DIGITAL PRODUCT PASSPORT

Challenges and opportunities for the textile sector

A practical overview for textile companies and value-chain partners

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DPP



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1. What is the Digital Product Passport?

A digital way to make relevant product information accessible across the value chain.

The DPP is a digital record linked to a product through a data carrier, such as a QR code. It is intended to support sustainability, circularity, traceability and regulatory compliance.

Materials & composition

Fibre content, recycled content and relevant substances.

Origin & traceability

Product and supply-chain information, as required by the applicable rules.

Use & durability

Care, repair, reuse and other relevant lifetime information.

End-of-life

Information that can help sorting, reuse and recycling.

Important: the exact data fields and obligations will be set by the applicable product-specific legislation.

2. Key challenges for textile companies



The challenge is not just creating a QR code: it is managing reliable data across complex value chains.

Data collection

Information is spread across suppliers, processes, systems and countries.

Data quality & interoperability

Different formats and definitions make data exchange and updates difficult.

Cost & skills

SMEs may need digital tools, system integration, training and staff time.

Confidentiality & governance

Companies need to share relevant information while protecting commercially sensitive data.

SME priority: start with the data already available and build a realistic plan to close the most important gaps.

3. Opportunities for the textile industry

If implemented well, the DPP can create business value beyond regulatory compliance.

Transparency & trust

Provide clearer, more consistent product information to customers and business partners.
The EU Is Tightening the Rules on Greenwashing
New consumer protection rules apply from 27 September 2026 under Directive (EU) 2024/825.

Circular business models

Support repair, reuse, sorting, take-back schemes and recycling.

Competitiveness

Demonstrate product characteristics and respond more effectively to buyer requirements.

Digital efficiency

Improve internal data management and connect existing systems and processes.

Opportunity: turn product data into an asset for innovation, customer relationships and circularity.

4. Who needs to be involved?

DPP readiness depends on cooperation across the value chain—not only on the brand or manufacturer.

Brands & manufacturers

Coordinate product data and fulfil the obligations assigned by the applicable rules.

Suppliers

Provide reliable information on materials, components and relevant production stages.

Importers, distributors & retailers

Understand their role in ensuring that products placed on the EU market meet applicable requirements.

Technology & support organisations

Enable data exchange, system integration, training and practical guidance for SMEs.

Legal responsibilities are role- and product-specific; confirm them against the final applicable rules.

5. How can textile SMEs prepare?

A proportionate, step-by-step approach can reduce uncertainty and avoid unnecessary investment.

01	**Map current data**	Fibres, suppliers, processes, certificates and existing product records.
02	**Identify gaps**	What is missing, who holds it and what customers already request.
03	**Improve data management**	Set responsibilities, common formats and processes for updates.
04	**Pilot & collaborate**	Test one product line and engage suppliers, customers and technology partners.

Avoid premature technology choices: first understand the data, responsibilities and applicable requirements.

6. From regulatory challenge to competitive advantage

Plan ahead—but distinguish indicative policy milestones from binding product obligations.

ESPR framework

Regulation (EU) 2024/1781 establishes the framework for DPPs.

Textiles: planned 2027 act

The Commission's current indicative timeline points to adoption of textile-specific rules in Q4 2027.

After adoption

Technical details and a transition period will determine when specific obligations apply.

KEY TAKEAWAYS

- Start with data readiness and collaboration—not technology alone.
- Build solutions proportionate to SME size and digital maturity.
- Use better traceability to support transparency, circularity and competitiveness.

The textile-specific DPP is not generally mandatory from February 2027; that date relates to certain batteries. Check the Commission's latest updates.

7. Funding opportunities: ELEVATEX 2nd call

The second one will have a primary focus on the adoption of new-to-firm processes and advanced technologies.

2nd Call

New-to-firm processes and advanced technologies
1.380.000€
20 consortia
2
69.000€

Indicative Timeline

Call opening: 1st February 2027

Call closure: 2 months after opening – 31 March 2027 - 17h CET

Evaluation period: April 2027

Contracting & pre-financing : April / May 2027

Implementation

6 months

Selection process. There will first be a pre-selection made according to the eligibility criteria of the proposals, based on the contents of the call (country eligibility, budget, relevance, type of activity, language, private contribution, etc.) The second phase will be an expert evaluation; a proposal being evaluated by 2 internal experts (from a different country than the proposal partners)

Sources & regulatory note

Official EU sources to monitor as the textile-specific rules develop.

European Commission — Digital Product Passport

https://single-market-economy.ec.europa.eu/single-market/digital-product-passport_en
https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:L_202401781

European Commission — Textile apparel and the DPP

https://single-market-economy.ec.europa.eu/single-market/digital-product-passport/textile-apparel_en

Regulation (EU) 2024/1781 — Ecodesign for Sustainable Products Regulation

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:L_202401781

DPP Registry User Guide for Economic Operators
https://single-market-economy.ec.europa.eu/document/download/079a45e2-469f-4eec-b1e5-32e8e05d1357_en?filename=dpp_registry_user_guide_for_economic_operators.pdf

The European Commission currently indicates Q4 2027 for planned adoption of the textile delegated act. This is not the same as a universal DPP compliance deadline in 2027. Requirements and dates may evolve.

Thanks for your attention!

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