



9 Reasons You Need Your Digital Product Passport NOW

**YOUR DPP
SURVIVAL
KIT**

... plus the 10 data points you need to get started today



If you sell
fashion in the
EU...

These
changes will
soon affect
you.



No DPP?



No sales.
No story.

No second chances.



A Digital Product Passport (DPP) is basically your product's life story in a neat, scannable package from origin to end-of-life.

The Ecodesign for Sustainable Products Regulation have made these non-negotiable for textiles.

Here's why you need yours in place now (not next quarter).

There's only 18 months until enforcement, so your 2026 budget planning should include DPP costs NOW.



Your 9 Reasons Why

...Fashion Brands Need Digital Product Passports Now, Not Later.



EU law is here

Under Regulation (EU)
2024/1781 (ESPR),
DPPs became mandatory
from July 2024



Greenwashing fine

5 figure hits for unproven
claims.



Retail buyers demand it

Origin, fibre %, impact
upfront.



Customers reward transparency

More trust, more loyalty.



Better marketing

Turn specs into brand
stories.



Admin glow up

One live, accurate data
source.



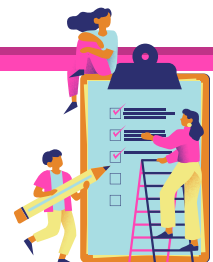
Investor confidence

ESG traceability = ticked
boxes.



Fewer returns

Accurate care info means
happier customers.



Future proofed

Flexible platforms adapt
with new rules.

Retail buyers are already asking the DPP question...



What YOU Need to Start

(based on Product Volume)



Product Launch Volume	Start DPP Preperation	Go Live Deadline
5000+ products/season	Q4 2025	Late 2026
1000-4999 products/season	Q1 2026	Q1 2027
500-999 products/season	Q2 2026	Q2 2027

Every quarter you wait = higher implementation costs.
The work required doesn't dissapear, it gets compounded.

Remember:

These are preparation timelines. EU enforcement starts late 2026/ early 2027 regardless of your size.



What Keeps You Up At Night?



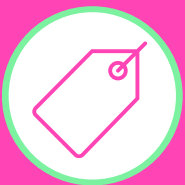
Revenue Risk:

Over 50% of UK fashion exports go to EU markets (source: Statista 2022).



Retail Pressure:

Major retailers like John Lewis already working with DPP enabled suppliers.



Investment Impact:

ESG due diligence now influences M&A pricing and deal completion.



Compliance Timeline:

Enforcement starts late 2026 with only **18 months** to prepare.

The ESPR (EU 2024/1781) requires textile brands to comply with Digital Product Passport requirements by late 2026.

And while you've been reading this, your competitors are already collecting data...



DPP Readiness Checklist

The first 10 data points you'll need to collect

(Save this page as a PDF and tick them off)

1. Product name / SKU ☐
2. Material composition (exact % per fibre) ☐
3. Country of origin (fabric and assembly) ☐
4. Supplier details (tier 1 and tier 2) ☐
5. Certifications (GOTS, OEKO-TEX, etc) ☐
6. Carbon footprint per product (if available) ☐
7. Water usage (if available) ☐
8. Packaging details & recyclability ☐
9. Care instructions ☐
10. End-of-life guidance (recycling, resale, repair) ☐



Your 3 Step Action Plan

1

Map your data gaps

Tick off what you have, highlight what's missing.

2

Set up your data hub

Choose a centralised, digital place for your product info (even a shared Google Sheet works to start). Ideally a software will help you futureproof and save you hours in resource allocation.

3

Build your DPP strategy

Decide your tech platform, data owners, and rollout timeline before the end of the year. Your brand will need to comply with DPP before you know it.

DPP & Compliance Timeline

Getting ahead with supply chain mapping and ESG data will be critical

2024

ESPR officially adopted.
Pilot projects begin.
Technical development of
DPP framework and
standards ongoing.

2026

19 July 2026: DPP registry operational. Take a look at [these 8 key aspects of the ESPR](#). First wave of priority sectors textiles, electronics, batteries inspected to have final delegated acts published (i.e. exact DPP requirements per product types).

2027

Gradual rollout of DPP obligations to other product groups. Large brands will be expected to comply first. SMEs may get more time or simplified requirements.

2025

Implementation phase begins: 19th April 2025, First ESPR working plan published [Ecodesign for Sustainable Products Regulation - European Commission](#). The EU is working on finalising product specific requirements. Brands start preparing data, supply chain mapping and trials.

Late 2026, early 2027

Enforcement likely starts for high priority sectors (including fashion and textiles). Brands need to comply with DPP data, labelling and accessibility requirements.

Still Not Convinced You Need Your DPP Now?

Brands Like Nobody's Child Are Already Ahead Of You...



What Nobody's Child have reportedly achieved so far:

- 140+ data points captured across 10 suppliers.
- 112 styles with a DPP.
- 20,000+ QR code scans by customers.
- 6 industry awards for their DPP work.

Which also means...

- Transparency, which leads to trust.
- Sustainability, which is attractive to investors and customers.
- Moving circular fashion from an idea to reality.

So to stay relevant, competitive and keep selling in the EU, you need to start the process **NOW**.

Your Competitors Are Already Moving

Premium Brands:

Stella McCartney, Gabriela Hearst are already piloting.

Mid-Market:

Nobody's Child (112 styles live), Kotn, Everlane testing.

Fast Fashion:

H&M Group are investing €100M+ in traceability tech.

Athleisure:

Patagonia, Eileen Fisher are currently leading transparency initiatives.

The question isn't whether to start... it's whether you'll be ready when your customers expect it.

The brands that are starting now become the compliance success stories of 2027...



Book Your DPP Strategy Call

20 minutes to understand your compliance timeline, budget requirements, and competitive positioning. →

You'll walk away with:

- ✓ Custom timeline for your product volume
- ✓ Budget framework (setup + ongoing costs)
- ✓ Risk assessment for your EU sales
- ✓ Quick wins you can implement this quarter

