

Narravero

Brand Book for Partners & Sales



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What is the DPP?

01

- The Digital Product Passport (DPP) is the digital, lifelong record for products.
- It provides transparency about origin, materials, usage, disposal, carbon footprint, repairability, 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 the market leader 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?

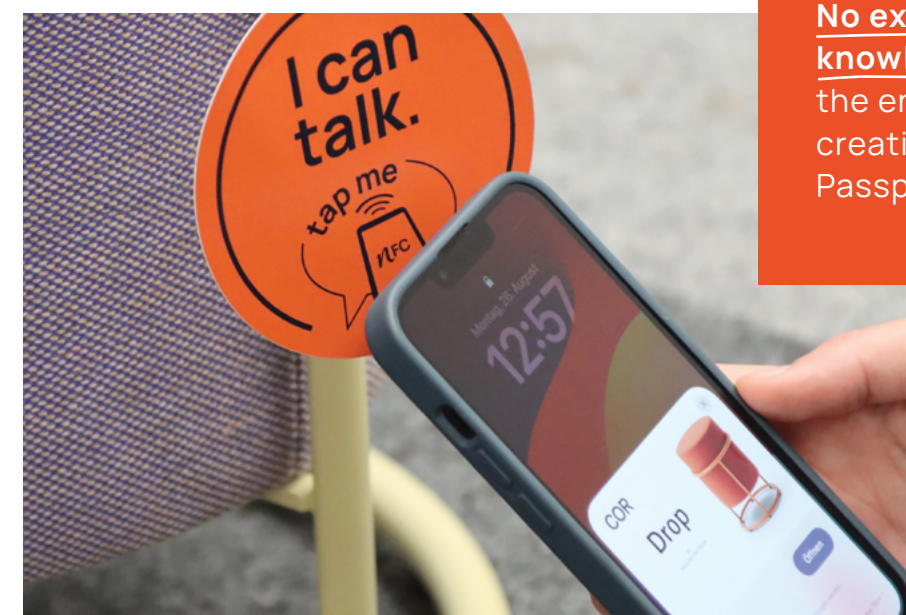
Let your products talk! So much more than just
a slogan:

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

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.

“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

Our DPP in the Media

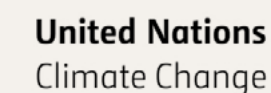
The Digital Product Passport –
an exciting topic of conversation that's even
more fun to explore together!

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.

Make use of this content!

*„Shall we venture into public
relations together? You can see
that the topic interests both the
trade press and the public!“*

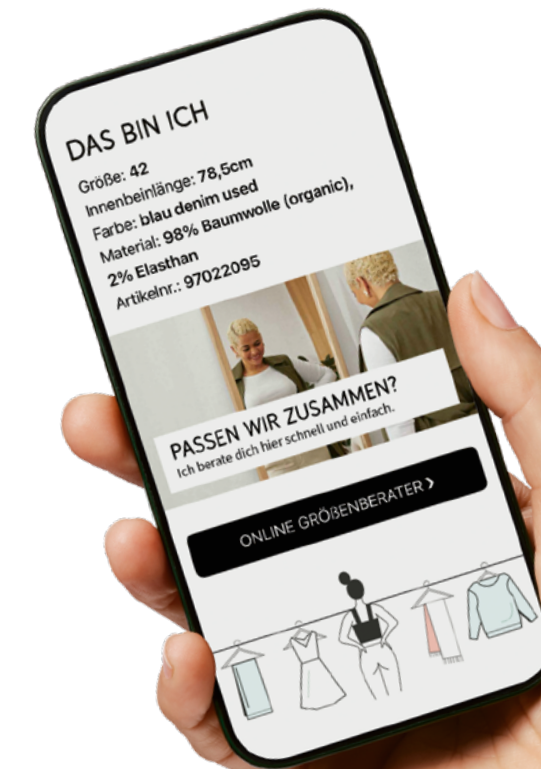
To access some
of our content,
simply click
through the logos.



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!



„Use our booklet to showcase the DPP up close!“

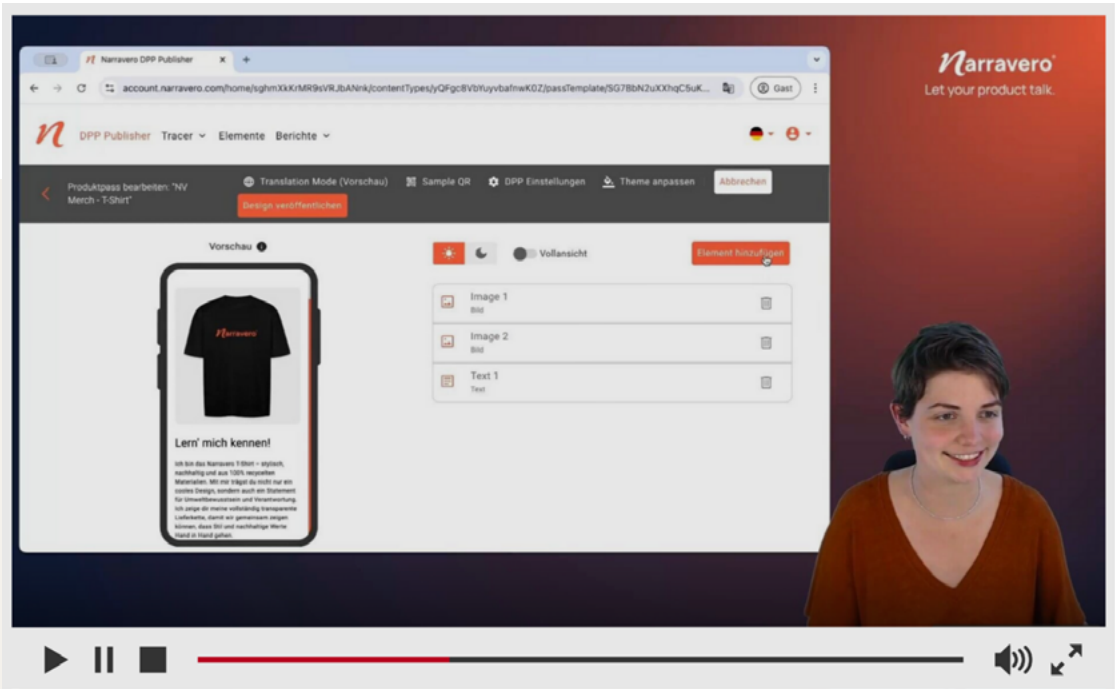


Our Tutorials

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 – just let us know your preferences.

„We at Narravero are great at explaining! Use our tutorials for your customers. Or shall we launch joint tutorials together?“



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.

Get in touch with us.



„We have the right speaker for every topic related to the DPP – even for your event. Or perhaps we could host an event together?“

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!

Use this great tool with us!

„Webinars are fantastic for fostering close exchange with interested participants. Let's make use of this together!“



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



Even more brain food via podcast. Just click through.

Together we are strong

Our Partnership Principle: Co-Branding

We want to move the world together with you and build a successful co-branding strategy as a strong partner by your side. Unlike many competitors, we don't just want to act in the background as a "tech company." Narravero is more than that: we've established ourselves as a thought leader in the technical, legal, and conceptual development of Digital Product Passports.

Our goal is to create value through a strong partner network and the principle of shared visibility – benefiting both our partners and Narravero alike.



Basics for joint communication

- Narravero is highlighted as a partner.
- The Narravero logo is integrated into every central communication measure.
- Frequency and placement of the logo and name are based on the overall concept and are individually coordinated.
- Partnership Representation:
 - Both logos are given equal space.
 - Alternatively, the lead brand is given priority placement (e.g., in specific campaigns).
- For a designated lead brand, its branding standards apply; the partner can suggest how to integrate the Narravero logo, name, and text.
- White-labeling is possible upon agreement.



Logo Usage

- The use of the Narravero logo in company presentations, on landing pages, in whitepapers, and similar media is mandatory.
- The logo may be used with or without the claim „Let your products talk!“
- Approved color variants: Narravero Orange, Narravero Blue, as well as white and black.
- Minimum spacing from outer edges and other elements: The spacing should be based on the height of the „N“ in the logo.



Orange	Blau
R 255	R 06
G 94	G 29
B 56	B 57
Hex: #FF5E38	Hex: #061d39
C 0%	C 85%
M 78%	M 55%
Y 84%	Y 0%
K 0%	K 80%

Colours



Colour Variants



Minimum Spacing

Let's talk

Something missing?

In addition to the DPP booklet, webinars, events, website, and more, we are happy to work with you as a partner to create new content, including new formats. Here are your contacts.



Patrick Rosenberger

CTO

Technology | Implementation | Development



Dr. Inga Ellen Kastens

CMO

Brand | Marketing | Communication