



LABELEXPO
EUROPE 2025

THE PULSE

LEARN · CONNECT · ENGAGE

DEMYSTIFYING DIGITAL PRODUCT PASSPORT (DPP)



AGENDA

DPP - LABELEXPO '25

- Introduction
 - What is DPP?
 - Why is it happening and who's affected?
- Digital Identity and Digital Life of Product
 - How data drives DPP
 - Growth opportunities with Data management
 - Examples of implementation
- DPP in practice
 - Mechanism of traceability
 - Practical production requirements
 - What do the machines look like?
- Who can you talk to?



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What is DPP ?

...AND WHAT'S IN IT FOR YOUR CUSTOMERS...

■ **Ecodesign for Sustainable Products Regulation** (EU ESPR)

- Standardised digital identity for each product - materials, origin, repairability, and sustainability
- Standard requirement by 2030 across multiple regulated sectors (electronics, batteries, textiles, construction, packaging, etc.)

■ Why do Brands need it?

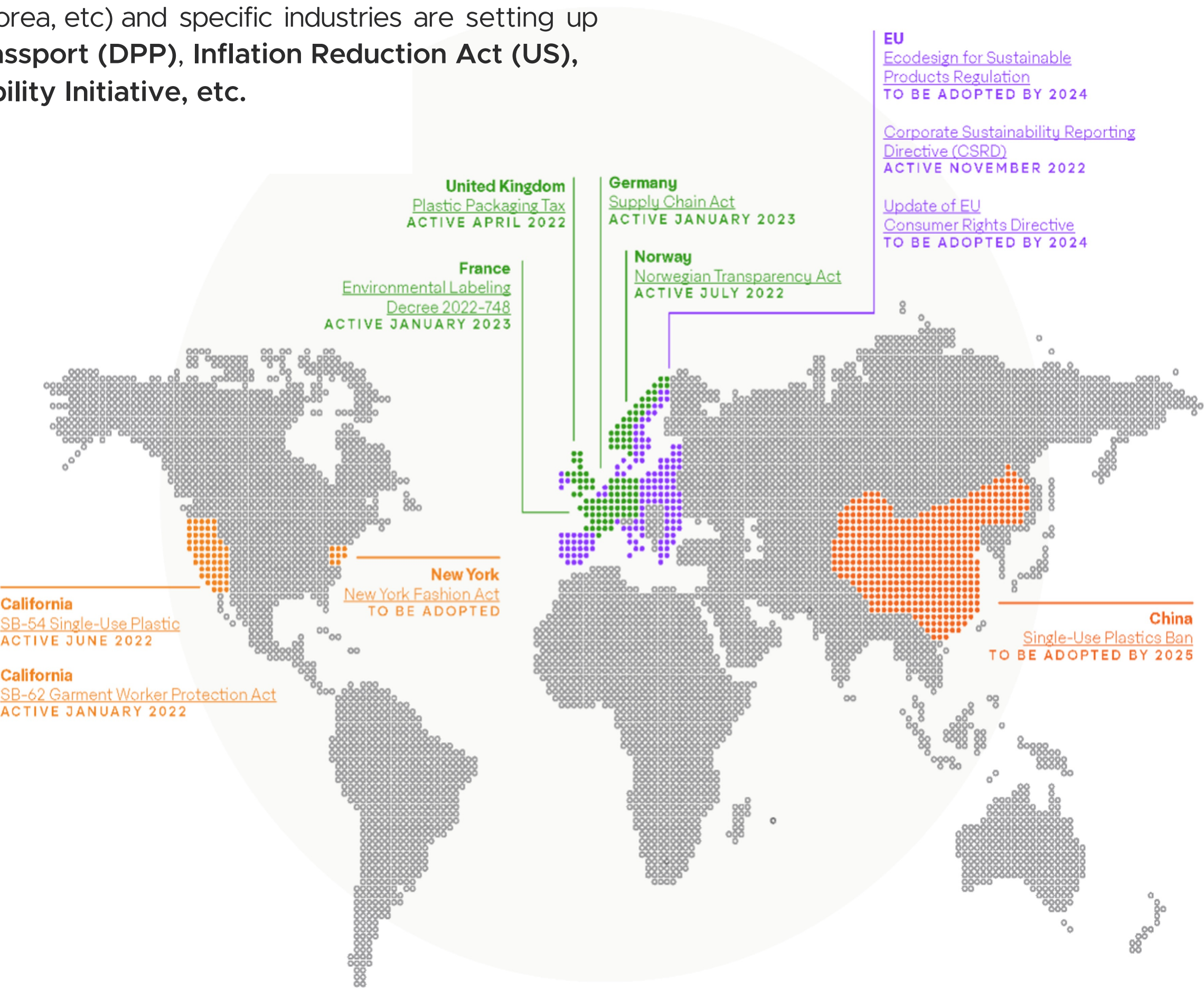
- **Continued Market Access** – no sales in the EU without it
- **Transparency & Trust** – consumer confidence (sustainability, sourcing, and repairability information)
- **Operational Efficiency** – Streamlines supply chain, faster recalls, easier compliance, and better resource management.
- **Brand Differentiation** – Demonstrates leadership in sustainability and innovation, strengthening ESG credentials.
- **Circular Value Creation** – new business models such as product-as-a-service, resale, and recycling partnerships.



...and EU is not the only one...

Governments (USA, EU, Australia, Canada, China, India, Japan, South Korea, etc) and specific industries are setting up new policies and projects supporting initiatives like **Digital Product Passport (DPP)**, **Inflation Reduction Act (US)**, **California Transparency in Supply Chains Act**, **USDA Food Traceability Initiative**, etc.

Chemical legislation	
REACH	Regulation (EC) No 1907/2006 on the registration, evaluation, authorisation and restriction of chemicals
CLP	France Repairability Index – Expanded electronics scope (ACTIVE 2025)
Corporate legislation	
CSDD	Proposal for a Directive on Corporate Sustainability Due Diligence
CMR	FDA Food Traceability Rule – Compliance by JULY 2028 (US)
Product legislation	
TEX	Regulation (EU) No 1007/2011 on textile fibre names and related labelling and marking of the fibre composition of textile products
ESPR	Proposal 2022/0095 (COD) on ecodesign requirements for sustainable products
DPP	DPP – Phased EU rollout from 2026 (Textiles, Batteries, Electronics)
Waste legislation	
PPW	Directive 94/62/EC on packaging and packaging waste
WFD	India EPR (Packaging) – ACTIVE 2024



Priority Groups (draft)

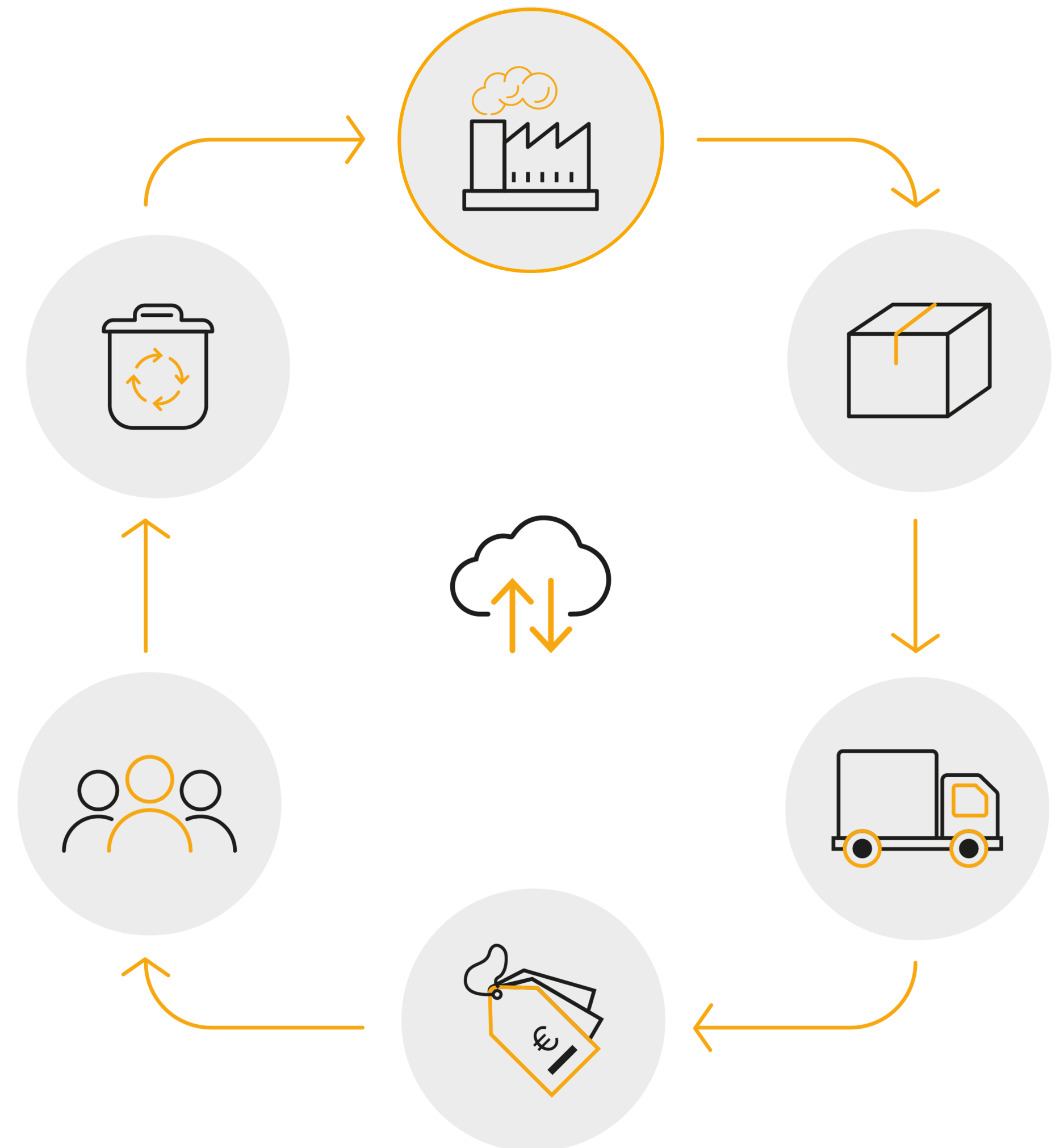
IN TERMS OF DURABILITY AND RECYCLABILITY

Intermediary products:

- Iron and Steel
- Non-Ferrous Metals
- Aluminium
- Chemicals Plastic and Polymers
- Paper, Pulp Paper and Boards
- Glass

End-user products:

- | | |
|--------------------|------------------------------|
| ■ Textile | ■ Lubricants |
| ■ Footwear | ■ Paints and Varnishes |
| ■ Furniture | ■ Cosmetic Products |
| ■ Ceramic Products | ■ Toys |
| ■ Tyres | ■ Fishing Nets and Gears |
| ■ Detergents | ■ Absorbent Hygiene Products |
| ■ Bed | |
| ■ Mattresses | |



Vision of a connected world



We believe in a future where every physical item will have a unique digital identity and digital life.

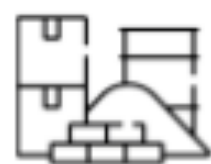
Digital labels

A digitally enabled label is a label with a QR code that redirects to a cloud-based platform like atma.io, where the redirects can be created, updated and managed based on conditions.

(**NOT every label** with a QR code is digitally enabled label.)



Digital ID solutions unlock data and turn it into actionable insights for the value chain



Materials science

Every solution starts with a label — identifying the product and providing essential information to the consumer. **Avery Dennison is one of the world's largest producers of labels and functional materials.**



Data carrier

Data carriers are digital IDs that verify product history and enable reading and input into the digital product passport (DPP). **Our solutions work with any data carrier.**



Data

Data captured by the digital carrier is stored, organized and transformed into clear, usable information. **atma.io currently manages over 30 billion items.**

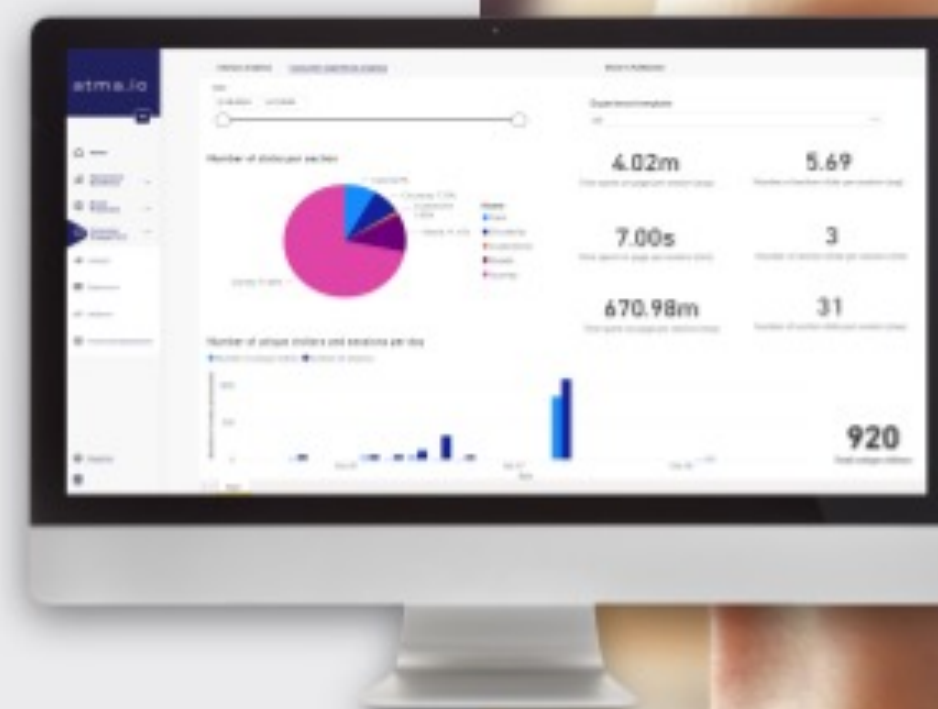


Integration

The platform retrieves and integrates data from existing databases, reducing the burden on companies. **Our platform is built on open, interoperable standards.**

DPP data unlocks endless opportunities to optimize, drive efficiency and create new value with brands and across the value chain

Unlock the power of **connected products** by assigning unique digital IDs to everyday items, providing unparalleled **end-to-end traceability** and **transparency**.



Unlocking data and traceability gives you new ways to support brands and tackle their toughest challenges

Benefits of improved traceability for:



CEO and Executive Management

Make traceability visible

- Manage better

- Protect IP



Sustainability and Compliance Teams

Control risks

- Protect IP

- Reduce processing costs

- Establish universally accepted standard



Marketing and Sales

Protect current business

- Build long-term engagement between consumers and brands

- Understand upcoming trends



Supply Chain and Logistics

Manage risk

- Manage disturbance in material flow and stock

- Optimize material flow and stock

- Minimize inventory

- Minimize cost



Quality Team

Protect supply chain

- Protect customers

- Enhance brand value

- Reduce costs and disturbance

DPP in practice



Two data carriers, one smart label

A hybrid identification approach powers our DPP, using a label that combines two different data carriers: RFID and QR code. QR codes give consumers easy access to DPP data.



Front



Back



Turn DPP into your next growth opportunity

DPP will soon be a requirement — and converters are uniquely positioned to deliver. By leveraging your existing capabilities in complexity management, variable data and brand protection, and building new services around data and compliance, you can transform labels into strategic value.

Now is the time to move from supplier to partner: offering **DPP as a Service (DPPaaS)** to strengthen client relationships, secure relevance in the value chain and unlock profitable new revenue streams.

Partnering in traceability
= stronger client relationships
+ new revenue streams

Physical

Partner with us to lead in DPP

Every label = gateway to digital services

While compliance may not be required until 2028-2029, brands are already seeking partners who can prepare their data infrastructure, build digital product stories and elevate the consumer experience.

- The future of labeling is a strategic partnership that connects the physical and digital.
- Don't wait for mandates — act now to future-proof your business.
- Work with us: As leaders in connecting the physical and digital, we'll help you unlock new opportunities with atma.io.

Converters

Print and deliver
physical labels

Converters + AD Intelligent Labels

Embedding unique digital
IDs (QR, RFID, NFC)

atma.io platform

Traceability, compliance,
data services

“ Together, we can enable traceability-as-a-service for brands and retailers.



RFID and Serialisation

COMPARISON AND COEXISTENCE



SERIALISATION

RFID

Reading Mode	Optical	Radio Frequency
Visual Contact	Yes	Not necessary
Reading	One product per time	Multiple products per time
Clonability	Yes	No
Data Editing	Reprinting	Possibility to edit the embedded data
Memory	Up to 3 KB	From 64 bit to 8 KB* <small>*depends on the type of frequency</small>

How To Implement?

FROM UNIQUE CODE TO UNIQUE LABEL



Data / Cloud

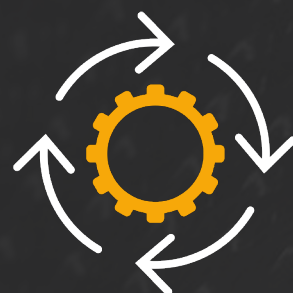
Customized connections



Unique ID Labels, Packaging, Tags

Certificate of no errors in the final
production output

...has to be...



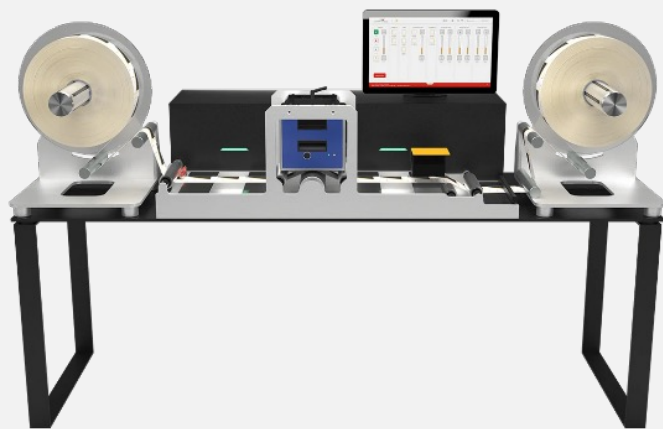
Fully Automatic



ZERO error guarantee

What solutions look like: Labels

SERIALISATION & RFID TECHNOLOGY



ZERO RFID W₁

80 – 150 mm

Table width

15.000 pcs/hr

Productivity



ZERO RFID W₃

80 – 150 mm

Table width

42.000 pcs/hr

Productivity



REVO RFID Wet W₅

150 - 250 mm

Table width

100.000 pcs/hr

Productivity

What solutions look like: Tags and sheets

SERIALISATION & RFID TECHNOLOGY



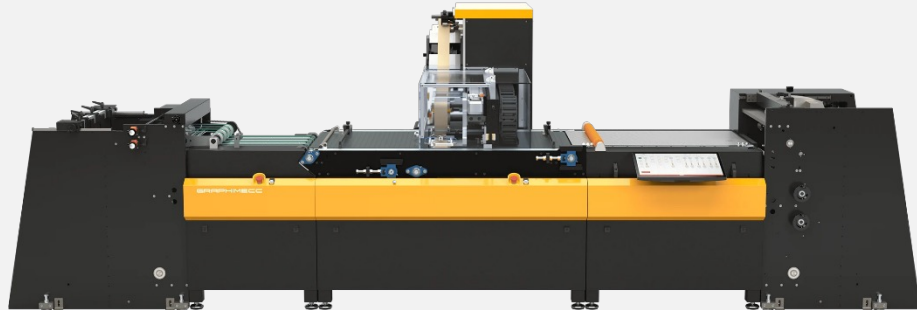
ZERO RFID SP

100 – 250 mm

Table width

60.000 pcs/hr

Productivity



REVO RFID Wet SH

50 – 75 – 100 cm

Table width

3.000 sheet/hr

Productivity

WHERE TO FIND US?

We love questions...

After this presentation:

- Graphimecc Stand 3D67
- Avery Dennison Stand 3E61

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Thank **You!**

