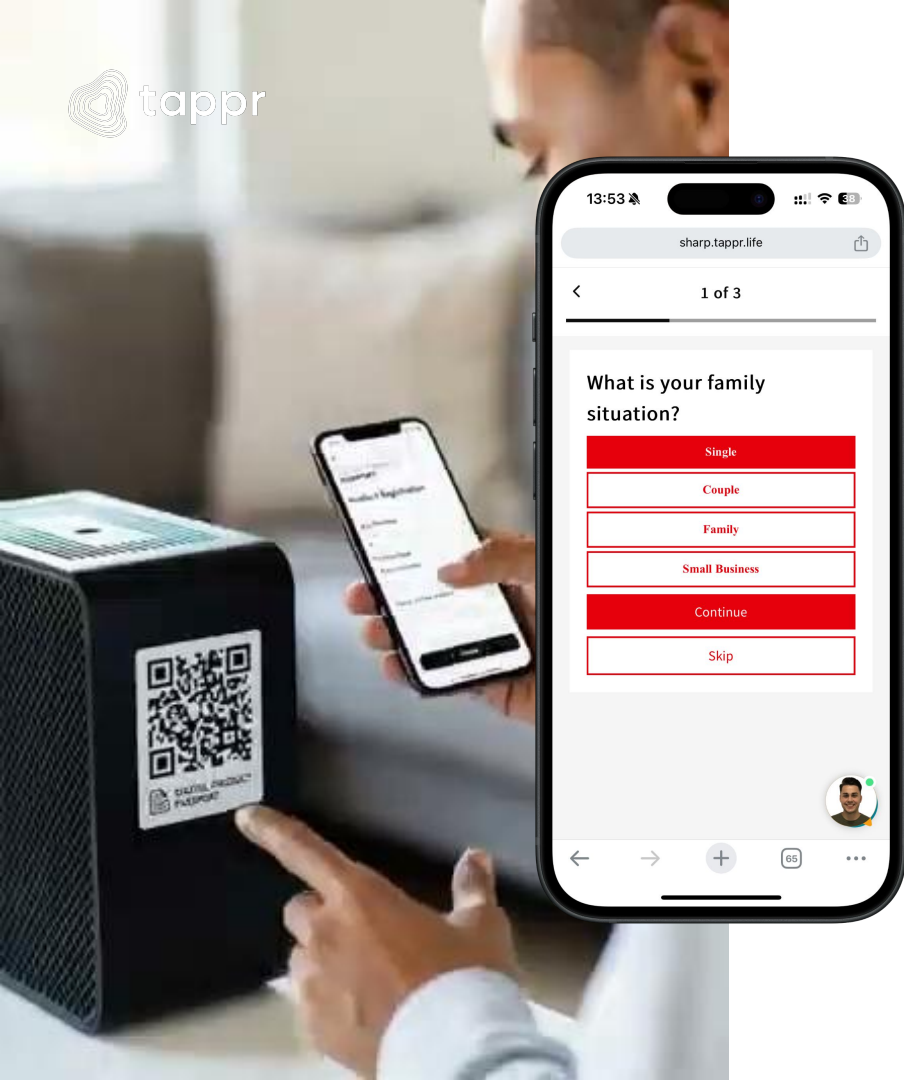
0001



Up-sell & Cross-sell via DPP

Een DPP koppelt unieke productdata (via GS1 Digital Link) aan realtime services en content. Daardoor verandert een productlabel van een statisch etiket in een digitale toegangspoort tot interactie – vóór, tijdens én na verkoop.

- Duurzaam vervangmoment (Up-sell)
- Contextuele aanbevelingen (Cross-sell)
- Component-based verkoop (Upgrade)



13:53

sharp.tappr.life

1 of 3

What is your family situation?

Single

Couple

Family

Small Business

Continue

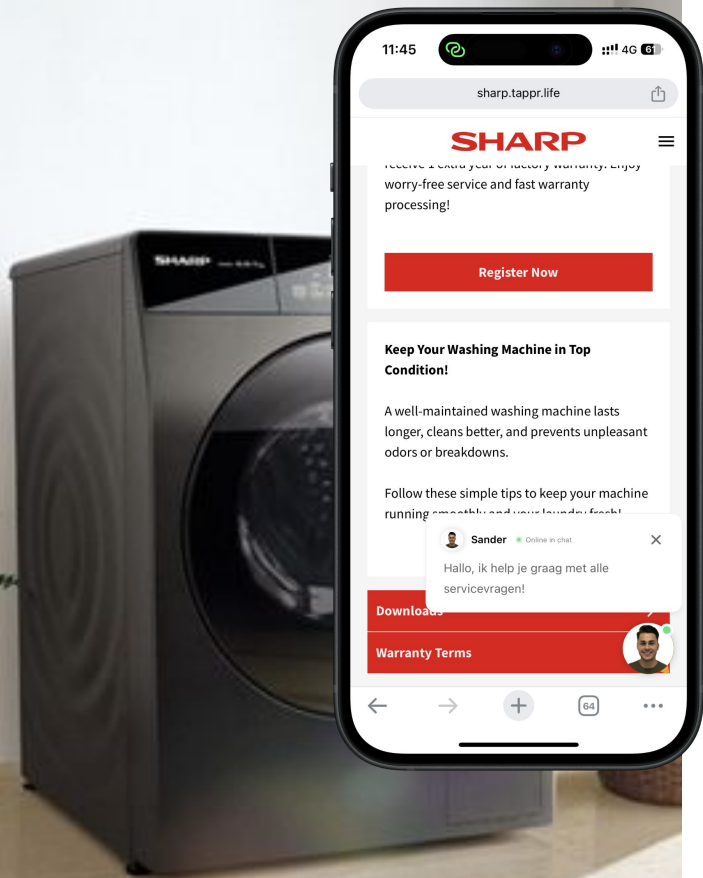
Skip

65

Product Registration

Wanneer consumenten hun product registreren via het Digital Product Passport (DPP), verandert een éénmalige aankoop in een doorlopend klantcontactmoment.

- Gerichte performance marketing via First-Party data
 - lookalike-audiences in Meta, Google of TikTok Ads.
 - Slimme e-mail flows & loyalty
- Renewal & upgrade-aanbiedingen
- Continue consumer demographics



Smarter Self-Service

Less frustration, fewer tickets

Consumers get instant, tailored support by scanning the QR code on their device:

- Direct help from **Sander**, your AI-powered service assistant. Sander knows the exact machine you're troubleshooting for, giving the best advice possible, intuitive, and available 24/7.
- Direct access to the correct manuals, product sheets and other relevant downloads
- A service log for every machine, to collect valuable troubleshooting data for every machine



Deze oplossing levert ons niet alleen grip op servicekosten, maar versterkt ook de relatie met de consument.

Alex van der Nol
Sales & Marketing Director
Sharp Home Appliances Benelux



Dank voor jullie aandacht!