



Thomas L. Rödding

Founder & Entrepreneur
Digital pioneer & EU expert
on Digital Product Passports

Events & Press (Excerpt)

Circular Hotspot NRW - The digital product passport for SMEs - essential for circular transformation

Schalke's Veltins Arena -
12 November 2023

W&V Green Marketing Days - Deep Dive Session Digital Product Passport as a huge opportunity in sustainable marketing.

Weitblick in Munich -
12 October 2023

OMR Festival - Masterclass Digital Product Passport as the digital key to the circular economy.

Hamburg Messe -
10 May 2023

WELT - How a man from Münsterland wants to make the sale of games transparent.

[Link](#)

IHK Wirtschaftsspiegel - Digital passport for the entire product life cycle


[Link](#)


W&V - The Digital Product Passport: an opportunity for customer dialogue.

[Link](#)

[Other public appearances and media coverage](#)

How to get in touch

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Digitalization Initiative

Thomas L. Rödding, born 25 October 1971 in Münster, Germany, is a founder, entrepreneur and internationally sought-after speaker on digital identity and transparency technology. He is recognised throughout the EU as a pioneer in the digital recording of the origin and provenance history of products.

The digital expert began his programming career as a schoolboy and in 1991 founded his first company, DIRON, which developed software solutions for personalised digital printing. The company expanded into the B2B sector, with clients including Deutsche Post AG, Volkswagen AG and Allianz AG. In 2008, Rödding sold DIRON to the listed Cewe Group and stayed on at C-level for another two years.

Role Model Diwima

Since 2017, Thomas L. Rödding has focused on developing software solutions for transparency and traceability in supply chains. Rödding took the plunge in 2017: The company he founded, diwima, offers reliable digital traceability of individual pieces of game meat and quickly achieved a high level of acceptance among hunting and veterinary authorities with more than 90 million app requests per day. In 2022, Thomas L. Rödding integrated diwima into his technology and sustainability company Narravero.

Pionier & Partner Narravero

Rödding has quickly made Narravero GmbH a technological pioneer in the field of Digital Product Passports and seamless digital supply chain documentation. For companies of all sizes and industries.

The highlight is its extreme simplicity and sophistication: anyone can use a SaaS platform without any prior knowledge:

- Drag and drop on your PC: what supply chain data do I want from which supplier and in what format (text, image, video)?
- The requests are sent via an app to the suppliers, who collect the information offline on their mobile phones.
- It is just as easy to creatively design and maintain digital product passports on a PC in a matter of minutes. The entire marketing and sales function chain, including AI, has been taken into account.

With Narravero, Rödding has created the business foundation to take traceability and sustainability communication to a new level.

Up-to-Date

- Thomas is Vice-Chairman of DIN / DKE
- and of the EN CENELEC Joint Technical Committee "Digital Product Passport".

