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Digital Product Passport

Beyond compliance. Digital infrastructure for trust, data and product value.

Recens® turns DPP into infrastructure for the digital product experience.

1 What is the Digital Product Passport (DPP)?

The DPP is the digital identity of a product — accessible via QR or NFC, from any smartphone, without an app. A single scan can lead to data on origin, material composition, life cycle, authenticity, certificates, documentation and post-purchase communication.

- **Origin** — where and from what the product was made.
- **Material composition** — raw materials, components, certificates.
- **Life cycle** — production, transport, service, recycling.
- **Authenticity** — verification of the original in a single gesture.
- **Documentation and certificates** — secure access to product information.

A well-designed DPP also becomes a channel of post-purchase communication with the customer.

2 Why this matters — now

The EU timeline sets the framework. Corporate strategy will decide whether DPP remains a compliance obligation or becomes an infrastructure advantage.

2026	Central EU registry	Budgets · pilots
2027	Textiles · footwear · batteries	Mandatory implementation
2028–29	Electronics · furniture · vehicles	Scope expansion
2030	Majority of products on the EU market	Target ESPR scope

Successive regulatory stages of ESPR will progressively extend obligations relating to product data, identification and digital access to product information across the EU market. Companies that prepare earlier will not implement DPP under the pressure of deadlines, costs and data chaos.

3 The challenge companies face today

Most companies are aware of DPP. Few treat it as strategic infrastructure.

DPP treated solely as an obligation

Compliance prioritised over strategic value. The product does not become a carrier of communication or trust.

No consistent product data infrastructure

No system giving products a durable digital identity and secure access to data.

Physical identification detached from the product

External QR carriers do not create a durable, credible trust layer or a coherent experience.

Dispersed data sources

Product information is scattered across ERP and PLM systems, certificates and external files.

Recens® Digital Product Passport — infrastructure for trust, data and product value

4 The solution: Recens®

Recens® creates the bridge between the physical product and its digital identity — connecting the carrier, data, authenticity, documentation and communication in one scalable platform.

After sale, the product does not remain static. It becomes a dynamic carrier of value — transmitting information, confirming authenticity and creating a secure point of contact with the customer.

The infrastructure is live. The first pilot can be launched within a few days — without building a system from scratch.

5 Technology — in brief

- **NFC DNA (NTAG 424)** — AES-128 encryption, dynamic token at every scan.
- **SaaS platform** — DPP data, product history, customer content, REST API, servers exclusively in the EU.
- **Material integration** — NFC technology embedded into the carrier, not applied as a label.
- **Customer experience layer** — after scanning, the product leads to content, certificates, documentation and post-purchase communication.
- **Adaptation** — carrier tailored to the product, application and production process.
- **RTT — Real-Time Traceability** — a future layer for tracking the status, presence, movement and event history of the product in real time, designed as an extension of digital product identity and DPP.

6 Why Recens®

DPP as infrastructure, not cost Digital identity, data and product communication as a layer of strategic value.	Operational readiness Infrastructure is live. A pilot can be launched within days — without building a system from scratch.	One product data ecosystem DPP, authenticity, product history and digital content — in one platform.
A product that communicates After purchase, the product keeps working — informing, leading to documentation and creating a customer touchpoint.	Technology and IP protection Technology covered by patent application · 15 claims. Protects the method of integrating NFC into the physical carrier.	EU and GDPR infrastructure Servers in the EU, E2E encryption, GDPR-compliant architecture. Ready for the RTT extension layer.

7 How to start

- 01 Conversation** Defining the role of DPP in the product, the process and customer communication.
- 02 Sample set** Evaluation of the carrier, integration method and post-scan experience.
- 03 Pilot** Implementation on a selected product or product line.
- 04 Scaling** Extension to further products, markets and data scenarios.

As the Digital Product Passport becomes the new standard of the EU market, the advantage belongs to companies that treat it not only as a compliance obligation, but as infrastructure for trust, data and product value.

Recens® helps turn the product into a digital experience, a carrier of authenticity and a secure access point to information about its life cycle.