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Digital Product Passport (DPP) solution overview



*“GoodsTag turns every physical product into a **smart product** with its Digital Twin and Digital Product Passport, enabling compliance, customer engagement, and circularity.”*

Laurent Ovaert
Head of Business Development

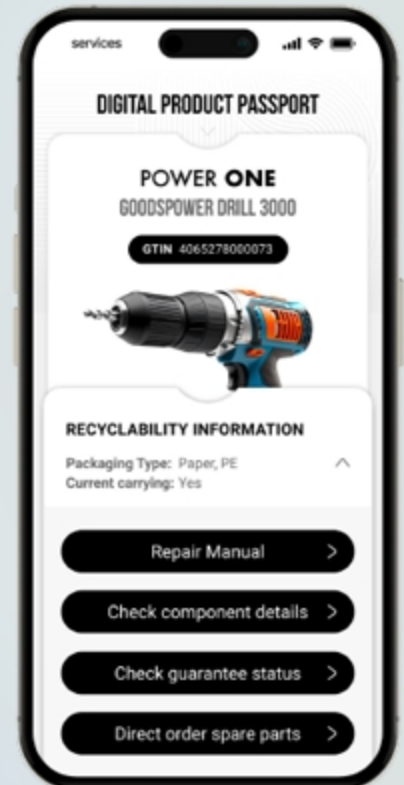
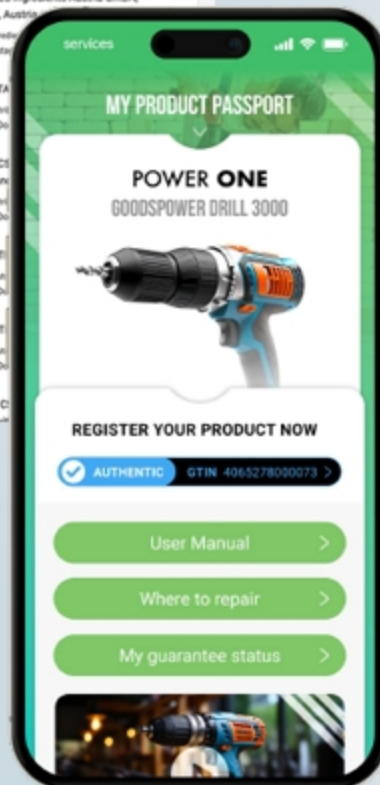
GOODS TAG

The GoodsTag logo consists of the word "GOODS" in a white, uppercase, sans-serif font, followed by a dark blue arrow pointing to the left, and the word "TAG" in a white, uppercase, sans-serif font inside the arrow.

High-level overview

GOODS TAG

The screenshot shows a web interface for managing a 'Goods Tag'. On the left is a dark sidebar with a 'WHITELABEL' header and a menu including: Notifications, GS1 Digital Link, Analytics, Locations, Devices, Serializations, Encoding, Content Engine, Products, Event Processing, and System. The main content area is titled 'Tag General Details' and includes fields for 'Non-editable ID', 'State' (EXPIRED), 'Kind' (GOOD), 'Children' (0), 'Dynamic Click URL', and 'Dynamic QR Code'. A QR code is displayed with a 'View' button below it. Below the QR code is a 'Redirect Profile' set to 'Digital Product Pass'. To the right is a 'Tag Tracking History' section with a timeline of events for 'Mar 24, 2023', including 'Arrived at CS Ingredients Austria GmbH', 'Now is RETA...', 'Arrived at CS Germany an...', 'Now is IN T...', 'Now is ACT...', and 'Created in C...'. An 'Access restricted to: JOHN ADU' badge is visible.



Functional coverage of the solution

Supplier, production	Serialization	Product ID	Enterprise management	Connected services
Supplier Data	Marking	Digital ID	Tracking	National repository connection
Components	Code management	Compliant with GS1 standards.	Tracing	Services Repair & Maintenance
Compliance	Serialization Equipment	Authentication	CRM extensions	Services e-warranty & insurance
Supplier performance KPI		Data carrier / Scanning equipment	Website product info publication	Services recycling, reuse, reorder
Supplier IT-system integration			Availability / call back	Connector for external services

available

not available



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GOODS TAG

Smart product platform

Headquarter : Germany, Berlin

Subsidiaries & Partners : Subsidiary of Todo GmbH

Industries served : Textile & Luxury, Electronics, Construction, DIY / Home appliance, Pharma, Food, Cosmetics

Key Customers : Efipia, Orange, Balmain, All4Labels, GS1, Circulation, Groupe Rocher, CSM Ingredients

Indicative turnover : confidential

Pilot DPP project : Yes

ID management level : Model, Batch, Unique item

Data Carrier managed : QR Code, DM Code, RFID, NFC...

Centralized approach (DB) : Yes

APIs with ERP/ PLM / PIM / T&T : Yes

Member of Cirpass 2 : Yes