



**scantrust:**

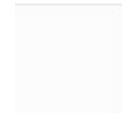
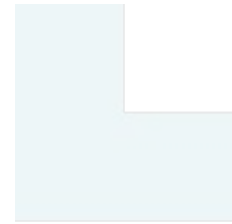
DPPaaS

Digital Product Passport as a Service



## Agenda

1. What's DPPaaS?
2. DPPs examples
3. How to pick a DPPaaS provider



# Scantrust Intro

- Founded 2014, headquartered in Lausanne, Switzerland
- Branch Offices in Amsterdam, Berlin, Boston, Kyiv, Bangkok, Shanghai and Singapore
- Billions of QR codes under active management today
- Member of EU-funded CIRPASS2 consortium researching DPP standards

## Wine, Spirits, & Beer



## FMCG & Food



## Luxury & Specialty



## Lubricants & Coatings



## Industrial Goods & Agro



## Government



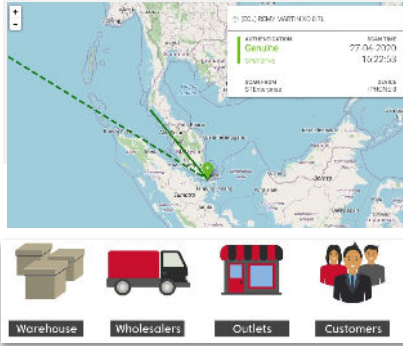
## Technology Partners



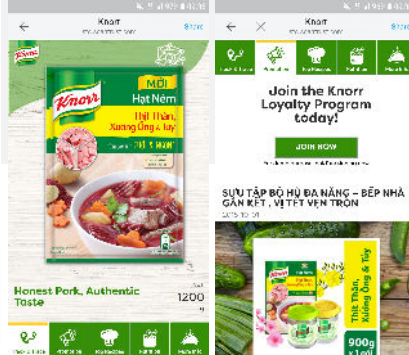
# Scantrust Experience



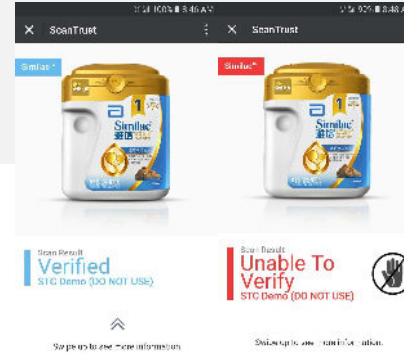
## TRACEABILITY



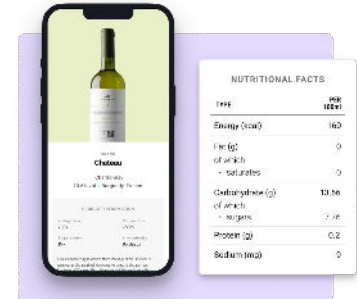
## CUSTOMER ENGAGEMENT



## BRAND PROTECTION



## DPPaaS



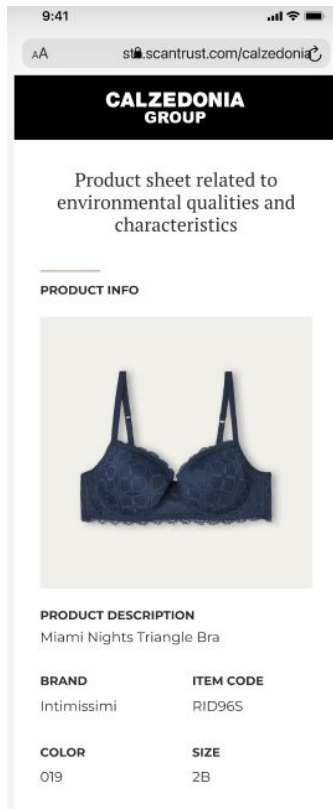
# What's DPPaaS?



A Software that helps you to **publish**, **manage** and **display** your DPPs **at scale**.

You need to:

- **Gather** data about your products at the SKU level (as per requirement)
- **Upload** your data to DPPaaS (manually or via API)
- **Manage** your SKU data and QR codes
- **Embed** QR Code on label artwork



### ENVIRONMENTAL QUALITIES AND CHARACTERISTICS OF THE PRODUCT

- The product contains at least **N/A%** of recycled materials
- The product can be recycled into a similar product
- It does not contain any dangerous substances
- Releases plastic microfibers into the environment during washing
- The product is subject to a bonus according to Eco-bonus regulation

### TRACEABILITY

FABRIC - WOOL	
	Weaving Sri Lanka
	Dyeing Sri Lanka
	Printing Sri Lanka

PRODUCT	
	Sewing/Packing Sri Lanka

- French requirements coming into effect which require textile companies declare where materials came from, were dyed, etc.
- QR Code + Digital label can meet legal requirements
- Data on SKUs is uploaded via PIM and via CSV files



# E-label case study: Example of data upload for a product's digital label through a web interface

The image shows a web interface for creating an e-label for wine. The interface is divided into three main sections: PRODUCT INFORMATION, GEOGRAPHICAL INDICATION, and INGREDIENTS AND ALLERGEN INFORMATION. The PRODUCT INFORMATION section includes fields for Product type\*, Country of origin\*, Producing year, Alcohol by volume\*, Net quantity\* (ml), Sugar content, Vine varieties, and Vintage year. The GEOGRAPHICAL INDICATION section includes a field for PDO/ PGI description and a circular logo. The INGREDIENTS AND ALLERGEN INFORMATION section is partially visible. A mobile phone in the foreground displays the resulting digital label, which features a bottle image, the brand name 'Chateau', the grape variety 'Chardonnay', and the alcohol content '13.6% vol • Burgundy, France'. Below the bottle image, the label displays the product information in a structured format.

**E-LABEL DATA TEMPLATE - WINE**

**PRODUCT INFORMATION**

Product type\* Country of origin\*

Producing year Alcohol by volume\*

Net quantity\* ml Vine varieties

Sugar content

Vintage year

Sales description

**GEOGRAPHICAL INDICATION**

PDO/ PGI description

**INGREDIENTS AND ALLERGEN INFORMATION**

**BRAND**  
**Chateau**

Chardonnay  
13.6% vol • Burgundy, France

**PRODUCT INFORMATION**

Vintage year: 2007 Net quantity: 750ml

Sugar content: Dry Vine varieties: Bordeaux

Our Chardonnay is made from hand picked Bordeaux grapes at the peak of ripeness to ensure the perfect balance of flavors. With its crisp acidity and elegant

- Thousands of SME wineries using web forms and Excel upload to create digital labels
- Content can be modified any time and instantly adjusts consumer experience in real-time
- Preview your content while editing
- Copy data from other e-labels



# E-label case study: New requirements for EU wine and industry response illustrate how SMEs can address DPP digital labeling requirements

## E.U. - Italian User Experience

scantrust: **e-label** IT

DETTAGLI DEGLI INGREDIENTI

TIPO	PER 100ML	PER PORZIONE
Energia	xkJ	xkJ
	kcal	kcal
Grasso	xg	xg
• saturato	xg	xg
Carboidrato	xg	xg
• zuccheri	xg	xg
Proteina	xg	xg
Sale	xg	xg

DETTAGLI SULLA SOSTENIBILITÀ

**BOTTIGLIA VETRO**  
Bottiglia vetro di colore verde

**TAPPO DI SUGHERO**  
Sughero di materiale biodegradabile

**FR**

scantrust: **e-label** Powered by Scantrust SA

Compliance with **E.U.-wide** regulation Regulation (EU) 2021/2117.

Compliance with **Italian** recycling declaration requirements.

Compliance with **French** Decree 2022-748.



## U.S. User Experience

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**U.S. Alcohol and Tobacco Tax and Trade Bureau**  
Mandatory allergen ingredient disclosures in accordance with regulation 2024 sec. 4735

ALLERGENS

**SO<sub>2</sub>**

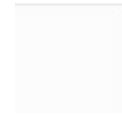
This wine uses the above ingredient known to cause allergic reactions or in sufficient quantities to cause aggravated illness in sensitive people.

scantrust: **e-label** Powered by Scantrust SA

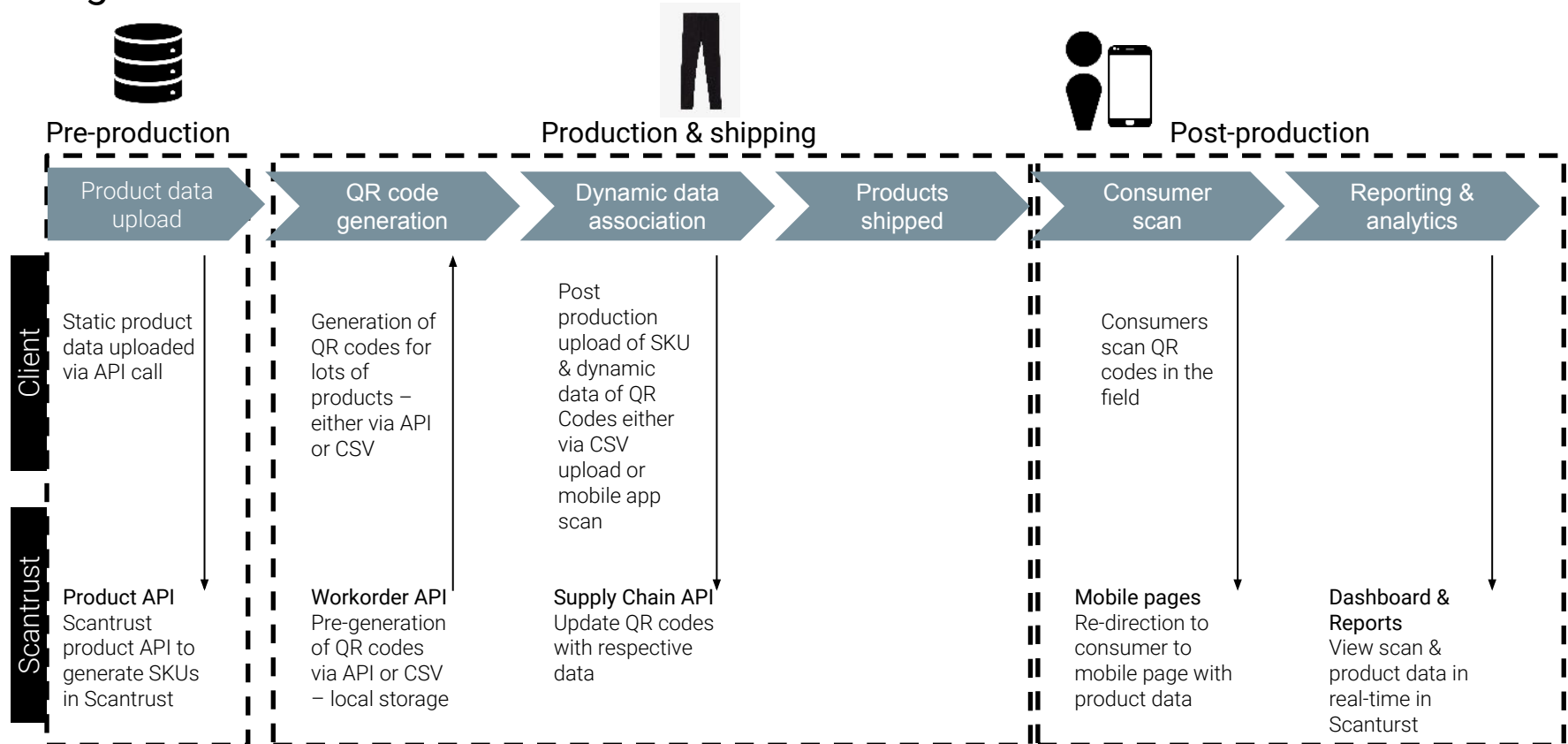
Compliance with **U.S.** requirements for wine labeling (TTB upcoming).



# Digital Product Passport Solution Scenario



## High-level solution flow



# What to look for in a DPPaaS provider?



- Guided upload of required information
- Dynamic display based on geo jurisdiction
- Dynamic display based on user type
- Visibility of product lifecycle and user interaction in compliance with GDPR
- Compliant with data security, privacy measures

Thank you!

**scantrust:**