

Summary: the Digital Product Passport already pays for itself

The key findings of our fashion and textile whitepaper, on four pages.

The EU obligation is expected in 2029. The benefit arrives today. A Digital Product Passport consists mostly of data you already own – and today print expensively onto satin tape, translate into nine languages and scrap in leftover stock.

Figure	Value
Saving per year	110'790 €
Per item sold	0.44 €
Months to payback	3.5

A model calculation for a clothing brand selling 250'000 items a year, with 1'200 article-colour combinations and 40 per cent direct online sales. Every assumption is disclosed and can be replaced with your own figures.

Günter Reichelt, textile engineer, passionate entrepreneur, President of the Board of Directors of Transpareo. August/September 2026.

The calculation in one sentence

You can boil this paper down to a single sentence: the EU obligation is expected in 2029, and the money is on the table today.

In its DG GROW presentation of 27 May 2026, the European Commission announced the delegated act for textiles for the third or fourth quarter of 2027 and mandatory application of the passport for 2029. The usual response is to wait. I consider that an expensive mistake. The benefit of the Digital Product Passport does not hang on the obligation at all. It hangs on the fact that you hold product data which you currently print expensively onto satin tape, translate into many languages that nobody reads because the type is too small, and whose leftovers you then scrap.

Those costs fall due every day you wait. Over the two to three years until the obligation, they add up to more than 300'000 € in this paper's model case, simply burnt.

You have had the data all along

Material composition, yarn counts, fabric types, fabric weights, care instructions, place of manufacture, size charts, size, colour, certificates, styling recommendations: all of it already sits in your PIM, in the ERP, in the tech packs and in the certificate folders. I reckon around three quarters of a genuinely useful fashion passport can be filled from data you already hold. You do not have to invent anything. You only have to bring it together. Transpareo does that through many channels, straightforwardly, and it happens fast.

The marketing channel you never had

Something matters to me even more than the saving on labels. The QR code on the garment is the only channel that truly reaches every one of your customers. You should put that to work in marketing terms: for customer loyalty, for additional sales and for many other measures. In the model case that means 150'000 items a year, 150'000 customer contacts that currently disappear into the market without a trace.

The bureaucracy monster gets slain along the way. Do not start with compliance. Start with a return-oriented way of organising your data. When the obligation takes effect, registering your passports is therefore a formality that Transpareo handles for you. No project, no deadline panic, no consulting mandate. The monster the industry fears has already been dealt with at this point, without you ever having run it as a project.

Your data treasure, the real prize

Products are the heart of every company. Their data sits scattered across the ERP, the PIM, partly in spreadsheets held by individual employees, partly in PDFs from suppliers. The passport is the first external occasion to digitise the centre of your company centrally. This valuable data treasure belongs to you and can be played back at any time, in whole or in part: to train your own AI and agentic applications, for purchasing and production planning, for research and development. All of that without publishing a single passport. The passport is the application. The data is the asset.

What I specifically recommend

- **Start small, but start.** Twenty to thirty models, using only data you hold in-house without having to ask anyone. The entry tariff costs 139 to 199 CHF a month, can be cancelled monthly, and the data can be exported in full at any time. There is no financial risk and no lock-in, so there is simply no argument for not beginning this week.

- **Publish immediately.** Not once everything is complete. For your customer, a passport with care instructions, a size chart, material details and styling recommendations is already valuable today. She does not expect tier-3 supply chain data, and she will not expect it in 2029 either.
- **Tie the QR code to your next label change.** Then the introduction costs practically nothing. Anyone who turns it into a special exercise pays twice.
- **Put the benefit on the label.** "*Digital Product Passport: care tips, matching styles and your extended warranty*" instead of a bare code. That one sentence costs nothing and multiplies the scan rate. It decides the entire marketing half of the calculation.
- **Build the data up from collection to collection.** By the time the obligation arrives you will have two to three years of data quality, supplier connections and process routine behind you, and the changeover will have paid for itself several times over. The priceless customer loyalty and the additional sales come on top.

If you do only one thing after this summary: ask for your label supplier's last invoice and divide the amount by the number of items. That single figure is the beginning of every serious discussion about the Digital Product Passport. At most of the brands I speak to, it is higher than the management had assumed.

Four effects that reach well beyond cost, marketing and the obligation

The passport stays with the product long after the sale is done.

Brand and counterfeit protection. Counterfeits cost the luxury industry billions. A unique identifier pointing at a signed data record that you maintain is proof of provenance. A counterfeiter can copy the QR code; a valid entry in your data holdings is beyond reach. For premium and luxury brands this is likely the single strongest benefit, and it is available in the passport immediately, without elaborate additional technology. Anyone building a clean identifier per product today is also prepared for NFC, RFID and NFT-based proof of ownership.

Personalised products. At Transpareo, with a permission granted by the management of the sales shop, you can enter the buyer's name in the Application Manager, along with further details of the purchase if wanted, and preserve them in the passport.

Value retention on the second-hand market. The used market is growing faster than the primary market. An item with an unbroken material and provenance history achieves higher prices there, and that feeds through to willingness to pay when new. The second owner scans and arrives at you: a second-hand purchase you earn nothing from turns into a lead.

Legibility. Nine languages in 4-point type on four layers of satin tape are effectively unreadable for every customer over sixty. A passport can be enlarged, read aloud and shown at high contrast, and it

pays into the European Accessibility Act. Automatic support for 40 languages means additional markets cost not one more millimetre of label width, and your suppliers in Bangladesh, Vietnam and China read the same information in their own language.

About Transpareo

Swiss-based Transpareo AG, headquartered in Tech Cluster Zug, provides a self-service portal for creating, managing and publishing Digital Product Passports in 40 languages, for companies of every industry and size. The Transpareo Time Machine front end is open source.

The portal already meets the requirements the EU Ecodesign Regulation places on Digital Product Passports in full, along with the harmonised standards cited on 15 July 2026 by Implementing Decision (EU) 2026/1736. Data can be captured and Digital Product Passports used today.

You will find extensive expertise in 40 languages under [Insights & Perspectives](#).

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The full whitepaper and the Excel calculator, in which you replace this calculation's assumptions with your own figures, are available for download on [our page about the product passport for textiles](#).

An illustrative calculation for orientation. Not legal, tax or investment advice.

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