



DPP

Digital Product Passport

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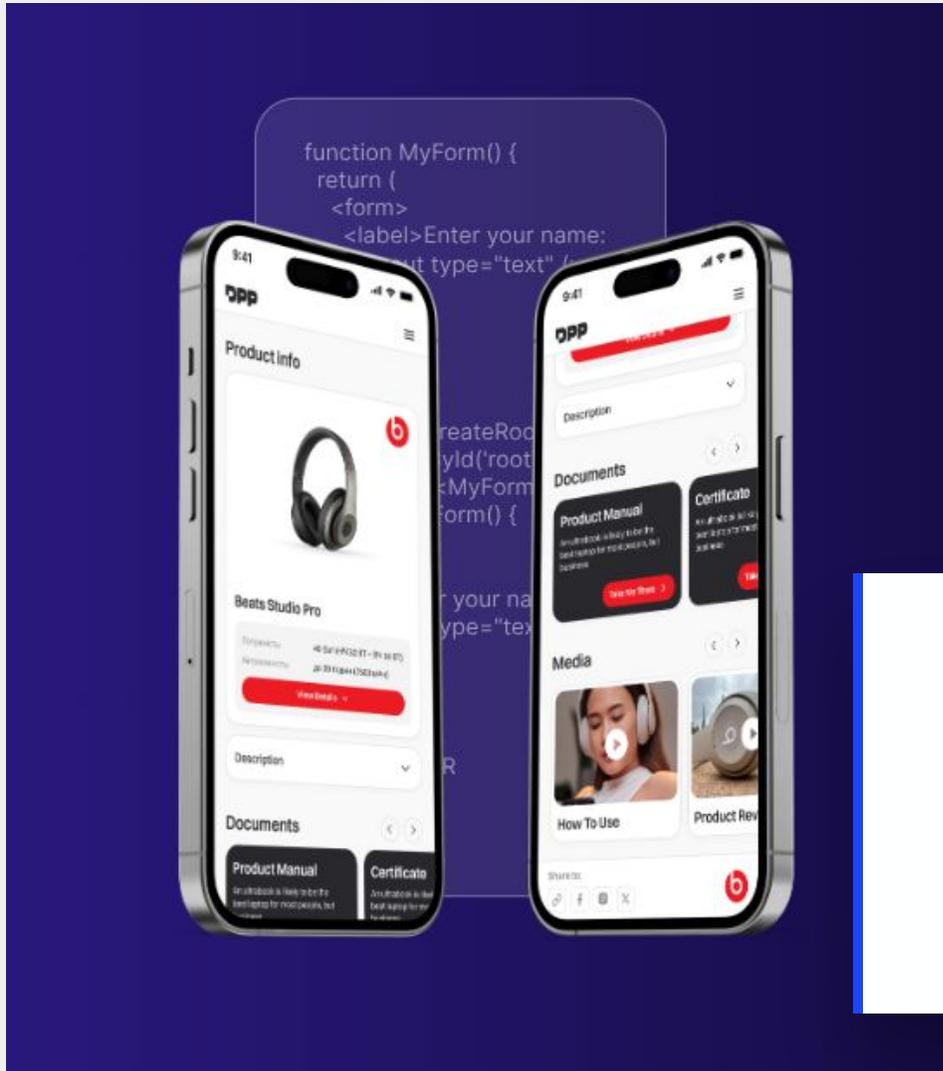
WEB

<https://dpp.vc>

DIGITAL PRODUCT PASSPORT

Digital Product Passport (DPP) — is an innovative solution for managing product data. It provides easy access to technical documentation, warranty information, and certificates via a QR code. DPP helps optimize processes, increase brand trust, and meet current market requirements.

- Savings on printing and logistics of documentation
- Convenient access to information via QR code
- Compliance with EU regulation
- Visually appealing packaging design
- Environmental care
- Protection against counterfeit products



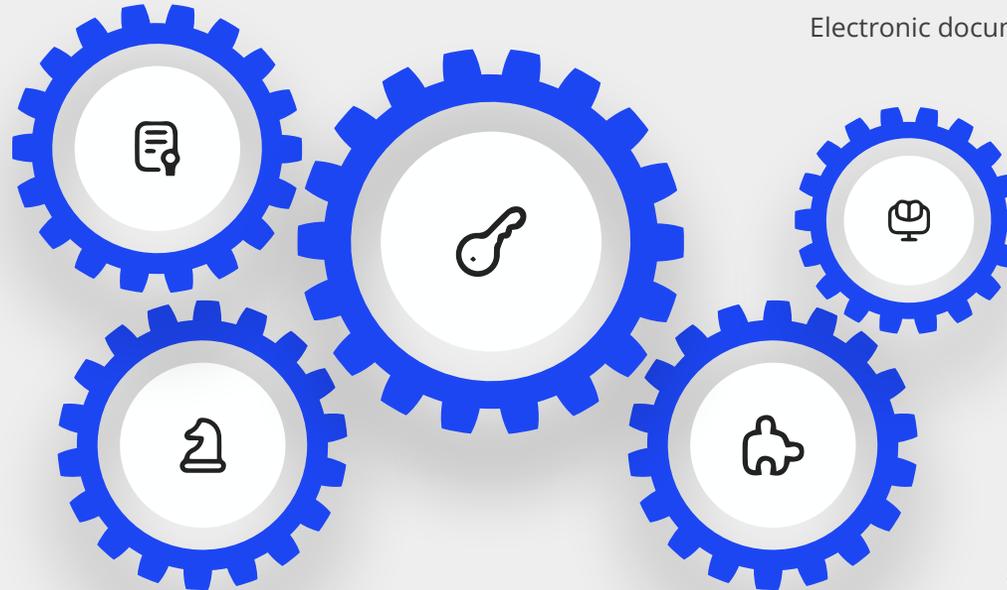
SAVINGS ON PRINTING AND LOGISTICS OF DOCUMENTATION

#1 Cutting printing costs

All documentation is available in electronic form via a QR code. Paper documentation can be fully or partially replaced by a sticker with a QR code.

#2 Reducing logistics costs

There is no need to transport printed materials along with the product, or it can be significantly reduced.



#3 Timely update of information

Electronic documents are easy to edit without the need for reprinting.

#5 Compliance with EU regulation

Cutting down on paper usage supports environmental protection and boosts the company's eco-friendly image.

#4 Long-term savings

Savings on materials, logistics, and printing costs.

COSTS **SAVINGS** OF 100K PRODUCTS

(approximate estimate)

Printing and applying the sticker

Cost: 0.034 EUR. Total cost for 100K products:
3,400 EUR.

Printing manuals

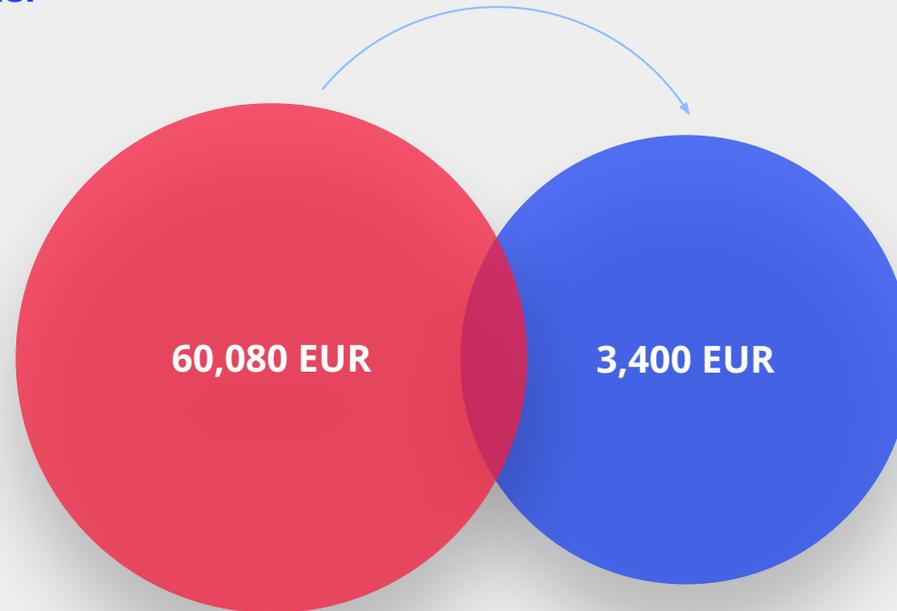
Cost (color printing, 30 pages): 0.51 EUR/pcs
Total cost for 100K products: **51,000 EUR**

Printing warranty cards

Cost: 0.011 EUR/pcs. Total cost for 100K products: **1,110 EUR**

Packaging and assembly

Cost: 0.045 EUR/pcs. Total cost for 100K products:
4,570 EUR



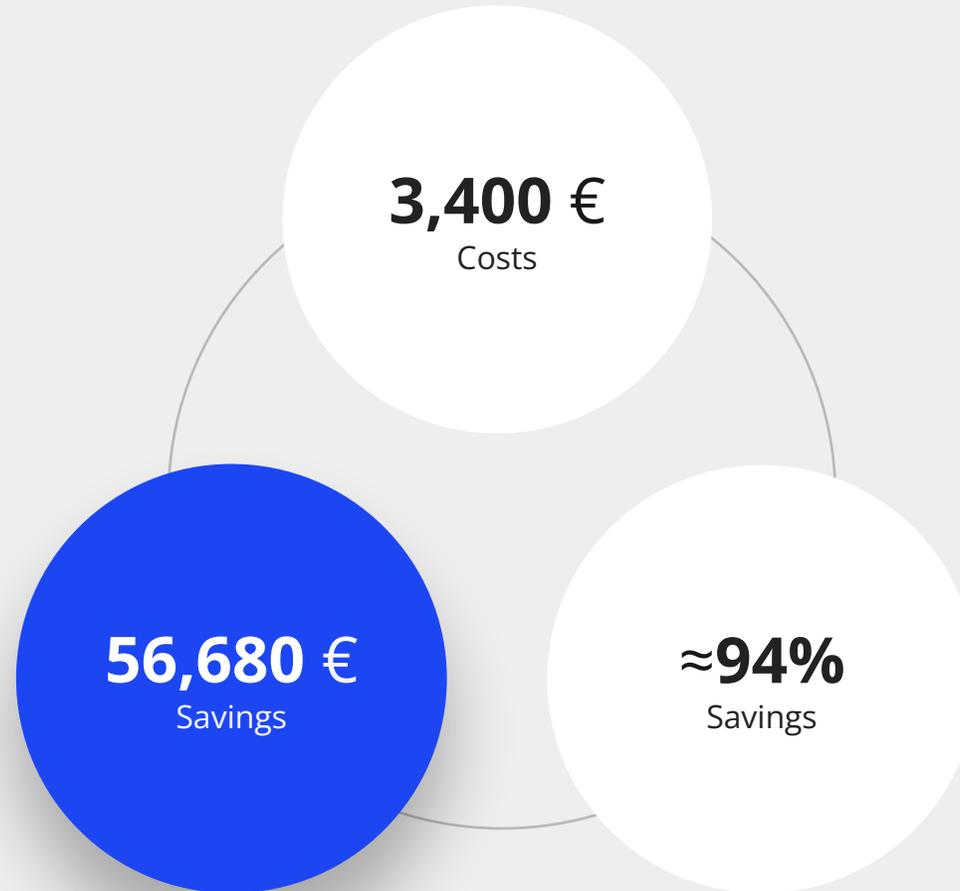
Printing and applying the sticker

Cost: 0.034 EUR. Total cost for 100K products:
3,400 EUR.

Software expenses

Software costs depend on the chosen pricing plan and any additional integrations with the company's software. The software is configured only once, so the total cost for 100K products can be considered relative.

APPROXIMATE **SAVINGS** ON 100K PRODUCTS

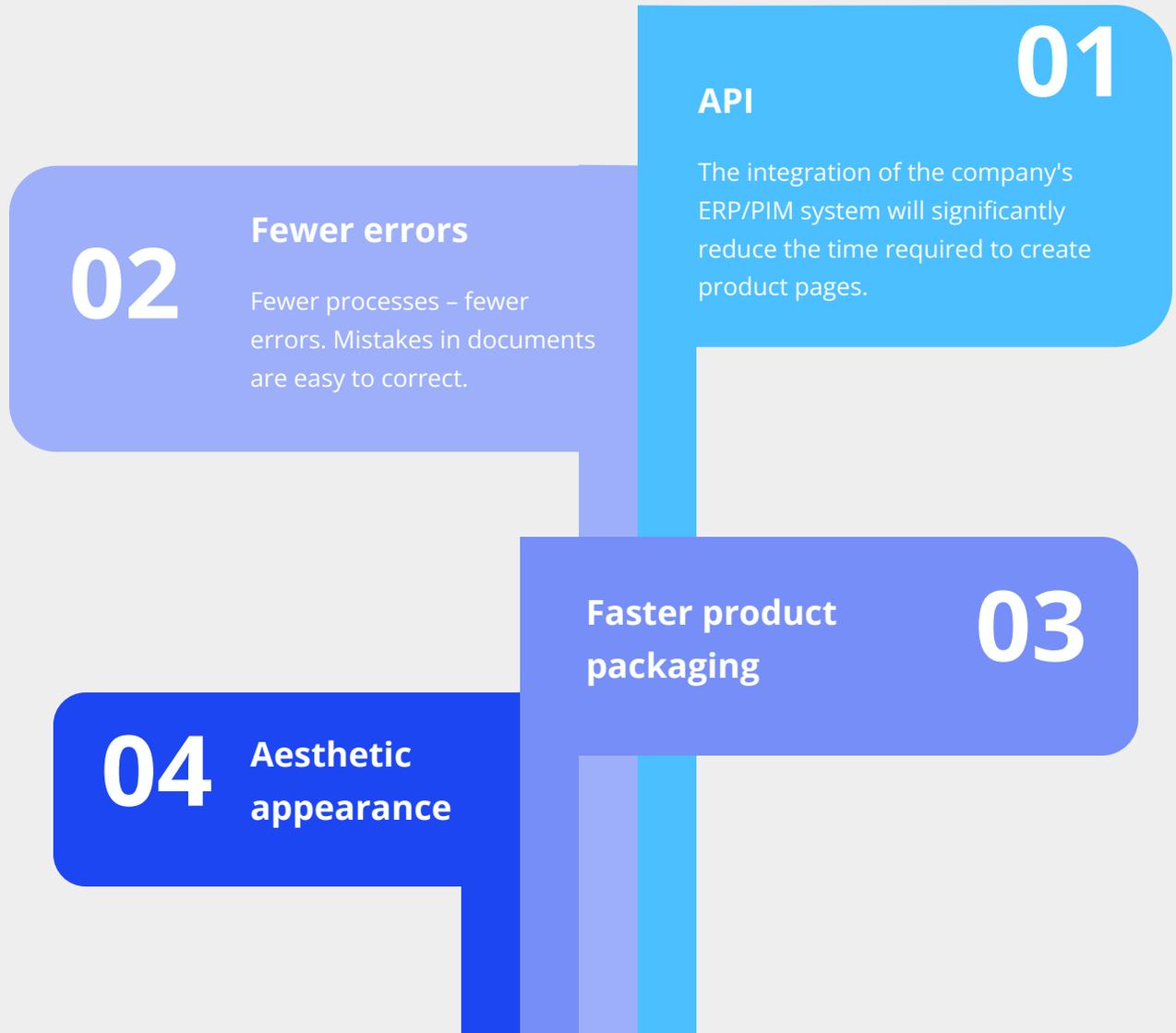


PROCESS OPTIMIZATION

Digital Product Passport

DPP allows for the automation of important business processes, reduces costs, and improves service quality. The use of this solution significantly reduces the number of errors and ensures efficiency at every stage of working with products.

- **ERP/PIM Integration:** Automating the creation of product pages via API saves time and company money.
- **Fewer errors:** Reducing manual processes helps avoid errors, and corrections in documents become quick and easy.
- **Faster product packaging:** The absence of paper instructions simplifies the packaging process and reduces logistics costs.
- **Aesthetic appearance:** More space for branding on the packaging, improving the product's visual appeal.



CARE OF THE ENVIRONMENT

Ecology

Using a Digital Product Passport (DPP) helps reduce paper usage, decrease printing volume, and lower emissions associated with transporting documentation. This is a step towards environmentally responsible business practices, which is especially valued by modern audiences who support sustainability and care about the future of the planet. Your customers will appreciate your commitment to the environment and your innovative approach to delivering information.

- Less use of paper, glue, and polyethylene.



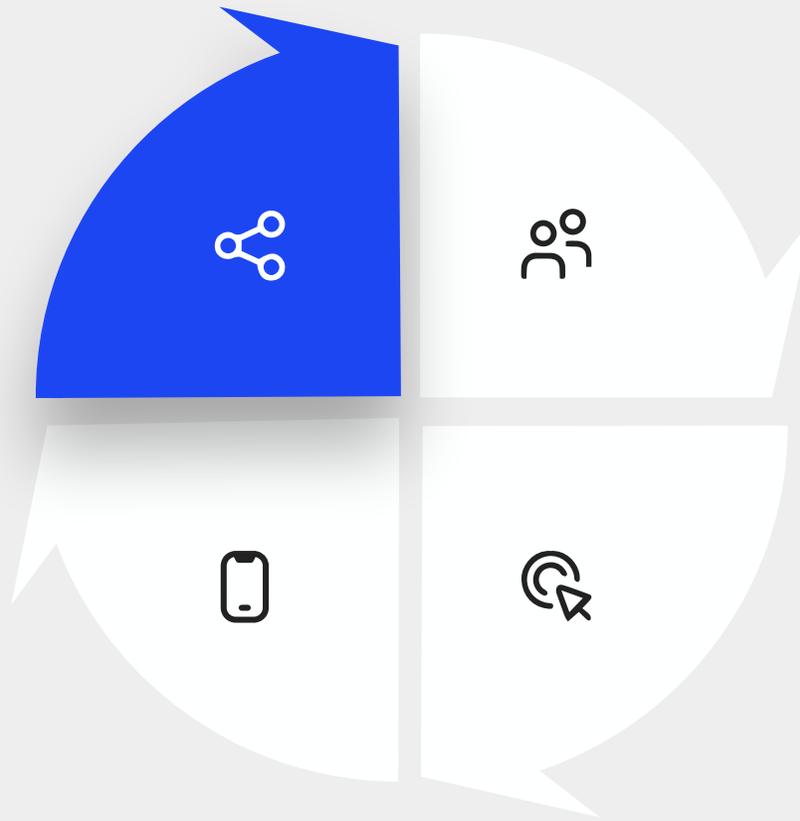
OPPORTUNITIES FOR **MARKETING**

Social Media

The DPP includes the ability to publish product videos using the **YouTube** service. You can also add links to the brand's **social media** accounts.

Information about new products

With a database of registered warranties, you can always set up communication with your users via **email** or **SMS**.



Analytics

DPP is equipped with a **Google Analytics** integration module, which provides the opportunity for comprehensive analysis of both online audiences and offline interactions.

AD Campaigns

Integration with services such as **Facebook Pixel** allows you to set up interaction with your users. Using this functionality enables precise **targeting** and improves the effectiveness of engagement with your existing audience.

DIGITAL WARRANTY MODULE

The **digital warranty module** in DPP allows for the automation of warranty service processes:

- **Warranty registration:** Users can register products via online form.
- **Document generation:** The warranty card is created in PDF format and stored on the server.
- **Sending to customer:** The document is sent to the customer's email after registration.
- **Flexible settings:** The ability to configure warranty terms and document templates for different product categories and brands.
- **Easy access:** Customers can download the warranty at any time using a unique code or QR code.

The smartphone screen displays the 'Warranty Register' form. The form includes input fields for 'First Name', 'Last Name', 'Email', and a phone number field with a dropdown menu showing '+380'. A date field contains '04/12/2024', with a red error message below it: 'The date must match the date on the receipt'. Below the date field is a dashed box for file upload with the text: 'Drag and drop some files here, or click to select files. Supported formats: JPG, PNG, HEIC and more'. At the bottom, there is a checkbox labeled 'I agree' and a confirmation statement: 'The product has been checked in my presence, I confirm the absence of any damage to the product. I'. The URL 'uterm.dpp.vc' is visible at the bottom of the screen.

The smartphone screen displays the warranty details and documents. The 'Description' and 'Details' sections are collapsed. The 'Warranty' section is expanded, showing the following information: Serial Number: COMPACT-TYPE-22-1000-500; Status: Active; Remaining: < 48 months remaining. A progress bar shows the warranty period from Start (19.11.2024) to End (19.11.2028), with markers at 0 mos, 12 mos, 24 mos, 36 mos, and 48 mos. Below the warranty details is a 'Documents' section with three buttons: 'Manual', 'Certificate', and 'Certificate'. The 'Media' section is also visible at the bottom. The URL 'uterm.dpp.vc' is visible at the bottom of the screen.

LEGAL ASPECTS



DPP

Meets modern digitalization requirements in many countries around the world, providing a legal and convenient way to deliver product information.

Ukraine

Ukraine is gradually integrating electronic manuals and warranties, which are considered acceptable as supplements to paper stickers.

EU/USA

DPP complies with EU and US regulations, allowing electronic instructions and warranties for electronics and medical devices with access via QR codes.

Others

In many countries, DPP supports the use of electronic instructions and warranties for electronics and consumer goods, adapting to local requirements and digital infrastructure.

EU AND US LEGISLATION

Key legal regulations:

- **European Union**

Directive 1999/44/EC: Allows electronic warranties, provided they are accessible to consumers.

Directive 93/42/EEC: Allows electronic instructions for household appliances and electronics, provided they are accessible.

Regulation 2017/745 (MDR): Regulates electronic instructions for medical devices. Electronic instructions are widely used as an alternative to paper for consumer goods.

- **USA**

Magnuson-Moss Warranty Act: Allows electronic warranties, provided the documentation is accessible.

FDA Guidance: Supports the use of electronic instructions for medical devices and equipment, provided they are easily accessible.

Electronic warranties and instructions are actively used for household appliances, electronics, and medical devices.



OUR CLIENTS

Onboarding the First Clients

We are already on the home stretch: the DPP team is working on integrating and adapting the system for the first clients. This is a new stage of digitalization that will help our partners optimize their processes and offer their customers an entirely new level of service.

The system launch is scheduled for early 2025, and we are excited for the moment when the first brands will discover the opportunities of the Digital Product Passport.



harman/kardon®



AKG®

EXAMPLES OF CLIENTS PAGES

Here is what product pages created with DPP look like:

- Convenient information structure.
- Access to instructions, certificates, and warranties via QR code.
- Multilingual support for global markets.

DPP helps brands appear modern and provide customers with everything they need!



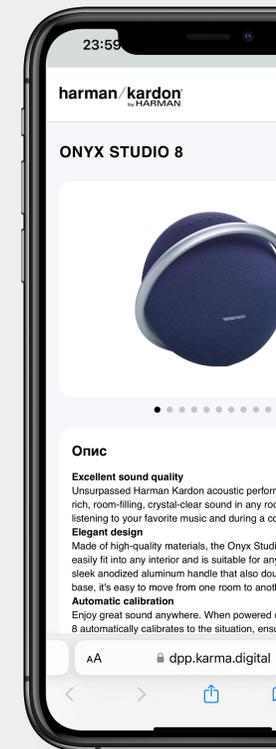
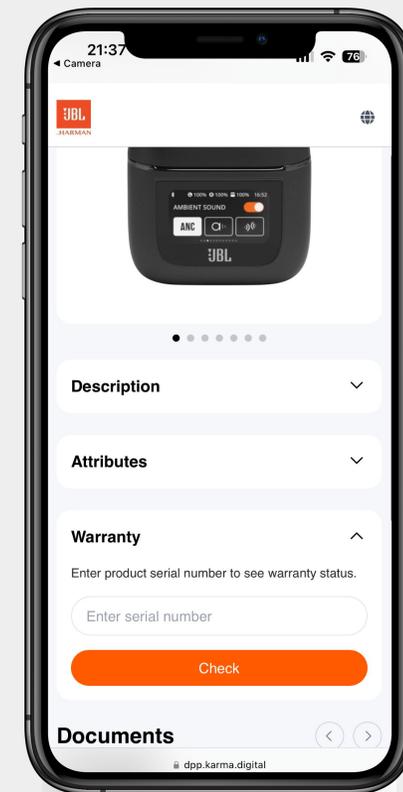
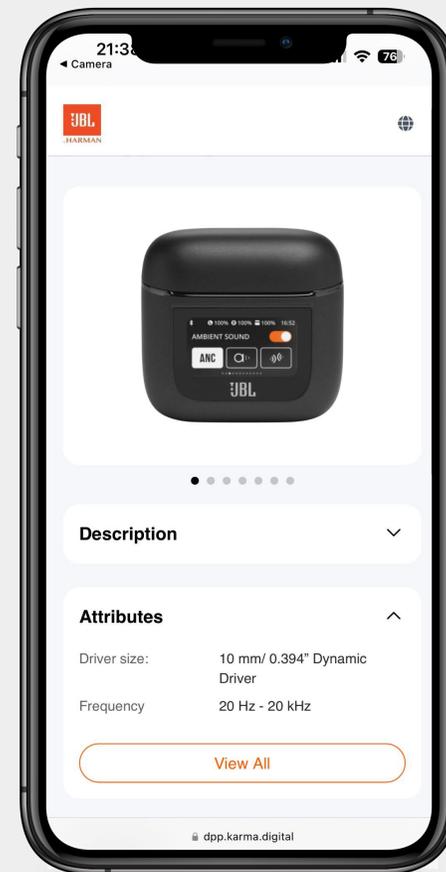
Ready-made pages

We have already set up data exchange with the company's PIM system and are currently in the testing phase.



You can click through

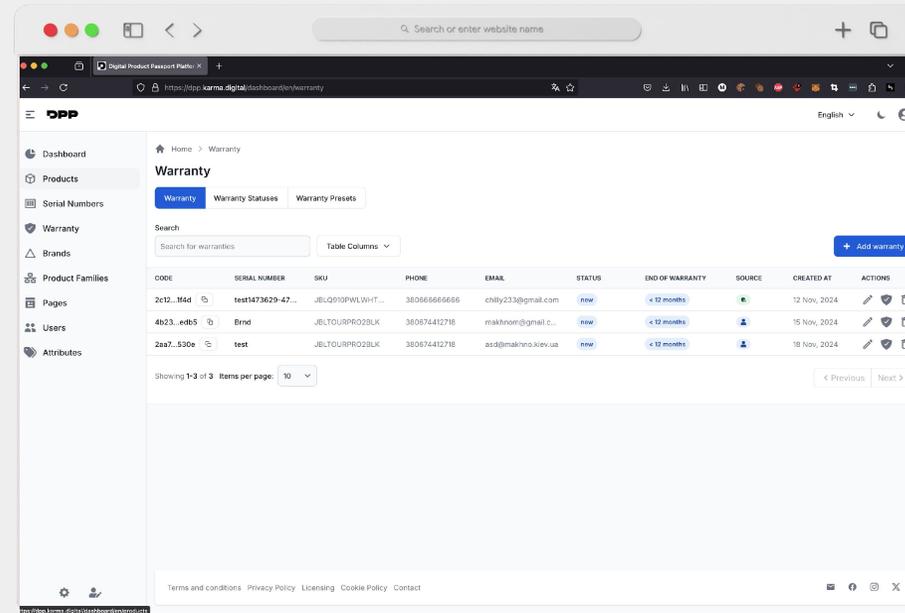
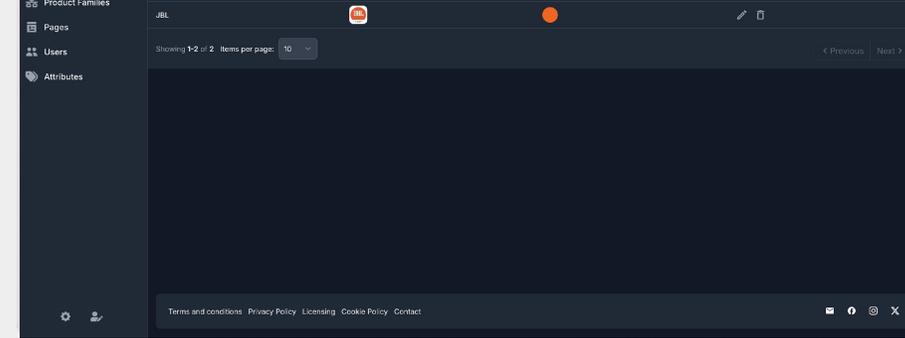
Although the system is in testing mode, the pages are available for practical viewing.



Admin Panel

The DPP Admin Panel is an intuitive tool for managing all aspects of the Digital Product Passport:

- **Flexible customization:** Managing brands, products, families, and their attributes.
- **Digital warranties:** Creation, storage, and sending of warranty cards.
- **Documentation and multilingual support:** Uploading manuals, certificates, and videos with multi-language support.
- **Data analysis:** Integration with Google Analytics for monitoring customer interactions.



LAUNCH PROCESS



Start

We study the brand and all the necessary product requirements.



Commercial offer

Based on the business needs, we make an offer regarding the necessary resources.



Product adaptation

We help set up the API, build the page generation process, and create a DEMO.



Testing

Before the launch, we thoroughly test the system for any defects.



Launch

We launch the system globally and provide ongoing support.



ROADMAP

Integration modules
We complete the API setup, import/export product modules, and system performance enhancements.

2024/4

Seller module
We will launch the module for collaboration with sellers and the loyalty program.

2025/1

EU regulation adaptation and design
We add different types of attributes to the system and separate pages according to EU requirements. Improving styling and adaptation.

2025/3

Communications
We add modules for handling reviews, marketing, SMS notification, and an AI module.

2025/2

DEMO APP

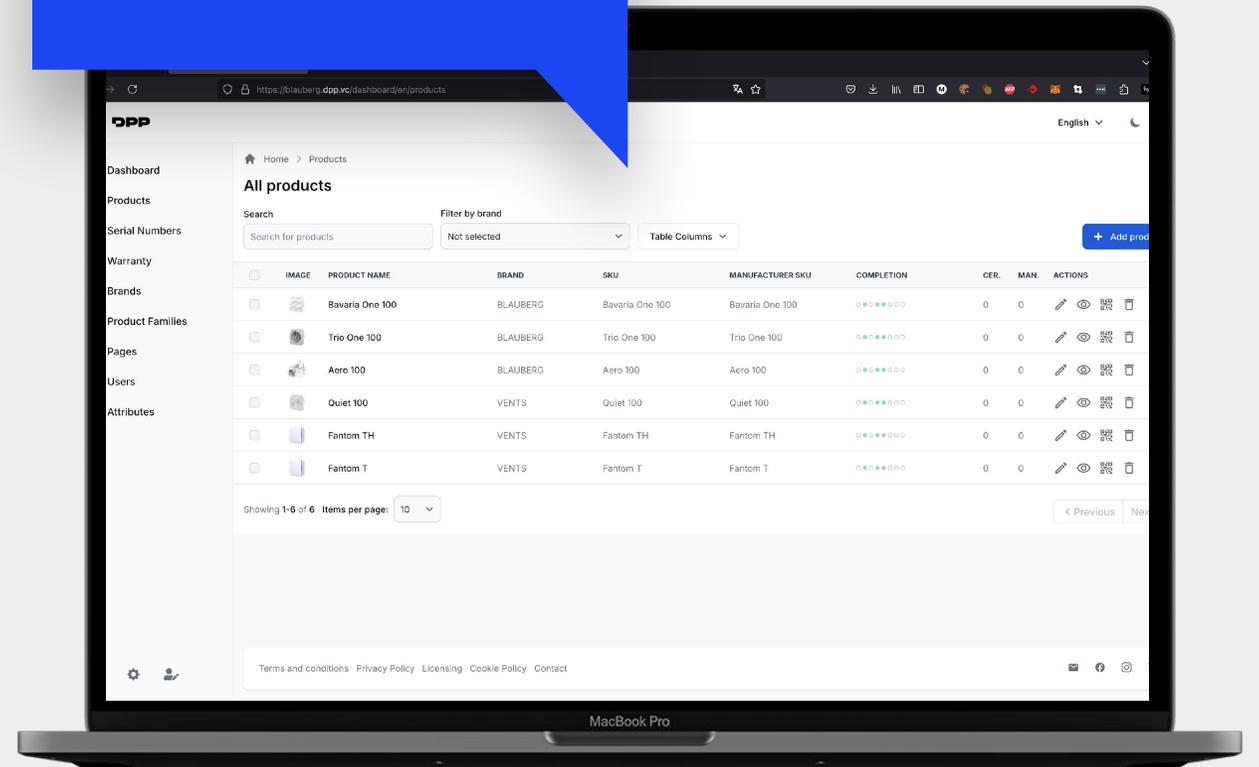
Try the settings yourself.

We have prepared a demo version of the DPP system especially for you. Now you can test key features, including product management, digital warranty generation, and QR code integration.

Test admin panel link: <https://demo.dpp.vc/dashboard/>

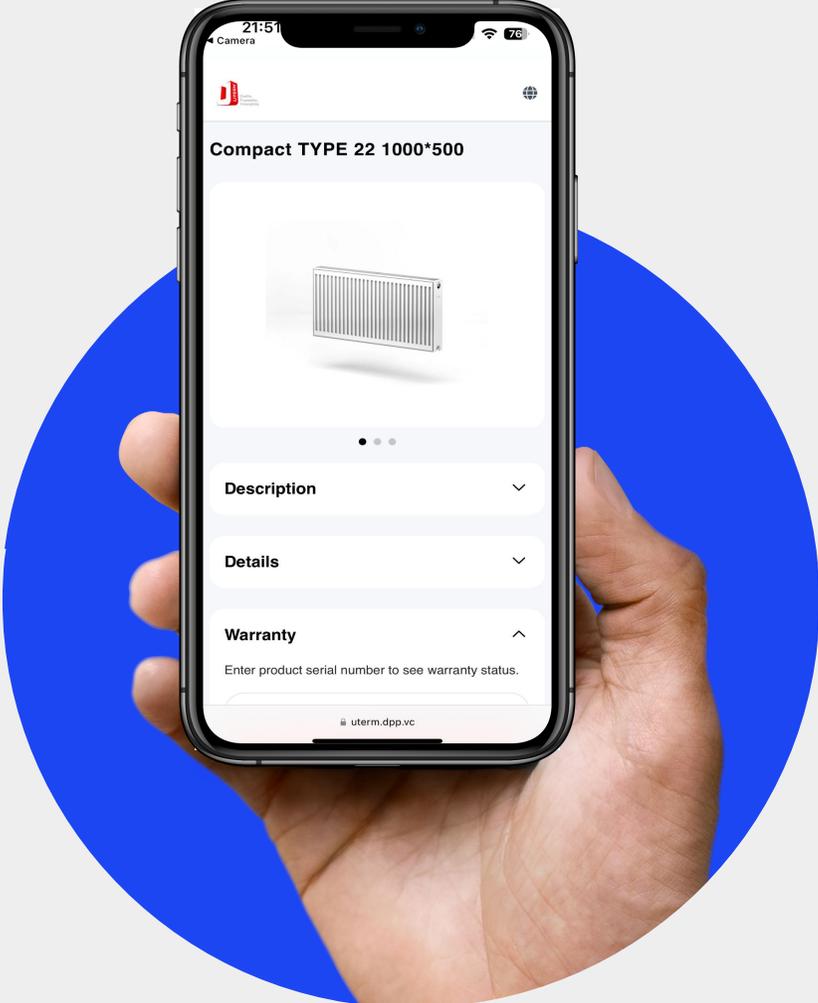
- **Login:** admin@dpp.vc
- **Password:** password

The admin panel includes settings for the appearance of product pages and other modules.



DEMO QR-CODE

Scan the **QR code** with your mobile device



THANK YOU!

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