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DIGITAL PRODUCT PASSPORTS

The Future of Transparency in Promotional Merchandise

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17TH JUNE 2026

What's really going on in your supply chain?

- Customers want to know the story behind their branded merchandise
- Regulators are increasingly demand transparency and traceability
- Digital Product Passports (DPPs) are reshaping how we prove compliance and sustainability
- Today: What DPPs are, why they matter, and how businesses can prepare



The Market and Regulatory Landscape



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Driving Factors

EU CIRCULAR ECONOMY STRATEGY

- › EU Green Deal
- › Shift from “take-make-waste” to circular economy
- › Focus on durability, repairability, reuse and recycling

GROWING SUSTAINABILITY REGULATIONS

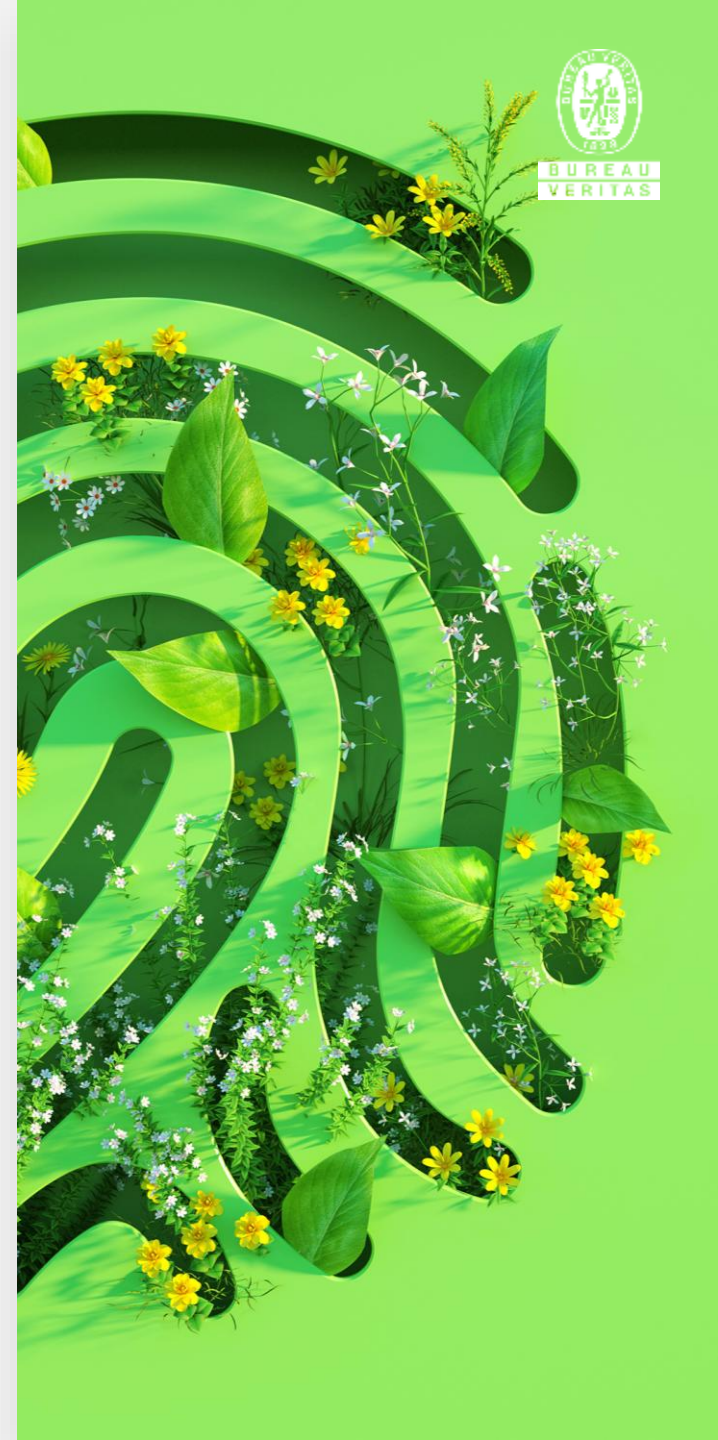
- › Increasing requirement on product sustainability and lifecycle impacts
- › Manufacturers and importers must demonstrate environmental performance

INCREASING PRODUCT TRANSPARENCY REQUIREMENTS

- › Authorities and consumers demand greater transparency on products
- › Need for traceability across global supply chains
- › Growing use of digital product information systems
- › Companies must provide reliable and verifiable product data

The Ecodesign for Sustainable Products Regulation

- ESPR is the EU's flagship regulation introducing sustainability requirements for products placed on the EU market
- It entered in force in July 2024
- Its main features include eco-design requirements, a ban on the destruction of unsold goods, green public procurement and **digital product passports**
- Between 2025 and 2030 a series of delegated acts will set detailed rules for selected products



Defining Digital Product Passports



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What is a Digital Product Passport?

A digital record containing **verified** information about a product's:

- **Origin and materials** - Where components come from, what they're made of
- **Compliance and certifications** - Standards met, testing completed, certifications held
- **Environmental impact** - Carbon footprint, recyclability, hazardous substances
- **Repair and circularity** - Spare parts availability, end-of-life options
- **Supply chain journey** - Manufacturing, shipping, handling records



Which Products will be Impacted First?

- Industrial, portable and EV batteries
- Textiles and apparel (including footwear)
- Iron, steel and aluminium
- Other early products:
 - › Consumer electronics
 - › Appliances
 - › Furniture
 - › Mattresses
 - › Tyres

Who Needs to Comply?

- Any economic operator placing products on the EU market
- Applies regardless of whether the company is based in Europe or elsewhere
- **Manufacturers** – Responsible for creating and maintaining the DPP
- **Importers** - Must verify that the DPP exists and aligns with EU standards before the product crosses the border
- **Distributors and retailers** – Need to ensure that all regulated products on their shelves comply
- **Authorised representatives** – may act as a local point of contact for compliance

What are the Benefits?



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The Opportunity

- **Proof of ethical sourcing** - No conflict materials, fair labour practices
- **Compliance certainty** - Hazardous substance testing, country-of-origin verification
- **Sustainability credentials** - Carbon footprint, recyclability claims
- **Brand protection** - Counterfeit prevention, authenticity verification
- **Competitive advantage** - "Passport-ready" products differentiate in the market



How DPPs Work in Practice



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Creating a DPP

1. **Unique identity** - Assigned to every product or batch
2. **Building the DPP** - Required information uploaded into secure database by manufacturers and suppliers
3. **Physical link** - A data carrier is added to the product or packaging
 - › QR code
 - › NFC tags
 - › RFID
4. **Central registry** - Library index recording the existence and location of the DPP
5. **Access** - When the data carrier is scanned the system provides tailored data to the user

The Customer Journey

1. **Scan** - Customer scans QR code on product or packaging
2. **Access** - Opens digital passport (web or app)
3. **Discover** - Views verified product information:
 - › Materials breakdown
 - › Certifications and test reports
 - › Environmental data
 - › Repair/recycling options
4. **Trust** - Blockchain or cryptographic verification ensures authenticity
5. **Engage** - Brand can update passport over product lifecycle

Example 1

A promotional merchandise supplier receives an order for 5,000 branded polo shirts from a multinational corporate client

Traditional approach

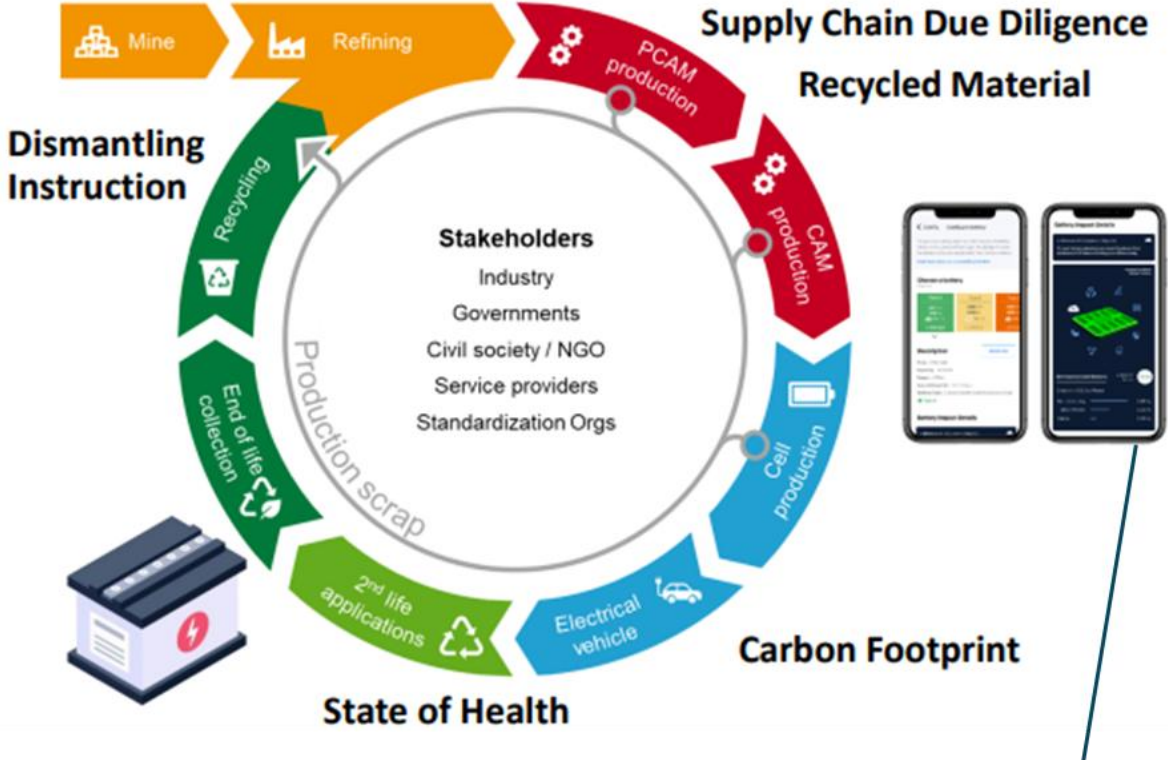
- Supplier provides certificate of origin, material spec sheet
- Client trusts documents but cannot verify authenticity
- No traceability if issues arise post-delivery

With DPP

- Each shirt has embedded QR code linking to digital passport
- Client (and end-user) can verify:
 - › Fabric composition and origin
 - › OEKO-TEX or similar certifications
 - › Manufacturing location and labour practices
 - › Carbon footprint data
- Supplier gains competitive advantage; client reduces compliance risk

Example 2

A digital battery passport



-  General product information
-  Circularity & resource efficiency
-  Materials and composition
-  Compliance and labels
-  Performance and durability
-  Carbon footprint

Key Benefits for your Business



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How DPP Fits with Wider Strategy

Benefit	Impact
Regulatory compliance	Avoid market access barriers; stay ahead of mandates
Customer trust	Transparency builds brand loyalty
Risk mitigation	Rapid traceability if recalls or issues occur
Competitive edge	DPP - ready products command premium positioning
Operational efficiency	Streamlined documentation and audit trails
Sustainability reporting	Accurate Scope 3 emissions data for CSRD



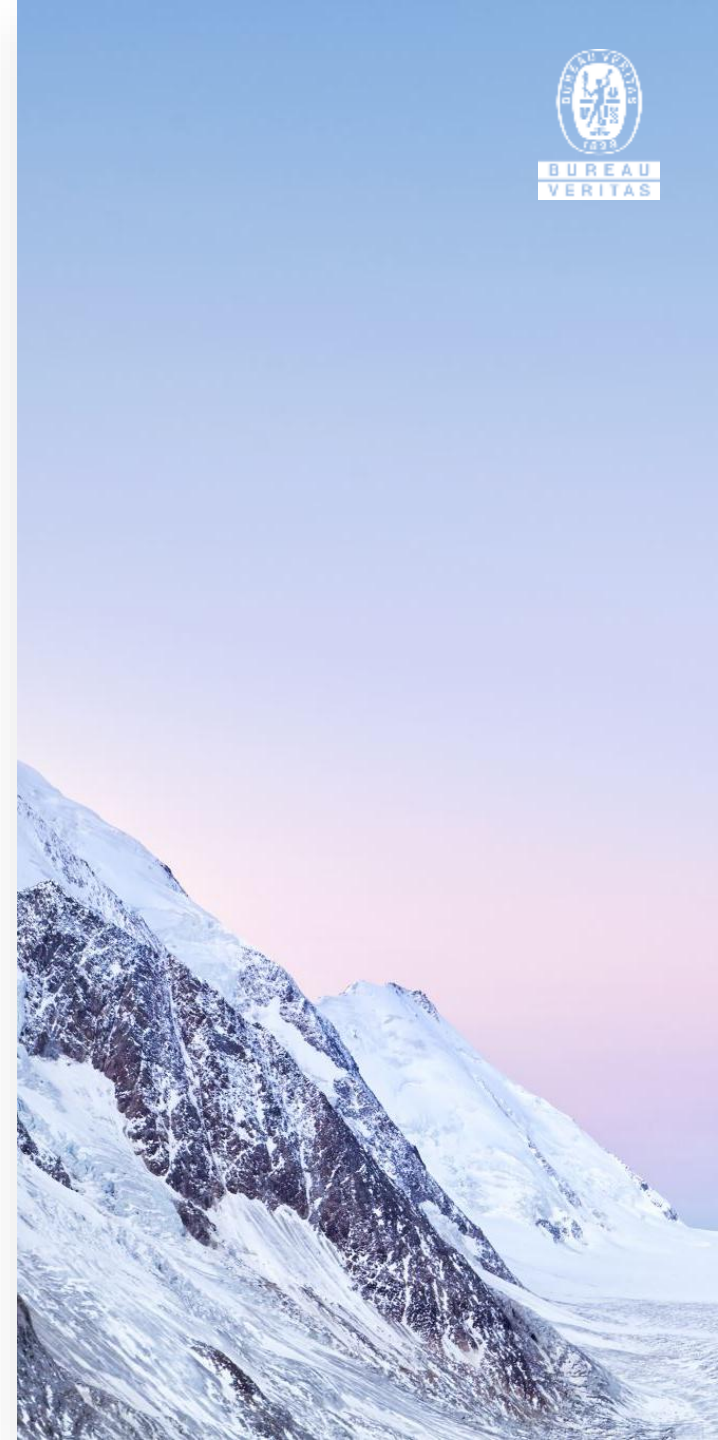
Implementation Challenges



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Barriers to Adoption

- **Cost** - Initial investment in systems, training, QR infrastructure
- **Complexity** - Multiple suppliers, varying data quality
- **Standards fragmentation** - EU, UK, US frameworks still evolving
- **Data privacy** - Balancing transparency with confidential supplier information
- **Supply chain readiness** - Not all vendors equipped to provide verified data



Getting Started



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A Phased Approach

Phase 1: Assess (~3 months)

Audit current supply
chain data maturity

Identify compliance
gaps

Map stakeholder
requirements

Phase 2: Build (~6 months)

Select DPP platform
or partner

Integrate supplier data
sources

Pilot with high-volume
or high-risk products

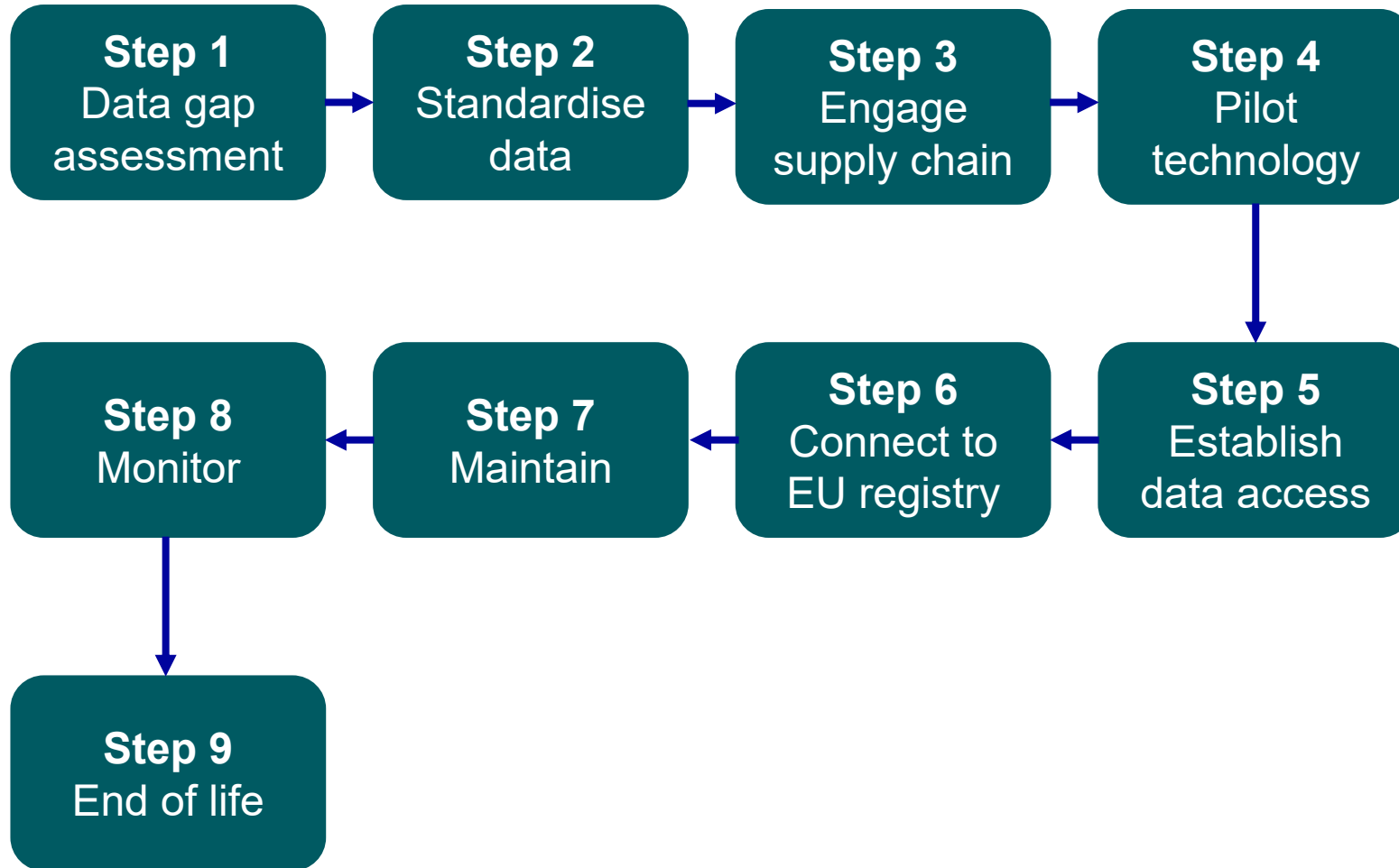
Phase 3: Scale (ongoing)

Roll out across
product portfolio

Train teams and
suppliers

Monitor, update, and
optimise

Step by Step Action



Key takeaways

- Digital Product Passports are becoming mandatory - not optional
- Promotional merchandise suppliers have a 2 - 5 year window to prepare
- Early adoption creates competitive advantage
- Implementation requires supply chain visibility and verified data
- Third-party assurance builds customer confidence



Any questions?



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