

THE DIGITAL PRODUCT PASSPORT IS COMING

ARE YOUR PRODUCTS READY?

From 2029, every textile in the EU must carry a Digital Product Passport (DPP).

Here's what it means – and how to start today.

1 CHOOSE YOUR LABEL

Every textile needs a physical access point to its Digital Product Passport (DPP). With dekoGraphics heat transfers and r-pac CNCT, any logo, patch or label can become your entry point into the digital world. Decide which elements of your textile should carry it.

- **BRAND LOGO & CLUB LOGO** – make your identity scannable and part of the DPP experience.
- **AUTHENTIC LABEL & SLEEVE BADGE** – verify originality and connect limited editions.
- **CARE & INFO LABEL** – ensure compliance and direct access to product data.



Each element can integrate a QR code or NFC chip – so your product becomes instantly connected.

2 DECIDE HOW TO CONNECT

There are two simple ways to connect your product to its Digital Product Passport:

- **NFC** – seamless, one-tap connection via an embedded chip
- **QR Code** – visible, versatile, and easy to integrate anywhere

3 DESIGN THE EXPERIENCE

When your customer taps the NFC logo or scans the QR code, the Digital Product Passport opens – and you decide which information to share and how the experience should look:

PRODUCT DETAILS

They can view composition, care instructions, and certifications.

PROVENANCE

The DPP reveals where each step took place, from thread to trims.

PRODUCT JOURNEY

Shows logistics, validation, and production milestones.

PRODUCT ENGAGEMENT

Tracks scans and interactions from all over the world.

With one tap, your product becomes transparent, traceable, and interactive.

THE ROAD TO 2029

The Digital Product Passport isn't arriving overnight – it's being phased in step by step. Pilot projects are already underway, EU legislation is taking shape, and by 2029 DPP will be mandatory for textiles. Here's the timeline you should know:

2025 PILOT PROJECTS

Brands test first pilots while technical standards are defined.

2027 FINAL EU ACTS




Legislation is finalised and the systems for data exchange go live.

2029 DPP MANDATORY

DPP required for apparel, footwear, and accessories.

DPP-READY HEAT TRANSFERS

We provide the right DPP-ready solution for every use case. Brand logos, care labels, or special edition patches can carry a QR code or NFC chip to access the Digital Product Passport. From flat PU to 3D silicone, our heat transfers keep textiles connected without affecting design or quality.

-  **IDENTITY**
Brand, club, and sponsor logos become scannable access points, turning identity into connectivity.
-  **AUTHENTICITY**
Authentic labels, sleeve badges, and special edition patches prove originality while linking to the Digital Product Passport.
-  **CARE & COMPLIANCE**
Care and sewn-in data labels ensure compliance and give direct access to product information inside every garment.

DPP READINESS CHECKLIST

Share this list with your team – it's not about having all the answers today, but about knowing where to start. And don't worry: **we'll guide you along the way.**

- Understand the timeline**
DPP will be mandatory for textiles from 2029.
- Think about your first pilot product**
Start small, test, and learn.
- Explore connection options**
QR codes or NFC, integrated in heat transfers or labels.
- Begin mapping your product data**
Materials, origin, care and more.
- Consider future benefits**
Repair, recycling, resale and consumer engagement.
- Identify who in your team should be involved**
From product to marketing.
- Choose the right partner**
You don't have to go through this alone.

FAQ

WHEN WILL THE EU DIGITAL PRODUCT PASSPORT (DPP) BECOME MANDATORY?

The DPP will be mandatory for all textiles sold in the EU by 2029. Pilot projects run in 2025, and final legislation is expected in 2027.

WHICH PRODUCTS ARE COVERED BY THE DPP REGULATION?

The regulation applies to all textiles sold in the EU, including apparel, footwear, sports-wear, fashion, and corporate wear.

WHO IS RESPONSIBLE FOR CREATING AND MAINTAINING THE DPP?

The brand owner or importer must ensure each product has a valid Digital Product Passport accessible via QR code or NFC tag.

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