KEZZLER

Digitale produktpass i praksis: Innsikt og erfaringer

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Director Strategic Initiatives
Kezzler











KEZZLER

Learn more

We help global brands navigate regulatory change and evolving consumer expectations with traceability, digital labeling and consumer engagement solutions.

Designed around open, interoperable GS1 standards.

Founded in 2001 in Oslo, Norway with a global footprint.







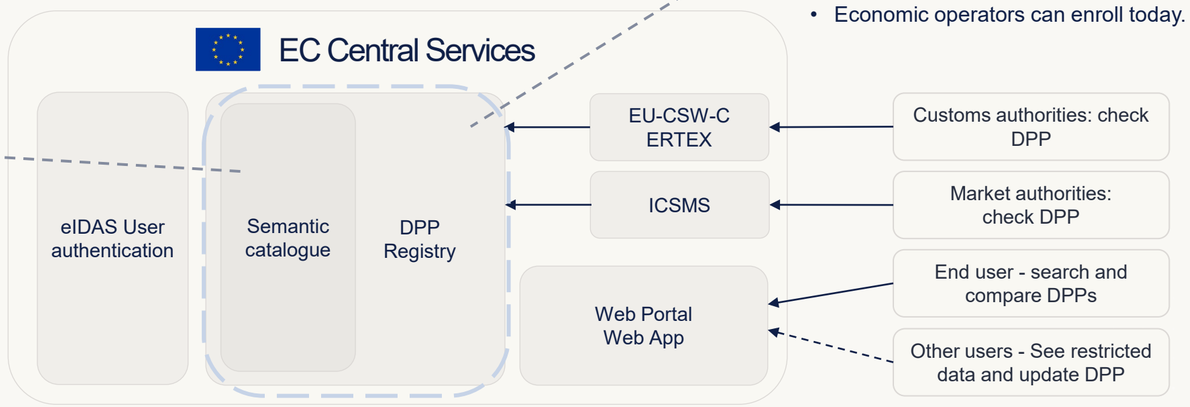




Brikkene faller på plass: Kezzler funksjonell DBP/DPP arkitektur

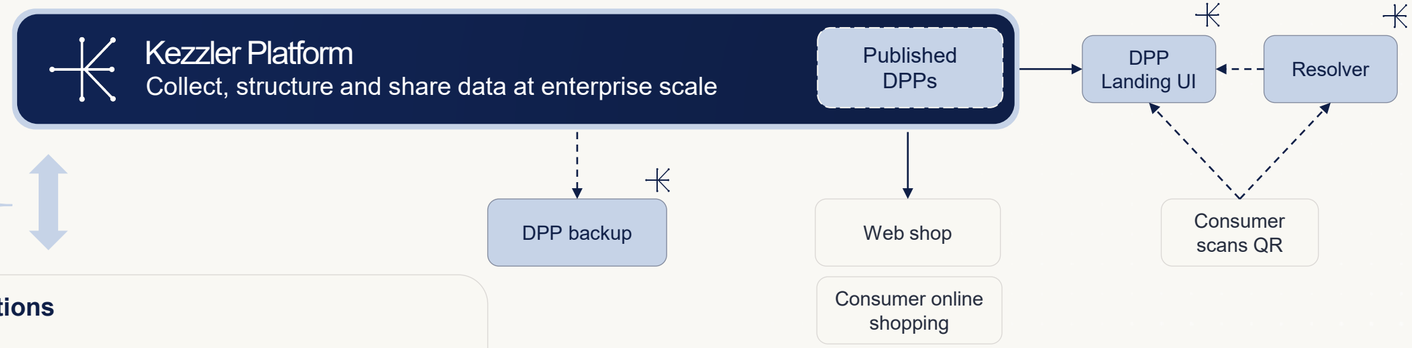
- The EU Registry opened for enrolment on 20 July 2026, with a testing environment, documentation and a helpdesk.
- Passports cannot be registered yet. Batteries come first, from 18 February 2027; the textile data model follows the delegated act.
- Economic operators can enroll today.

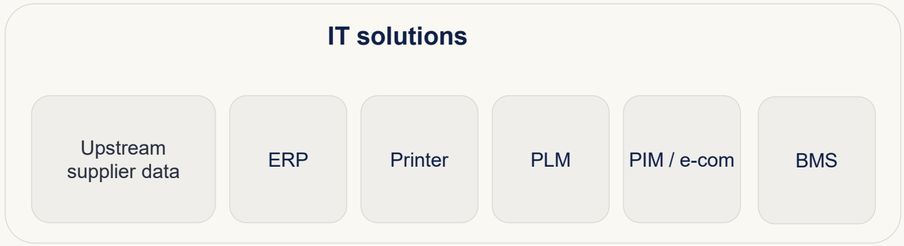
Property Name (Semantic Key)	Description	Data Type (JSON)	Legal Access Rights	Schema Tier File
batteryCapacity	The capacity [unit Ah]	object ($defs/unitValue)	Public	pub-batteries.schema.json (Public)
batteryChemistry	The chemistry [code list / battery-chemistry#]	array of string (URI)	Public	pub-batteries.schema.json (Public)
hazardousSubstances	The hazardous substances present in the battery, other than mercury, cadmium or lead [free text]	array of string	Public	pub-batteries.schema.json (Public)
extinguishingAgent	Usable extinguishing agent [multilingual text]	object ($defs/multiLanguage)	Public	pub-batteries.schema.json (Public)
criticalRawMaterials	Critical raw materials present in the battery in concentration >0.1% w/w [code list]	array of string (URI)	Public	pub-batteries.schema.json (Public)
renewableContentShare	The share of renewable content [%]	object ($defs/unitValue)	Public	pub-batteries.schema.json (Public)
...	...	...	...	...



Integrated out-of-the-box from Kezzler
- Register DPP
- Integration for data sharing (web app/portal)

Kezzler provides APIs and manual data contribution options
- Collect DPP data
- Share DPP status
- Integrate with print process





Et praktisk case med Holzweiler & friends

Holzweiler



Model-level

TRIMIT

Product master data (ERP)

Batch-level info | Item-level ID

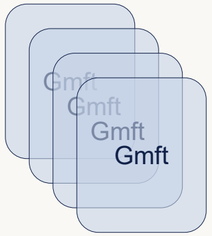
TRIMCO GROUP

- Code exchange
- Labels w/**encoding event**
- Upstream data

GS1 Digital Link | Kezzler Platform | GS1 EPCIS 2.0

Engagement | Compliance | Traceability

Item-level



commissioning:
- Manufacturing visibility
- Supply Chain accuracy
- Authentication
- Product journey start



Item-level

TOMRA

decommissioning:
- End-of-life analytics

Item-level

solaire

reselling:
- Improved CX
- Important for retail
- Control own resale
- Royalty
- Analytics

Item-level

LUGA®

repairing:
- Improved CX
- More efficient repairs
- Analytics

Item-level

retail_selling:
- Product = receipt
- Hinder fraudulent returns
- Post-purchase use cases
- Cross-channel loyalty

Timeline

March 2023
- First DPP-collection launched.
- One supplier.
- Product story & transparency.

May 2024
- Joined Kezzler in the CIRPASS-2 project.
- ERP-integration for Product Masterdata.
- Integration with Trimco Group for code exchange and upstream data.

H2 2025
- First repair event captured on the platform.
- First resale transaction captured on the platform.
- 100% of Apparel digitized.
- Commissioning event.

Q3 2026
- POS integration to capture the POS-transaction.

Q4 2026→: connecting the dots
- Pilot using dual-tags (QR+RFID).
- Expand wallet functionality.
- EoL-event to close the loop.
- End-customer survey.
- Polishing & Scaling.

Product Life Cycle Audit

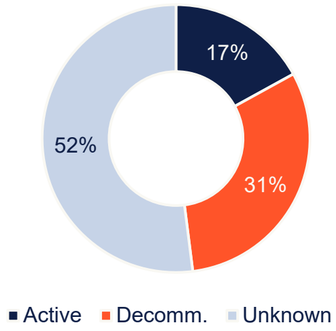
Collection: SS25

Brand: Holzweiler

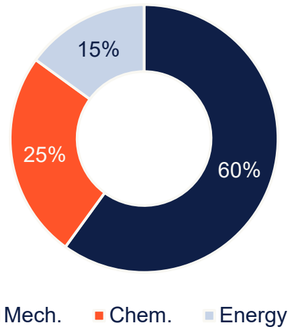
Data: ESPR Compliance

Date: May 19, 2030

Circulation summary



Fiber recovery path

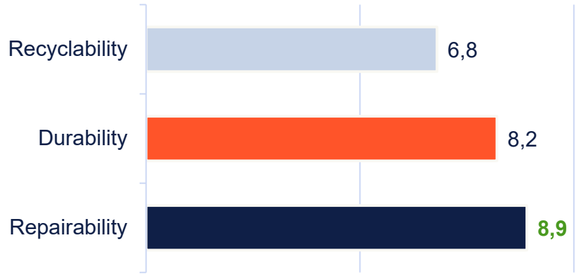


Verified circularity

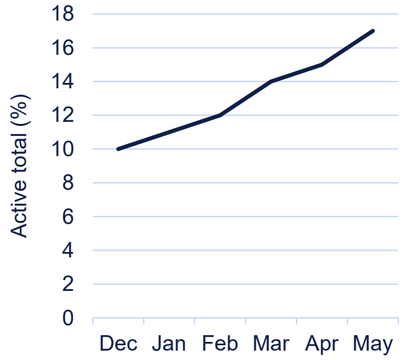
48.6%

Confirmed Item Traceability

Ecodesign score (0-10)



Accumulated active items (%)



Chain of custody ledger (ss25 category audit)

Group	Ordered	Comm.	Sale	Repairs	Cost %	Resales	Retention	Royalty	Active %	Decomm %	Unknown %
Outerwear	12,500	12,514	12,423	187	**11.2%**	2,148	**61.4%**	**€17,412**	28.0%	52.0%	20.0%
Knitwear	18,200	18,206	18,114	212	**8.4%**	1,856	**49.8%**	**€6,214**	27.5%	47.5%	25.0%
Jersey/T-S	24,000	24,022	23,982	98	**10.8%**	934	**31.2%**	**€1,548**	7.5%	12.5%	80.0%
Accessories	15,600	15,608	15,556	48	**9.6%**	1,437	**29.8%**	**€1,566**	6.4%	13.6%	80.0%
Dresses	9,800	9,796	9,743	123	**10.1%**	1,168	**51.1%**	**€4,962**	25.5%	49.5%	25.0%
TOTALS	**80,100**	**80,146**	**79,818**	**668**	**10.1%**	**7,543**	**46.9%**	**€31,702**	**17.2%**	**31.4%**	**51.4%**

Erfaringer

Value focused DPP strategy

Think beyond compliance — use DPP to unlock other value generating use cases.

Partners

Select partners that can help you deliver regulatory compliance and on your beyond-compliance strategy.

Map your data

Don’t underestimate the data management task. And don’t start overly ambitious.

Mixed world is complicated

Downstream operations will be easier when DPP is everywhere.

Consumer experience

We need to engage the consumers to scale DPP.