

Narravero

Pioneer of Digital Product Passports

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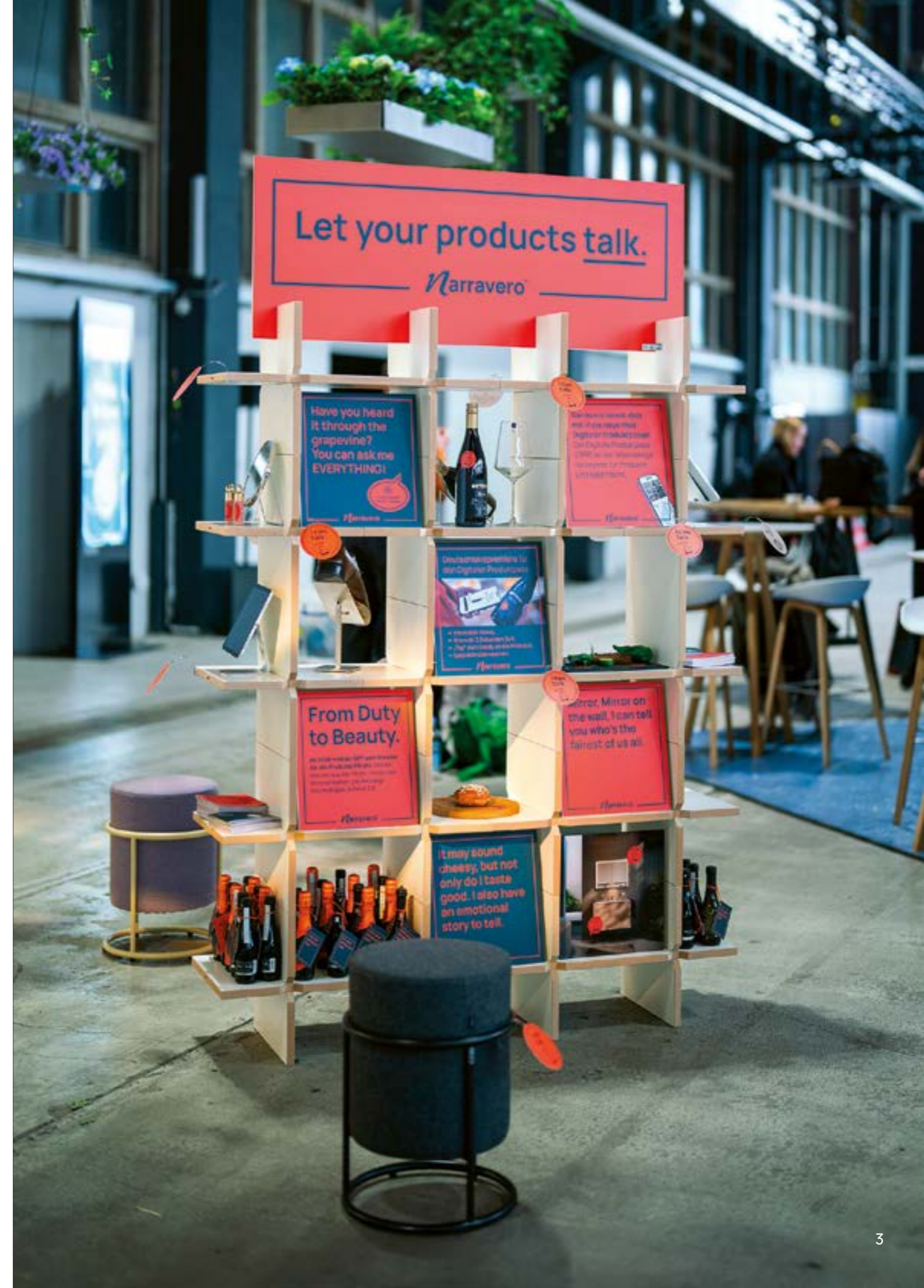
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What is the DPP?

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- The Digital Product Passport (DPP) is the digital, lifelong record for products.
- It provides transparency about origin, materials, usage, disposal, carbon footprint, reparability, reusability, and much more.
- For numerous stakeholders: from suppliers to end consumers.
- Accessible through QR codes / NFC / digital markings on the product and packaging.
- Must be available before purchase.

5 Trillion Products



Applies to all products entering the EU market.

Final implementation period: Now until 2030.

Each year, 5 trillion more products will receive a DPP. Implementation will occur sector by sector.

Why Narravero?

”

We are the first to implement the Digital Product Passport interactively, with tangible benefits for companies and their customers. We don't just provide a digital interface on the physical product – we are opening the era of talking products.

Today, Narravero is one of the market leaders for “DPP-as-a-service” as a comprehensive package: from consulting on regulatory foundations and impactful communication to design, implementation, and analytics.

Our 30-person interdisciplinary team, led by CEO Thomas Rödding, combines a deep commitment to tech passion with boundless enthusiasm for engaging people through communication.

Our solutions are accessible to everyone: regardless of company size or industry. No additional hardware or specialized knowledge is needed – just the drive to take the next step.

“

Let your products talk





From Duty to Beauty

*„That’s not
just cool.
That’s fuc***
awesome!“*

Tommaso Melani
CEO of the Italian luxury shoe label
Stefano Bemer on Narravero's DPP

What makes our DPP unique?

Let your products talk! So much more than just a slogan:

The Digital Product Passport from Narravero goes far beyond obligations, ensuring that the product itself becomes the best conversational partner for consumers.

Technologically, the DPP follows the principle of “Experience First!” inviting everyone to connect with a product in the simplest way possible. No app, download, password, or website required.

Communicatively, Narravero's Digital Product Passport unleashes the brand's narrative power, transforming products into ambassadors.

Our DPP merges interactive brand communication and transparency, embodying the meaning behind our name—“**Narra**” (Latin for “to tell”) and “**vero**” (Latin for “true”). It tells the authentic story of a product and enables comprehensive traceability along the entire supply chain.



No extra hardware or prior knowledge is needed to bring the entire technological and creative world of Digital Product Passports into your business.



Thomas Rödding - known for his commitment to the standardization of the Digital Product Passport within DIN, CEN CENELEC, and the United Nations

01

“Narravero is the only one that truly understood and consistently made the Digital Product Passport usable for end-customer interaction.”

Peter Post
Keynote speaker in the field of UX design for the circular economy

What makes our CEO unique?

Legal pole position for Narravero and its products:

Thomas Rödding, in addition to his decades of entrepreneurship, is today the European and global expert as well as a thought leader for Digital Product Passports. Furthermore, Thomas serves as Vice Chairman for the „Digital Product Passport“ at the European CEN-CENELEC Joint Technical Committee (JTC) 24 and as Vice Chairman in the national DIN/DKE committee.

Why is this important?

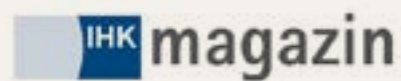
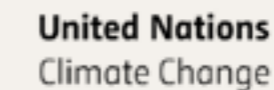
1. This ensures that all technological and communicative developments around Narravero solutions are aligned with the **latest laws** and directives, keeping them at the cutting edge.
2. As a result, there is currently no more refreshing, **forward-thinking partner** in Europe when it comes to linking legislation with business practice.

Our DPP in the Media

The Digital Product Passport –
an exciting topic of conversation that’s even
more fun to explore together!

Our pioneering work is featured in industry media and at international
events. We’d be happy to provide you with a selection of the best
articles, videos, and reports.

To access some
of our content,
simply click
through the logos.



Our Live Examples

Just look, don't touch? Not with us. In our DPP Book, we've gathered an impressive collection of the best Digital Product Passports and, through QR codes and NFC chips, provide seamless access to the most captivating product worlds.

The DPP Book is available digitally and in print – always freshly updated. Reach out to us!

02



„Our booklet to showcase the DPP is available for download!“

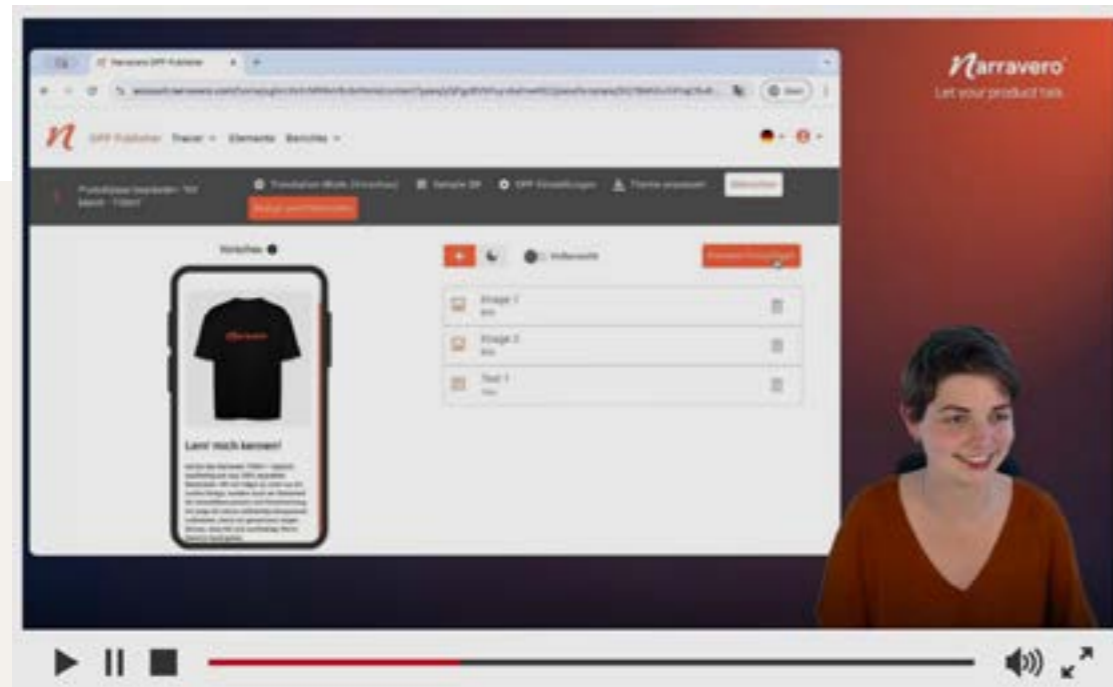


Our Tutorials

From creating and publishing the Digital Product Passport on your own computer to correctly collecting supply chain data, and even how to share and integrate the Digital Product Passport with other departments.

We offer practical, in-depth guidance tailored to your unique needs.

02



„We at Narravero are great at explaining!“



Our Speakers

Europe, the USA, Asia – the Digital Product Passport has become a global topic of conversation, with interest growing steadily! At Narravero, we have the right speakers for all key topics surrounding this sustainable game changer.



02

„We have the right speaker for every topic related to the DPP.“

You can watch some of our talks directly on our [YouTube channel](#).



Our Webinars

Targeted Knowledge

Whether it's a brief introduction, an overview of current laws, or best practices of selected Digital Product Passports, webinars are an optimal way to deliver content tailored to your audience and to answer pressing questions directly. And to keep the conversation going!



„Webinars are fantastic for fostering close exchange with interested participants.“



Listen to our inspiring podcast episodes directly [here](#) on Spotify.



Even more brain food via podcast. Just click through.

02

Let's talk

Something missing?

Don't search for long, just ask.
We're always happy to hear from
you!



Patrick Rosenberger

CTO

Technology | Implementation | Development



Dr. Inga Ellen Kastens

CMO

Brand | Marketing | Communication