

NILÖRN

DPP and Nilörn:CONNECT™  
– updates, insights, and opportunities

February 2026

# Knowledge *Expert series* hub WEBINAR

Agenda →

# Agenda

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01

Status and latest updates

/ Digital Product  
Passport

02

Regulatory considerations

/ ESPR, PPWR, TLR,  
French Eco-score

03

QR-code as a tool for

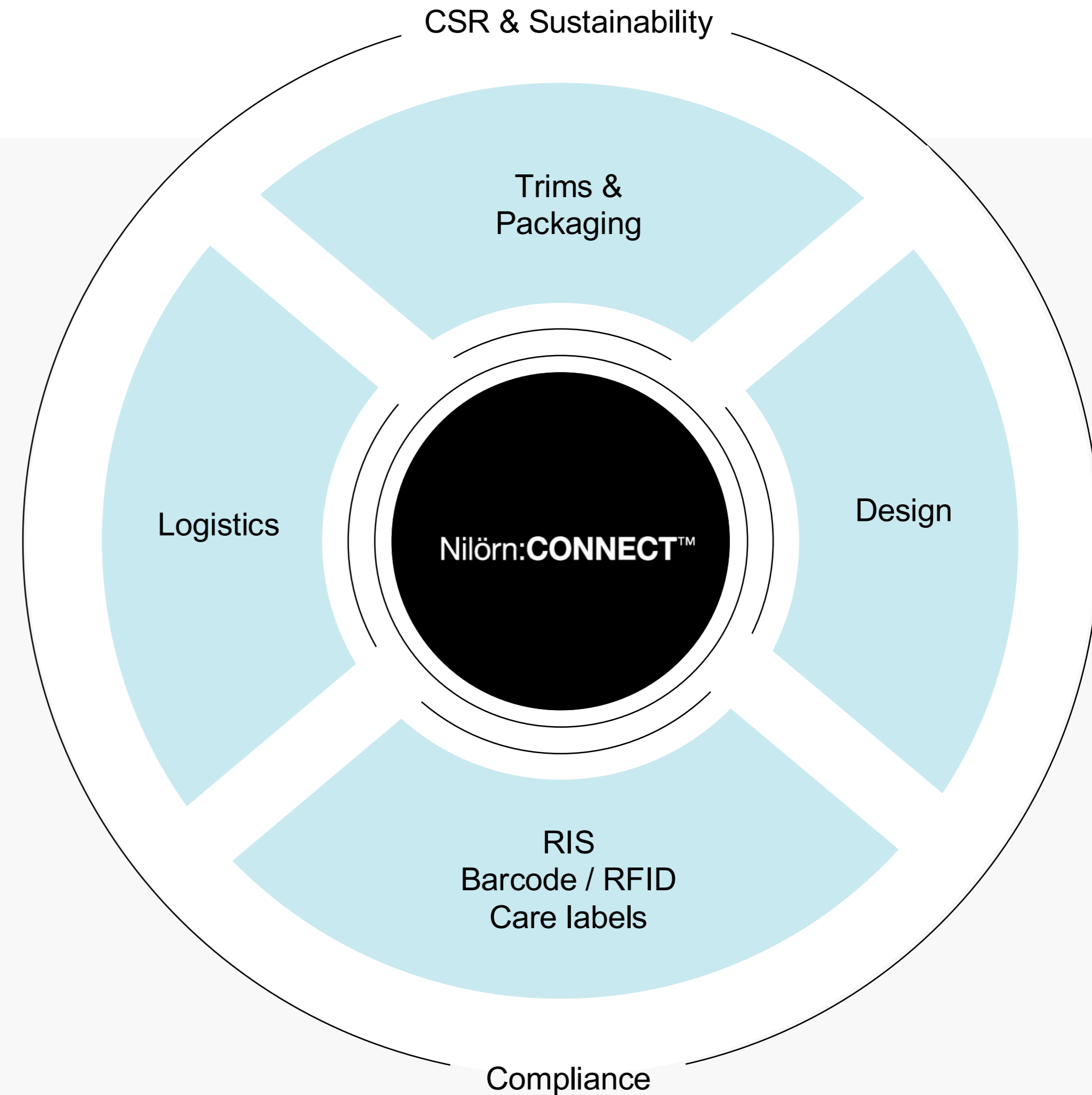
/ Traceability and  
customer communication

# Nilörn in twelve



<p><b>HQ</b> <i>Sweden</i></p>	 <p><i>Founded in Borås 1977</i></p>	<p><b>+1500 clients</b></p>	<p>Turnover: <b>+90 MEURO</b></p>	
<p>Listed on:  Nasdaq OMX Nordic Small Cap</p>	<p>Global reach: <b>86</b> countries</p>	<p><b>1.7</b> <i>billion labels delivered yearly</i></p>		<p><b>+8500 vendors</b></p>
<p><b>100%</b> owned factories in Portugal and Bangladesh</p>	 <p><b>+650 employees</b></p>	<p>Sustainability design concepts since 2009</p> 	<p><b>Target 2026:</b> 100% renewable electricity in Nilörn's sites</p> 	

# Approach *to branding and labelling*



# What is a DPP

## *Digital Product Passport*



The Digital Product Passport (DPP) is a core tool under the EU Ecodesign for Sustainable Products Regulation, designed to improve product transparency, traceability and circular business models.

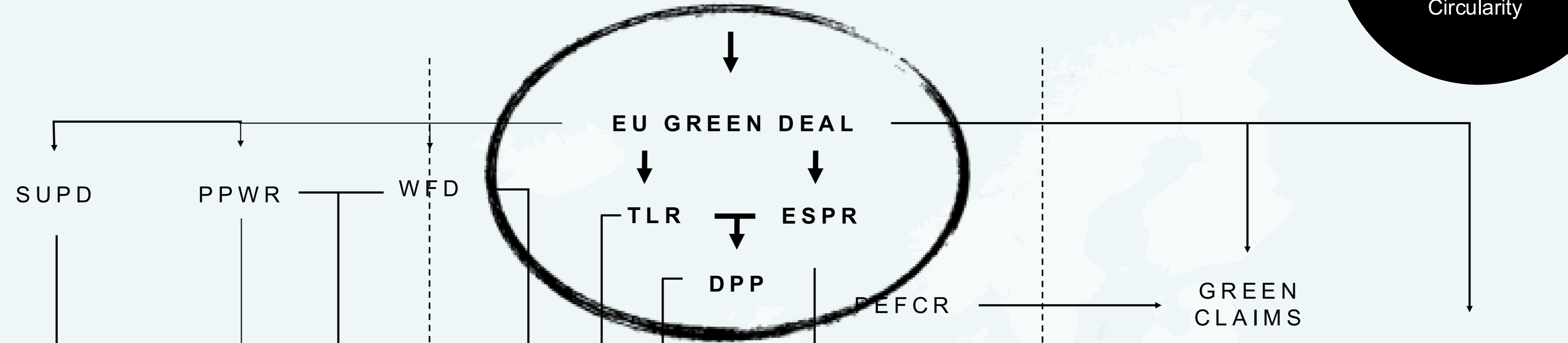
*Digital Product Passport means a set of data specific to a product that includes the information specified in the applicable delegated act adopted pursuant to Article 4 and that is accessible via electronic means through a data carrier in accordance with Chapter III.(Regulation (EU) 2024/1781, Article 2(28))*

GLOBAL

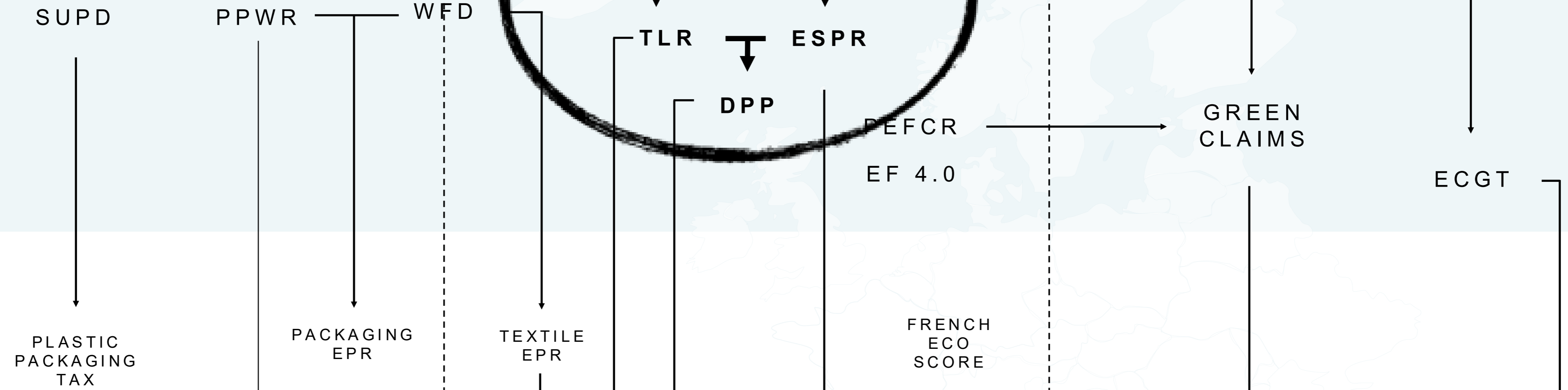


\*  
Long product lives  
Waste minimization  
Resource efficiency  
Circularity

FEDERAL



NATIONAL



KEY AREA

Packaging

Product

Communication

LABELLING

LABELLING

LABELLING

# EU ESPR & DPP

## *Ecodesign for Sustainable Products Regulation*

- The EU's framework to make sustainable products the norm.
- Applies to almost all physical products and sets requirements for durability, circularity, and transparency.
- Introduces the Digital Product Passport (DPP) as a digital product identity for traceability and product information.
- Detailed rules will come through delegated acts for each product group.
- Once adopted, industry will have at least 18 months to comply.

ESPR = the big framework and basis for DPP

Delegated acts =the detailed, product-specific rules that are currently pending

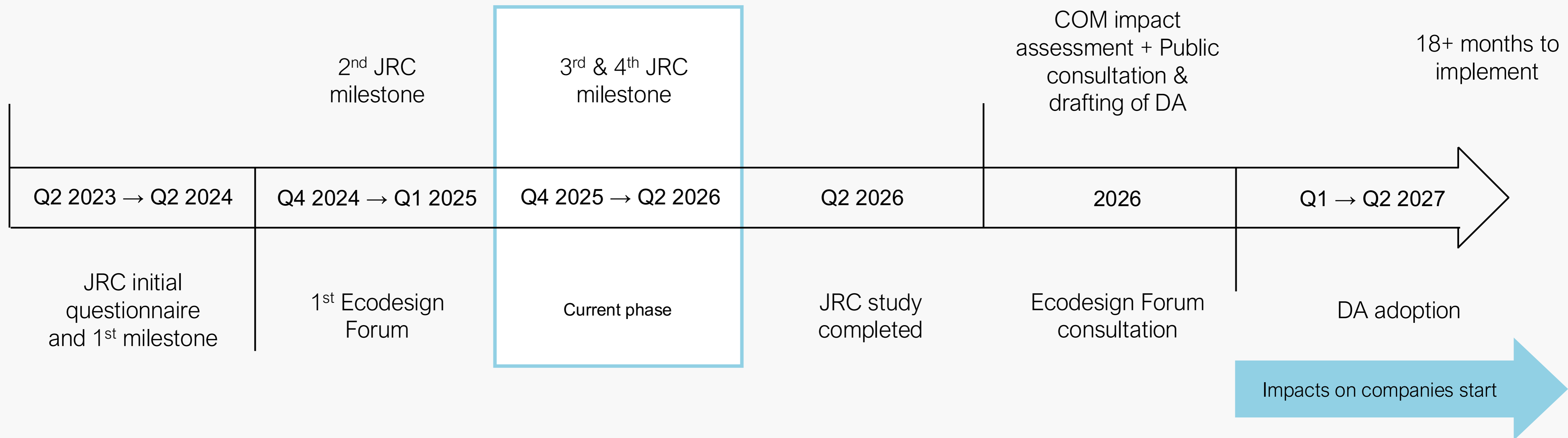
# Delegated acts

The delegated acts shall specify what information shall or may be included in the digital product passport e.g.:

- ① Implementation dates, any staged or transitional measure or periods
- ① For how long shall the information be available
- ① Who will have access to the information
- ① Information on what level (model, batch, item)
- ① Type of data carrier

# Timeline

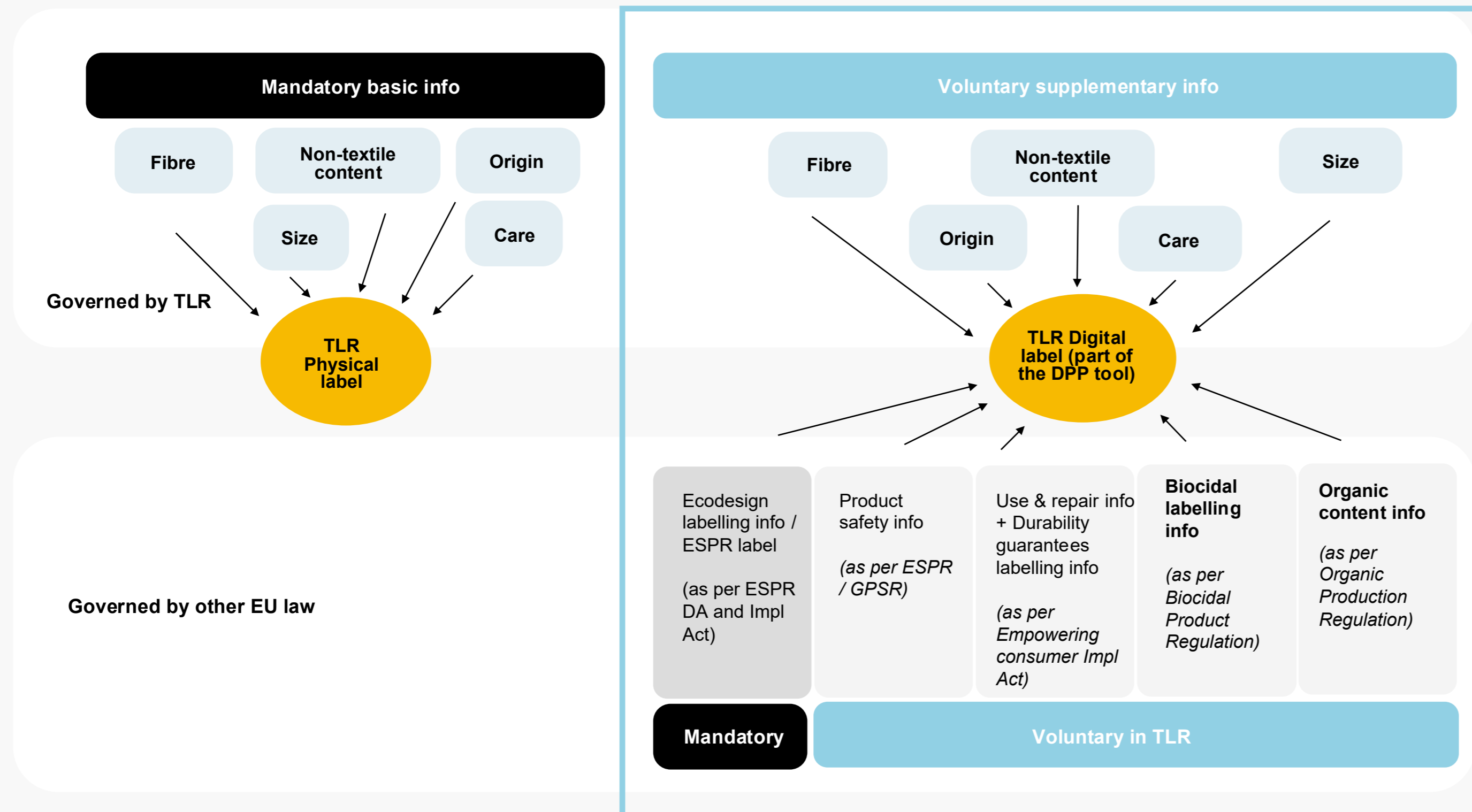
## *Delegated Act on Apparel*



*Required DPP compliance (as of now) between Q3 2028 and Q1 2029*

# EU TLR & DPP

## Textile Labelling Regulation (Revision)



The DPP provides a flexible compliance solution: some information can be given voluntarily, while other legislation prescribes what must appear digitally rather than on a physical label.

The QR code enables simplification by consolidating information required under multiple laws.

# EU PPWR & DPP

## *Packaging and Packaging Waste Regulation*

“There should be no multiplication of labels on packaging. [...] where other Union legal acts require information on the packaged product to be available digitally through a data carrier, the information required under this Regulation for the packaging and for the packaged product under the other Union legal act should be accessible via the same data carrier. That data carrier should comply with the requirements under this Regulation or other applicable Union law. In particular, where the packaged product is covered by Regulation (EU) 2024/1781 or other Union law requiring a digital product passport, that digital product passport should also be used for providing the relevant information under this Regulation.”

→ AUGUST 2026

## Labelling requirements

*EU contact details on packaging or via QR code/data carrier:*

- Brand's name, registered trade name or trademark, and postal address (single contact point).
- Where available, include electronic contact details

# French AGECC law

## *Decree 2022-748 and 2025-957*

### *Environmental qualities and characteristics (Decree 2022-748)*

An implementation decree under the AGECC law setting out the obligation to inform consumers about the environmental qualities and characteristics of products generating waste.

### *Coût Environnemental (Decree 2025-957)*

An implementation decree under the AGECC law defining how the environmental cost of textile products must be calculated and communicated.



# Country DPP deployment intensity mapping



# Unlocking potential

*The role of QR Codes in enabling transparency and traceability*



# Digital identifiers

*and physical data carriers*



“

*For the DPP, the physical data carrier will need to be permanently attached to the product. It is not enough to have it on, for example, a hang tag.*

➤ Enablers of traceability

**NORDBECK ARKTIK+**  
576060-990


GB 75% Polyester, 25% Cotton  
Close zipper during washing. Do not use fabric softener. Wash with similar colours.

SE 75% Polyester, 25% Bomull  
Dragkedjan ska vara stängd vid tvätt. Sköljmedel får ej användas. Tvättas med liknande färger.

DK 75% Polyester, 25% Bomuld  
Lynlåsen skal være lukket ved vask. Brug ikke skyllemiddel. Vaskes med lignende farver.

FI 75% Polyesteri, 25% Puuvilla  
Sulje vetoketju pesun ajaksi. Älä käytä huuhteluinetta. Pese samanväristen kanssa.

DE 75% Polyester, 25% Baumwolle  
Reißverschluss zum Waschen schließen. Keinen Weichspüler verwenden. Mit ähnlichen Farben waschen.

40 

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**L**

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WIND- AND WATERPROOF  
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576060-990-L



9 521234 155670 1

**TECH FUNC INFO**



*Barcode and care label tags...*

107

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**NORDBECK ARKTIK+**



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**576060-990-L**

Scan to discover more about  
your N.A+ product

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Nilörn:**CONNECT**™

**N.A+2.0™**

**L** 

ARCTIC SHIELD  
WIND- AND WATERPROOF  
RAIN JACKET  
NEON GREEN/990

N980325  
576060-990-L



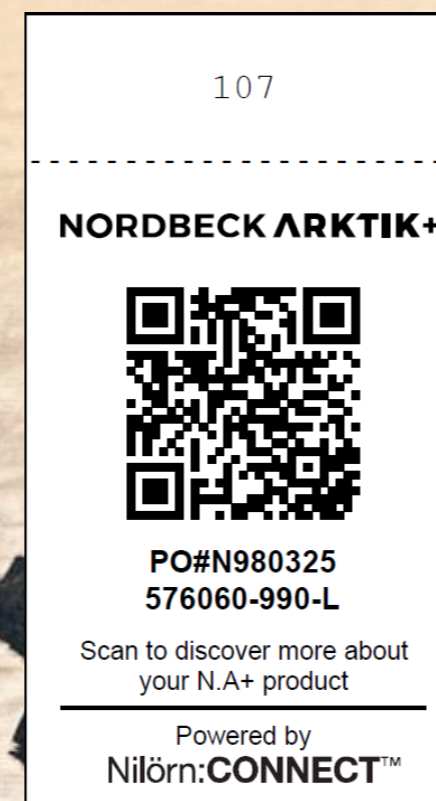
9 5212341556701

**TECH FUNC INFO**

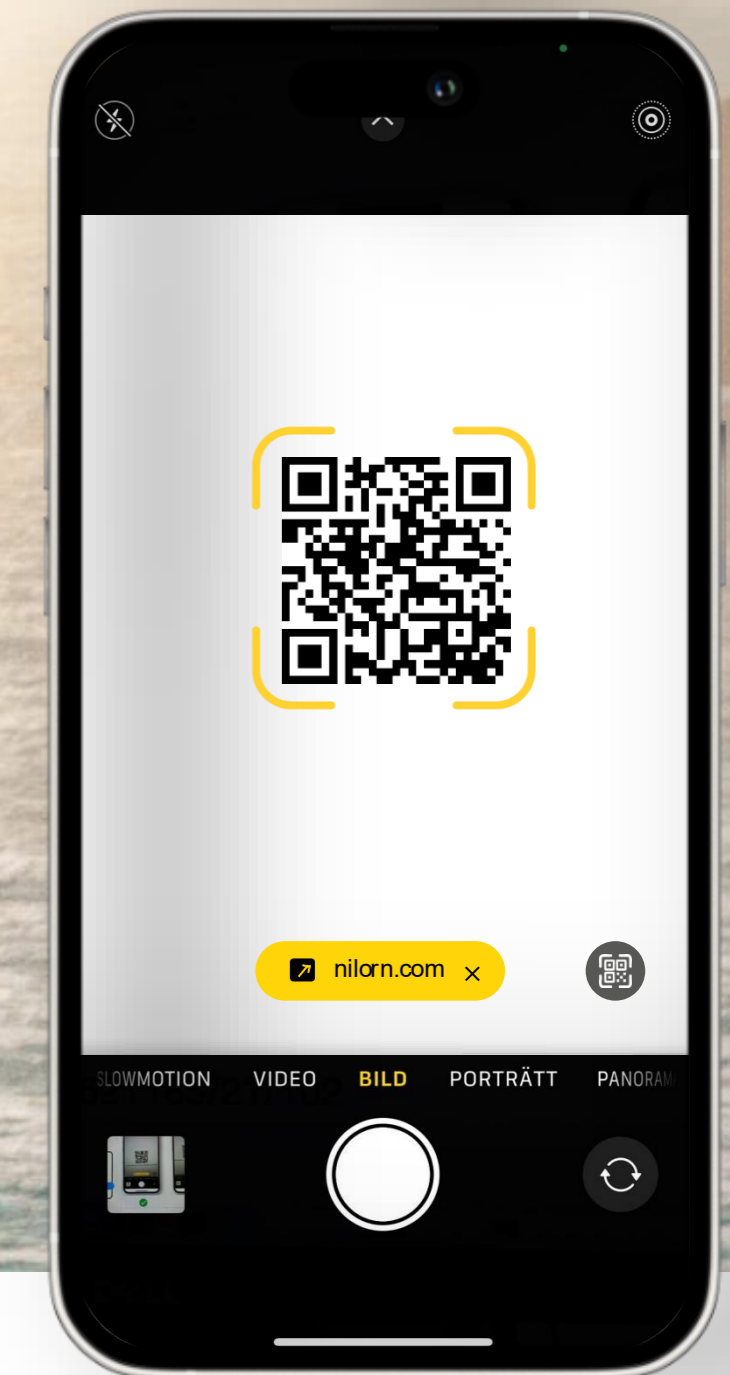


*...extended or supplemented with QR codes.*

# Integrity that lasts



VS



*Own domain in the QR code – strengthen the brand without vendor lock*



**Brand's own domain in the QR code**

<https://qr.nordbeck-arktisk.com/01/09521234556701/21/107>




**Supplier's domain in the QR code**

<https://qr.nilorn.com/01/09521234556701/21/107>

# Granularity level options

## GS1 Digital Link QR codes

<https://qr.brand.com/01/09521234567813>



**Model**  
/01=GTIN (EAN/UPC)  
Model information

<https://qr.brand.com/01/09521234567813/10/33121>



**Batch**  
/10=Batch  
Upstream traceability

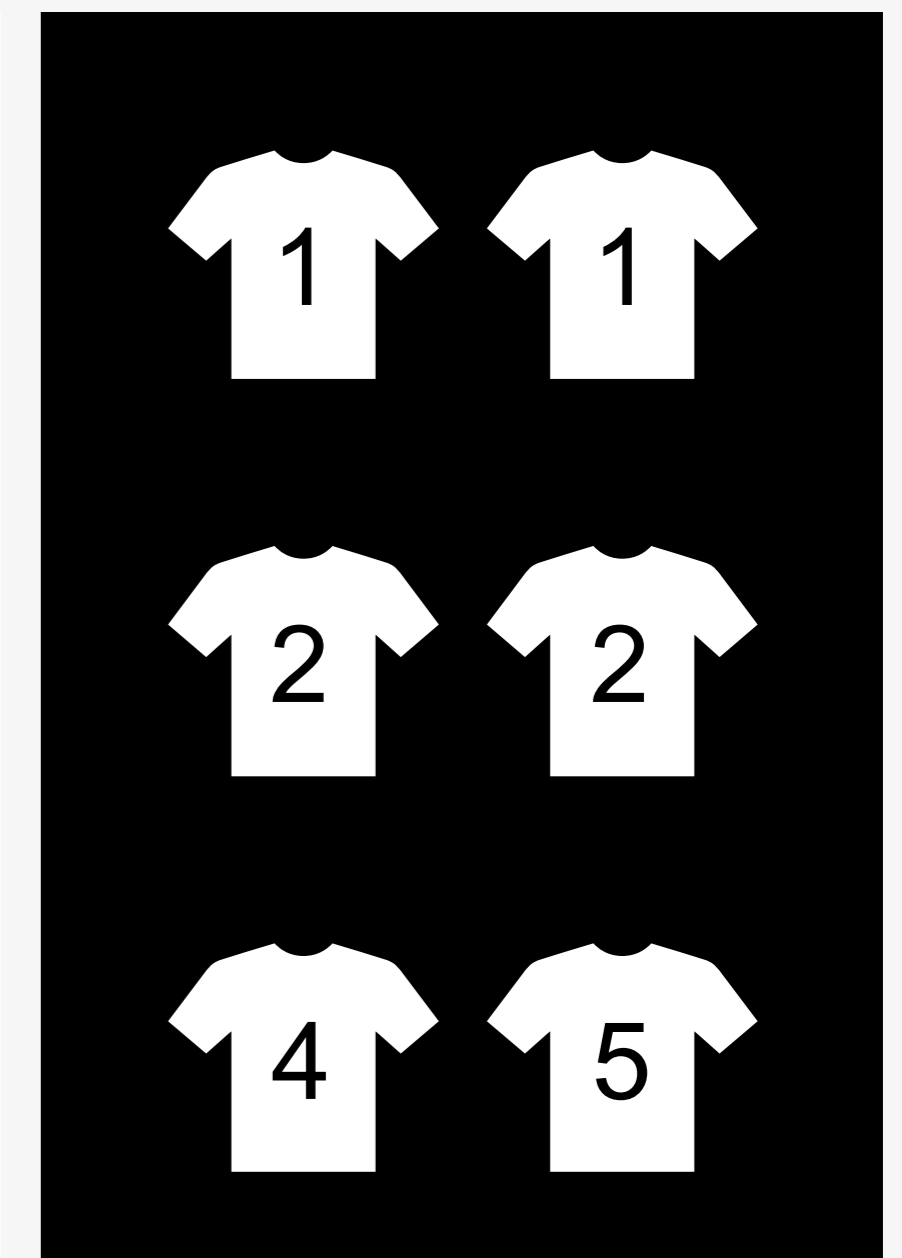
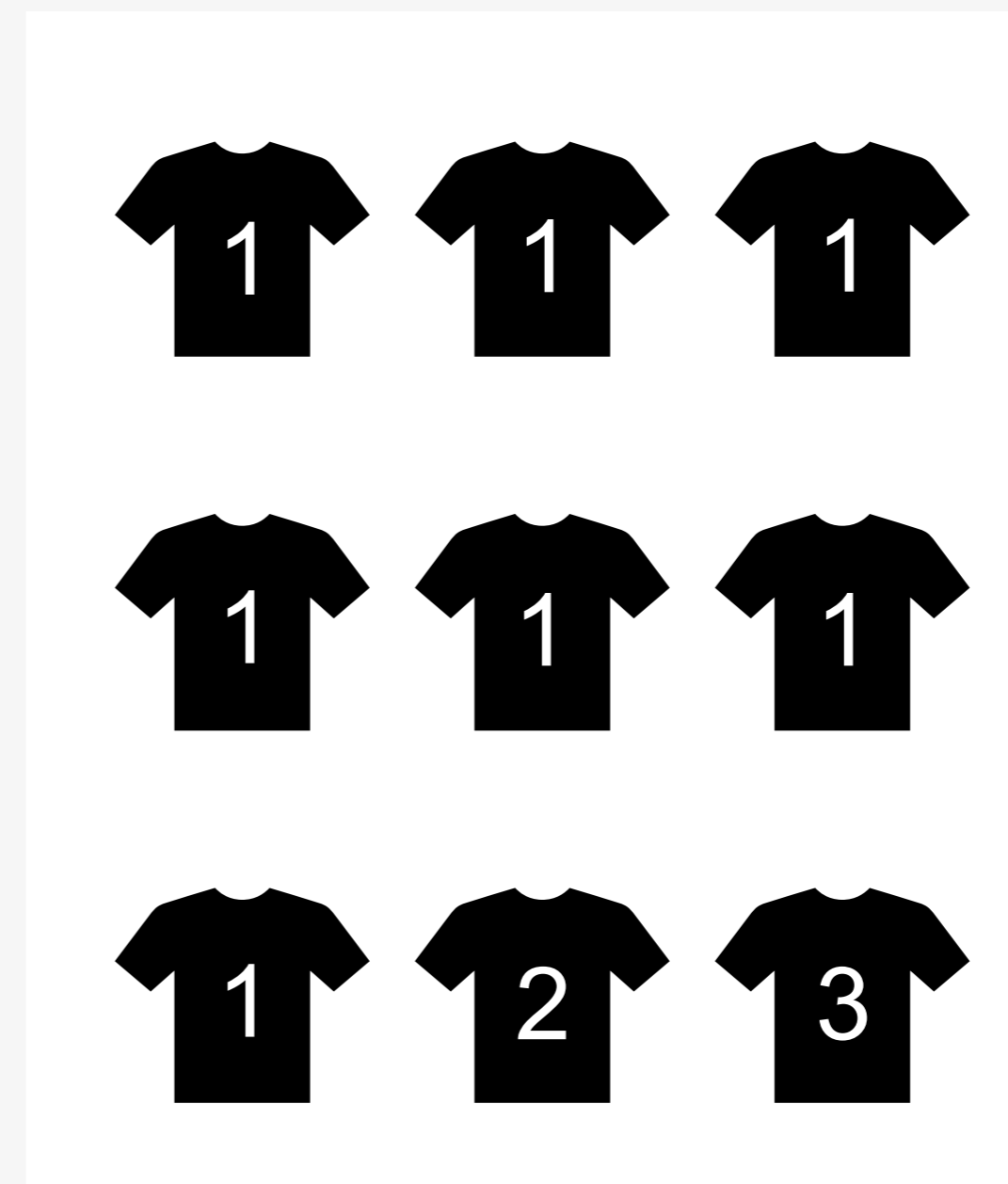
<https://qr.brand.com/01/09521234567813/21/551246>



**Item**  
/21=Serial No  
Up- and downstream traceability

Batch/PO #X

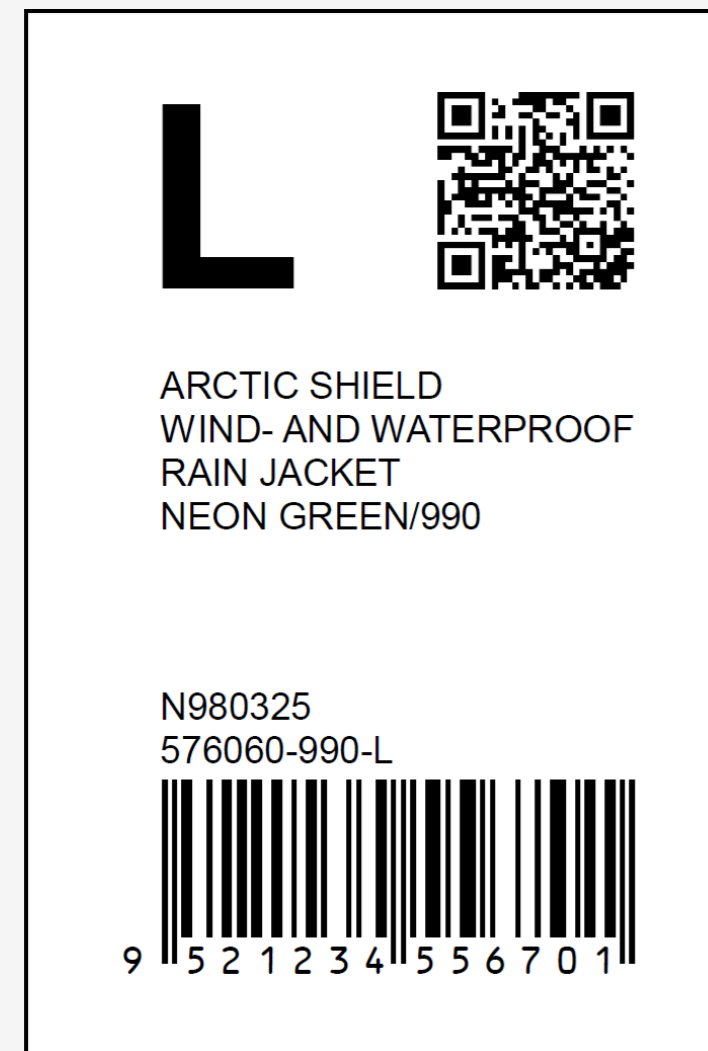
Batch/PO #Y



*Please notice! Even if labelled on item-level, higher level of information like supply chain, certificates etc. is still managed on its levels.*

# QR-codes

*Different levels,  
for pre-sale  
and after-sale  
information*



## Batch/PO-level on the hangtag/sticker

Enables the consumer to scan for enhanced product and traceability information before purchase.



## Item-level on the sew-in label

Besides batch/PO-level information, also enables tracking of downstream events after purchase.

# Nilörn:CONNECT™

*Add information to your brand*

“

*Nilörn:CONNECT™ is our platform of digital services to help brands fulfill the increasing demands of transparency and traceability within the textile and fashion industry.*



Legal  
Compliance

/ AGEC / TLR / DPP



Enables  
circular solutions

/ Repair / Resell / Recycle



Consumer  
engagement

/ Loyalty / Sales / Feedback

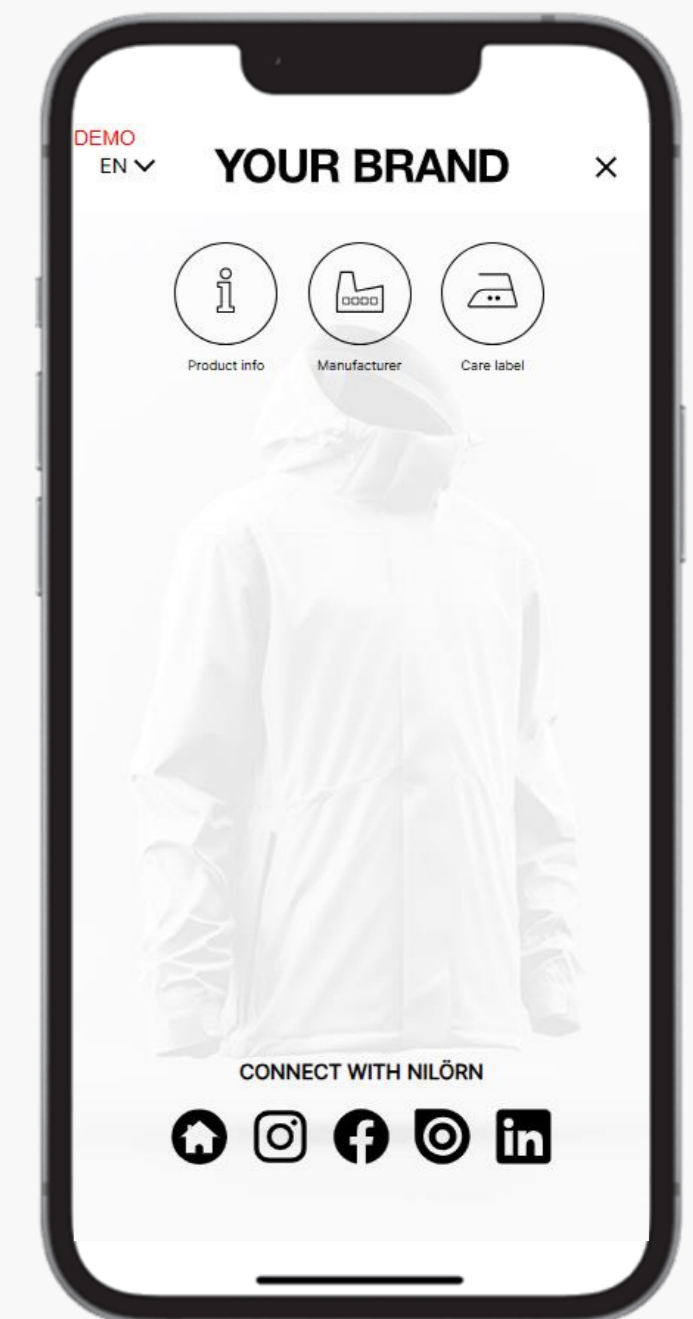
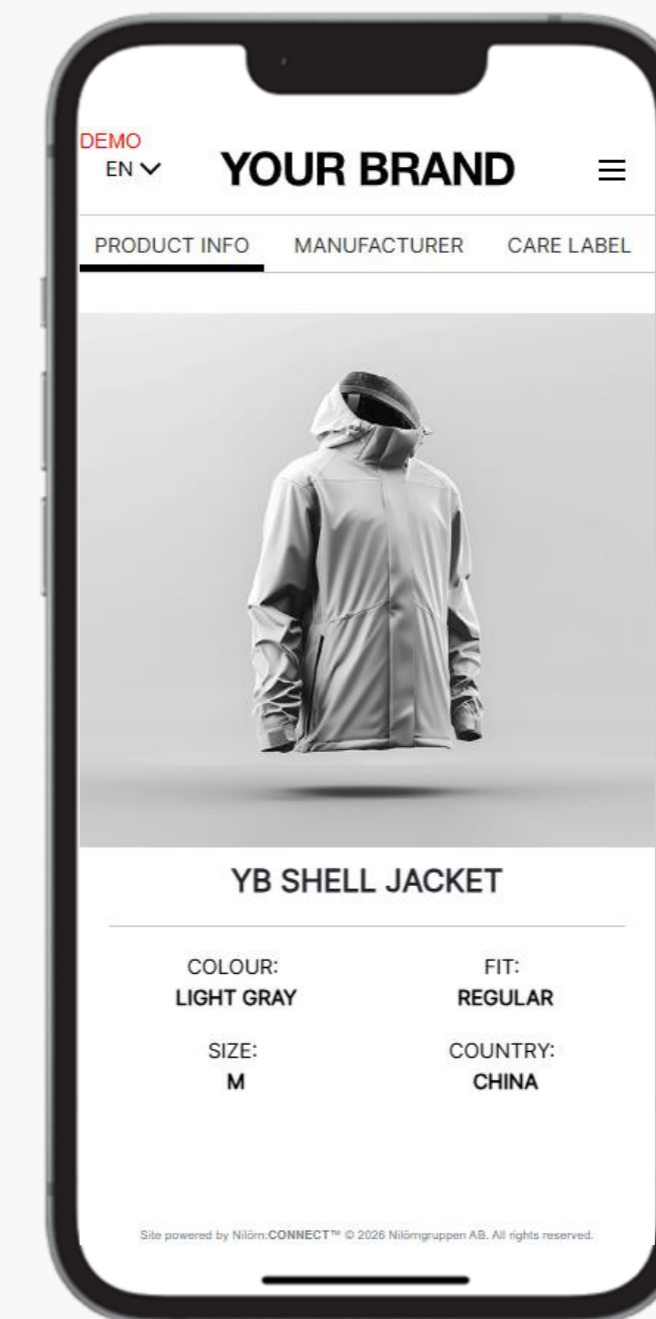


# Landing page

Nilörn:CONNECT™



*Product information based on barcode and care label.*



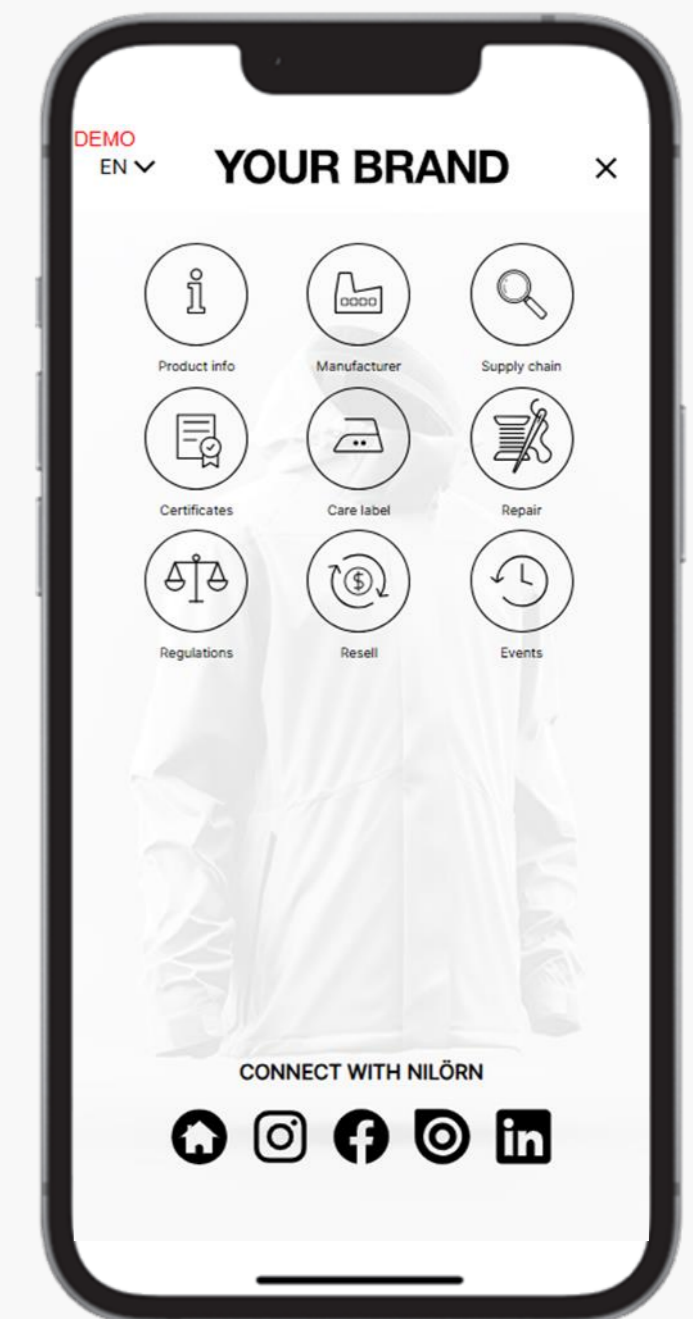
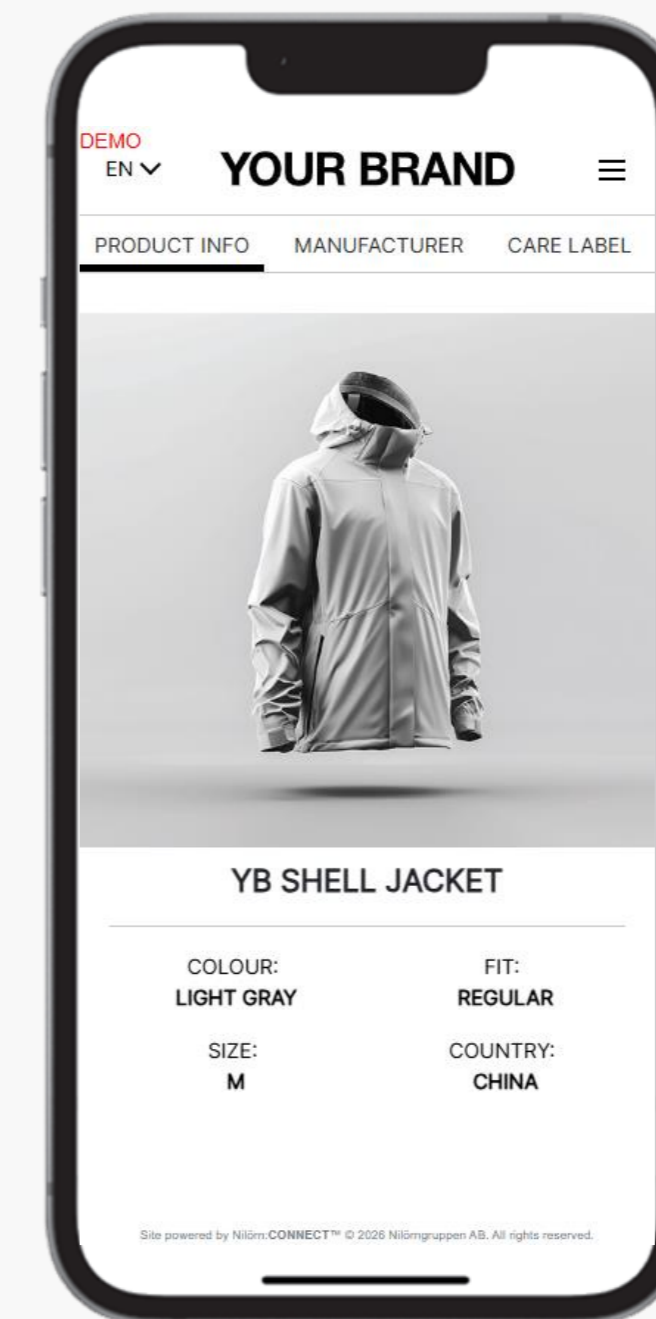
- ✔ Product information
- ✔ Manufacturer
- ✔ Care label

# Landing page

Nilörn:CONNECT™

“

*Additional information about the product's entire lifecycle – from the supply chain to repair and reuse.*



- ✔ Product information
- ✔ Manufacturer
- ✔ Care label
- ✔ Recycle
- ✔ Supply chain
- ✔ Repair
- ✔ Resell
- ✔ Regulations

# Data integrations process

*Can be changed over time*

/ Digital Product Passport (DPP)

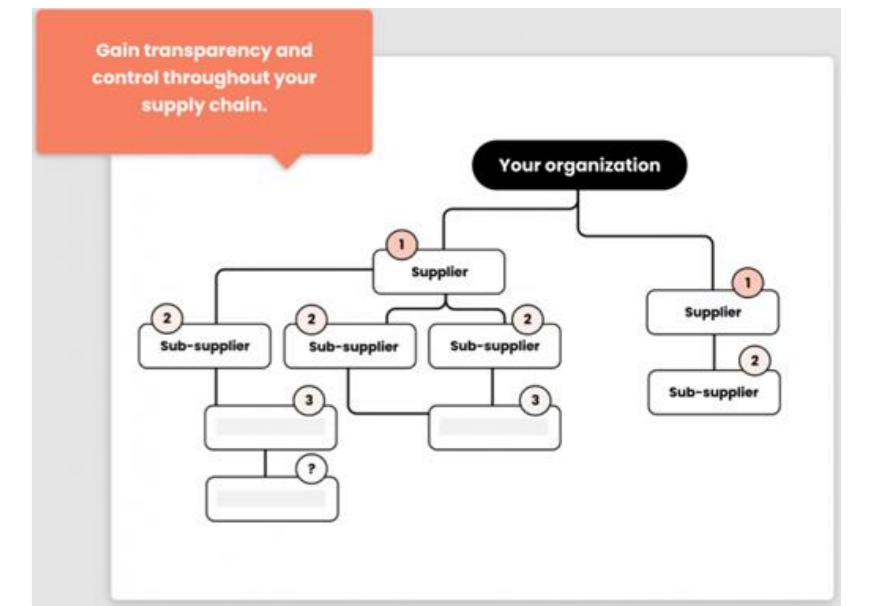
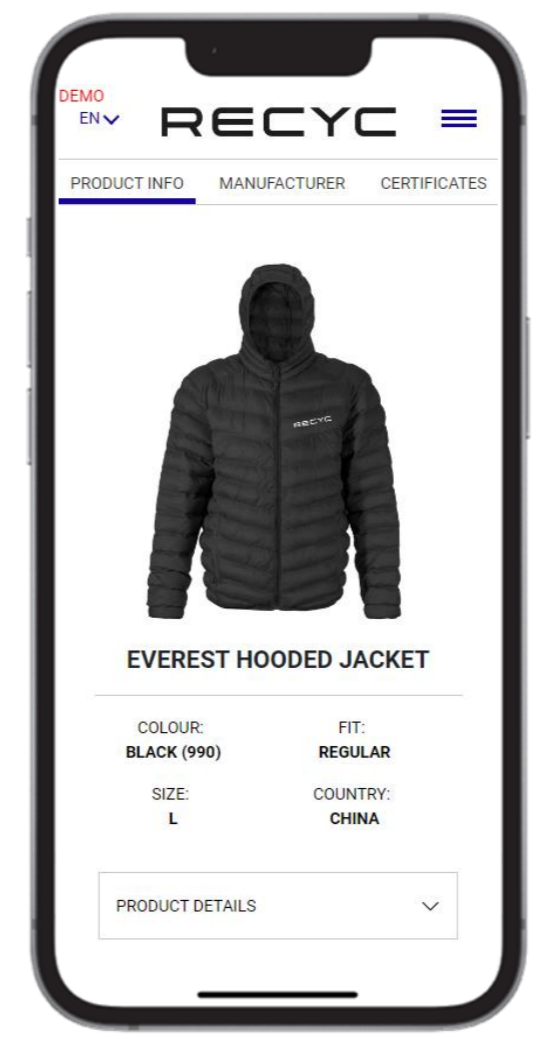
Knowledge hub



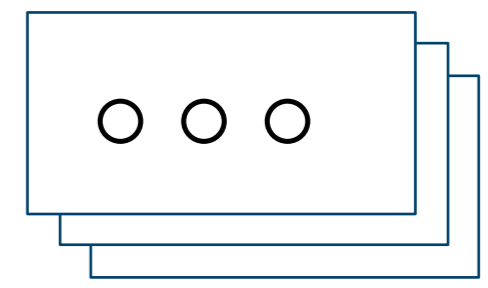
SKU-level data from barcode labels ordering process (e.g. ERP)



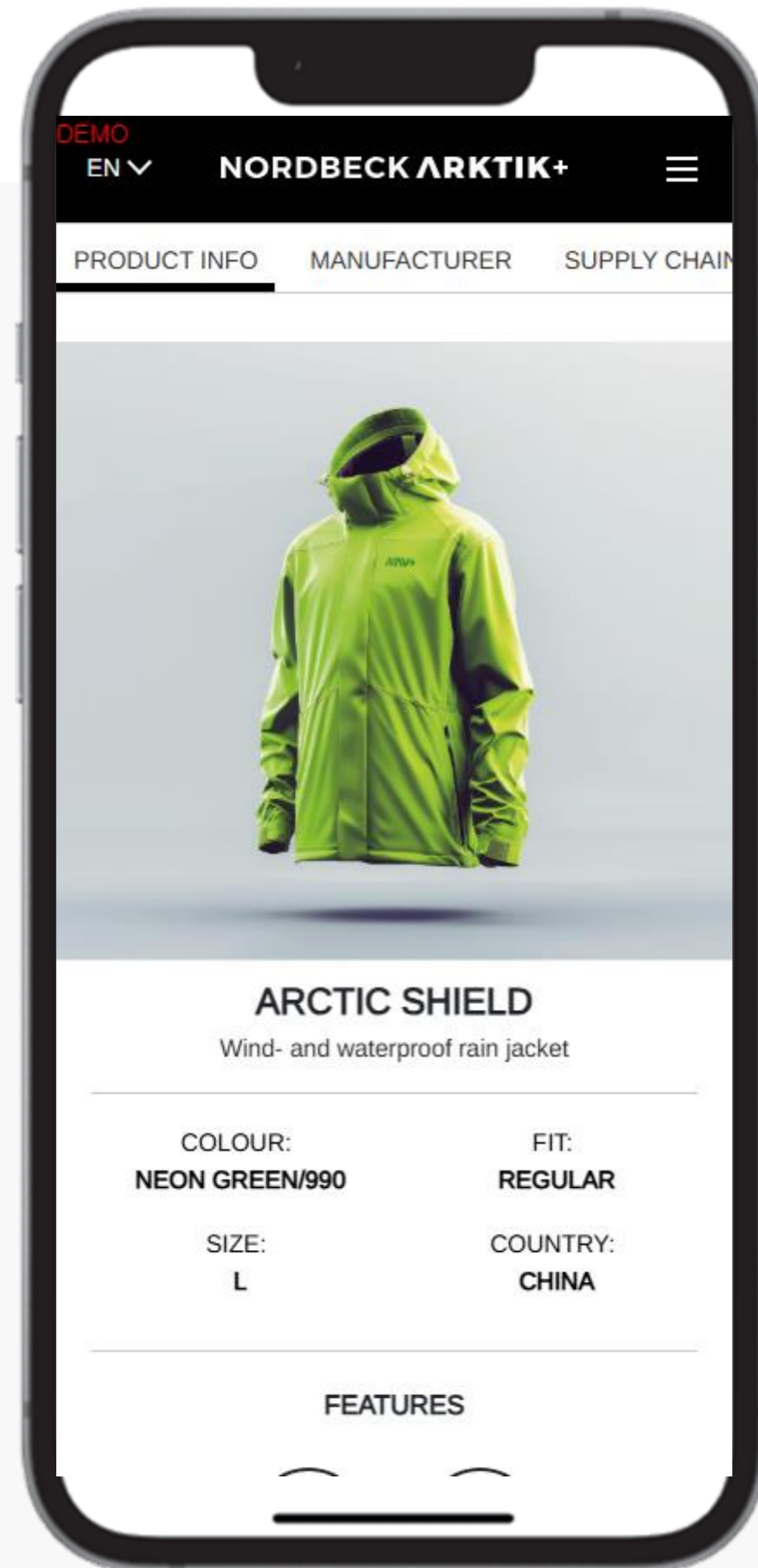
Material and care information from care label order process (e.g. PLM, PIM)



Supply chain, certificates etc.



Other / upcoming information and functionality

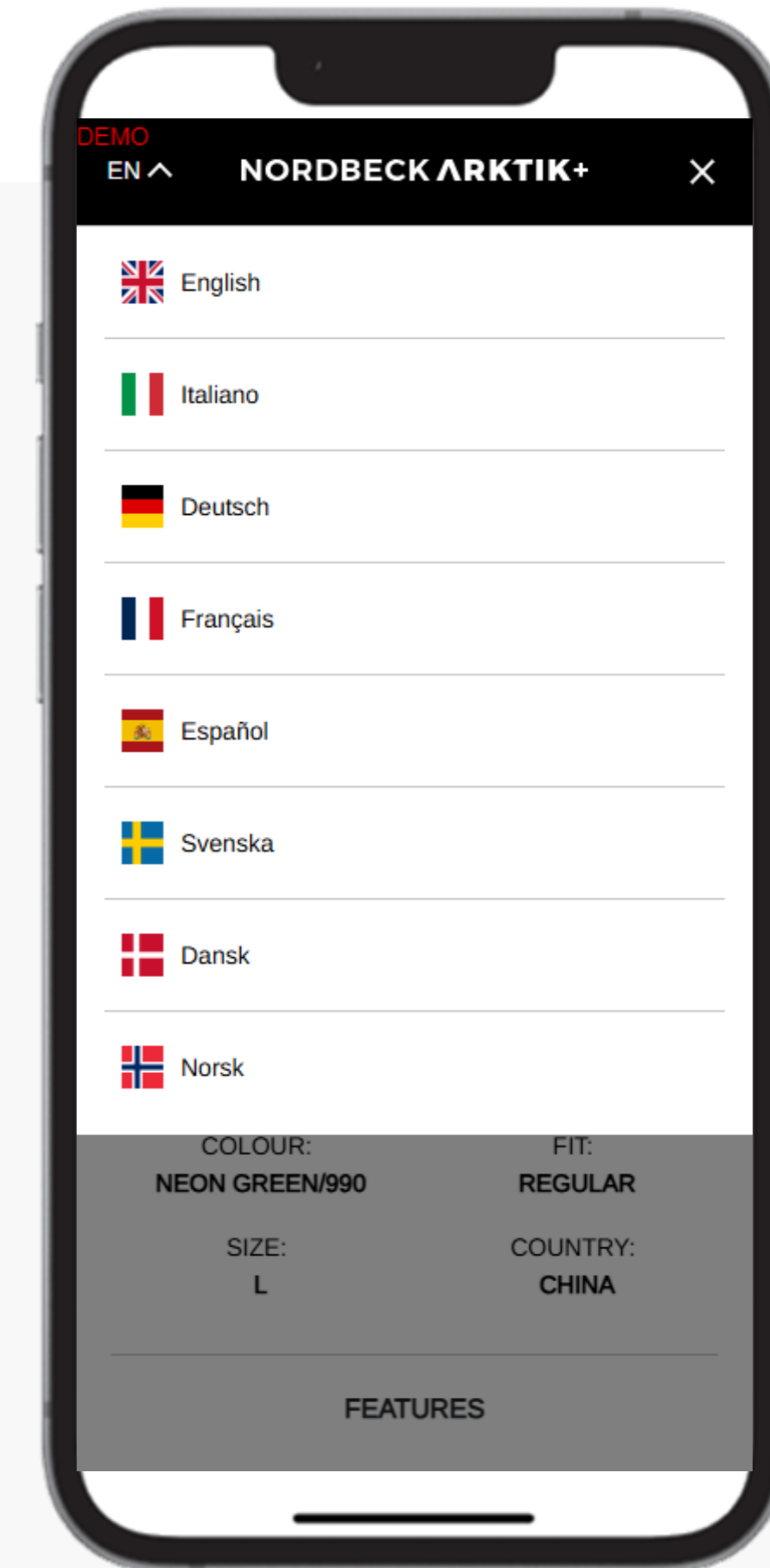


## NORDBECK ARKTIK+



SCAN ME

*Language based on settings in the browser*



# Case Studies

*Different approaches in introducing  
QR codes and digital labelling*

# Case #1

## Initial purpose

- Comply with AGEC Decree 2022-748
- Prepare for DPP

## QR code

- GS1 Digital Link on item-level

## Data carrier

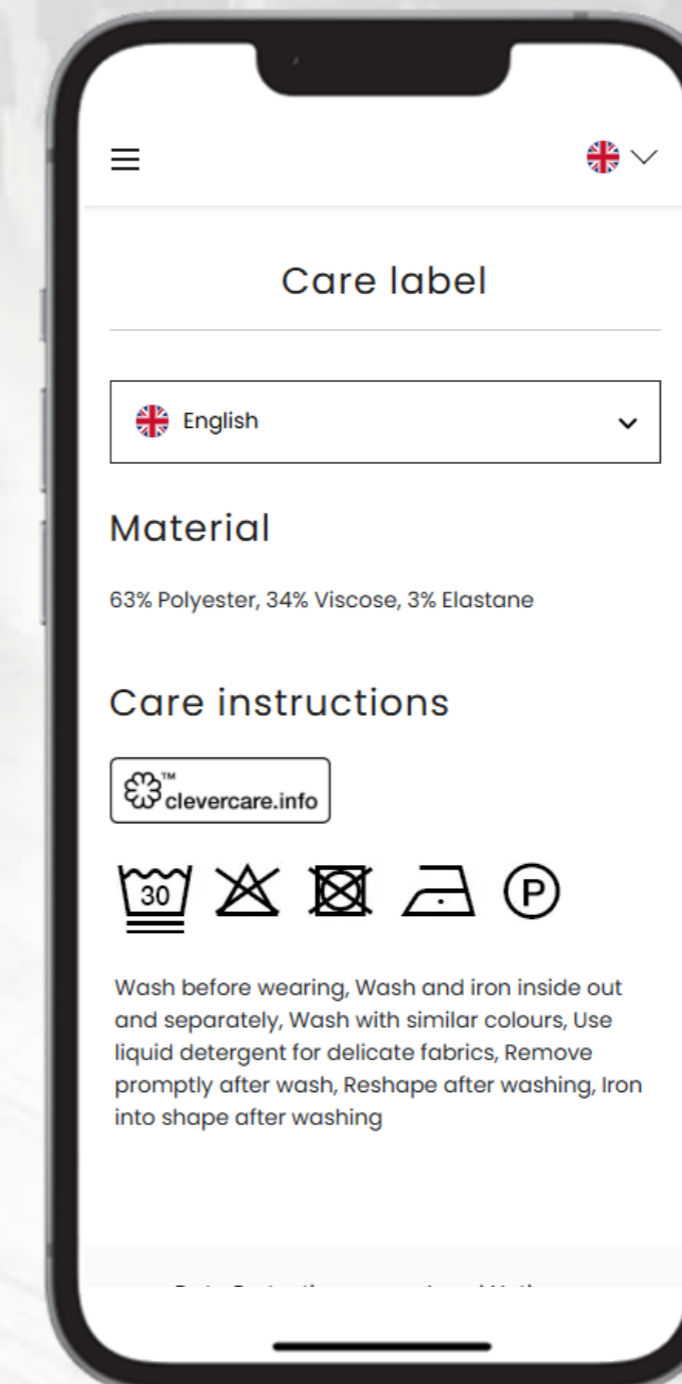
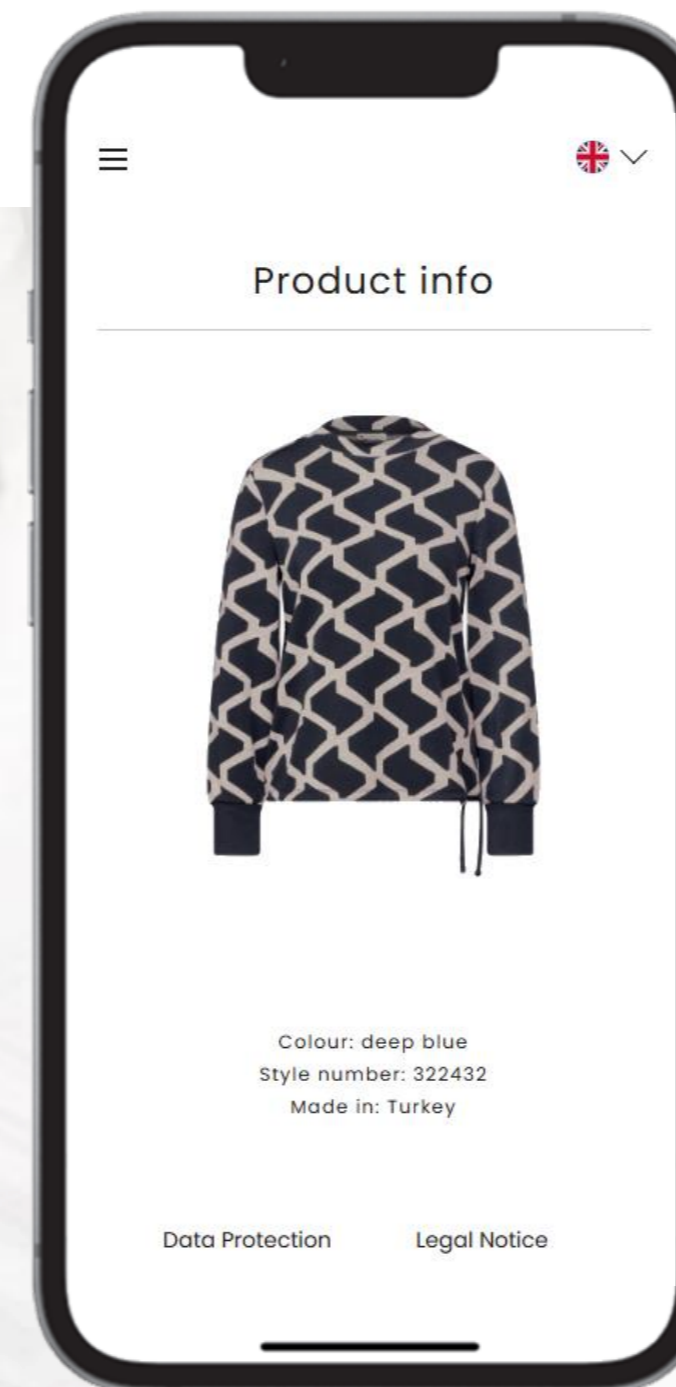
- Separate sew-in label

## Roll-out procedure

- Full roll-out from start

## Digital labelling also enable

- Updates for DPP
- Downstream traceability
- Consumer engagement insights



# Case #2

## Initial purpose

- Prepare for DPP
- Comply with AGEC Decree 2022-748

## QR code

- GS1 Digital Link on item-level

## Data carrier

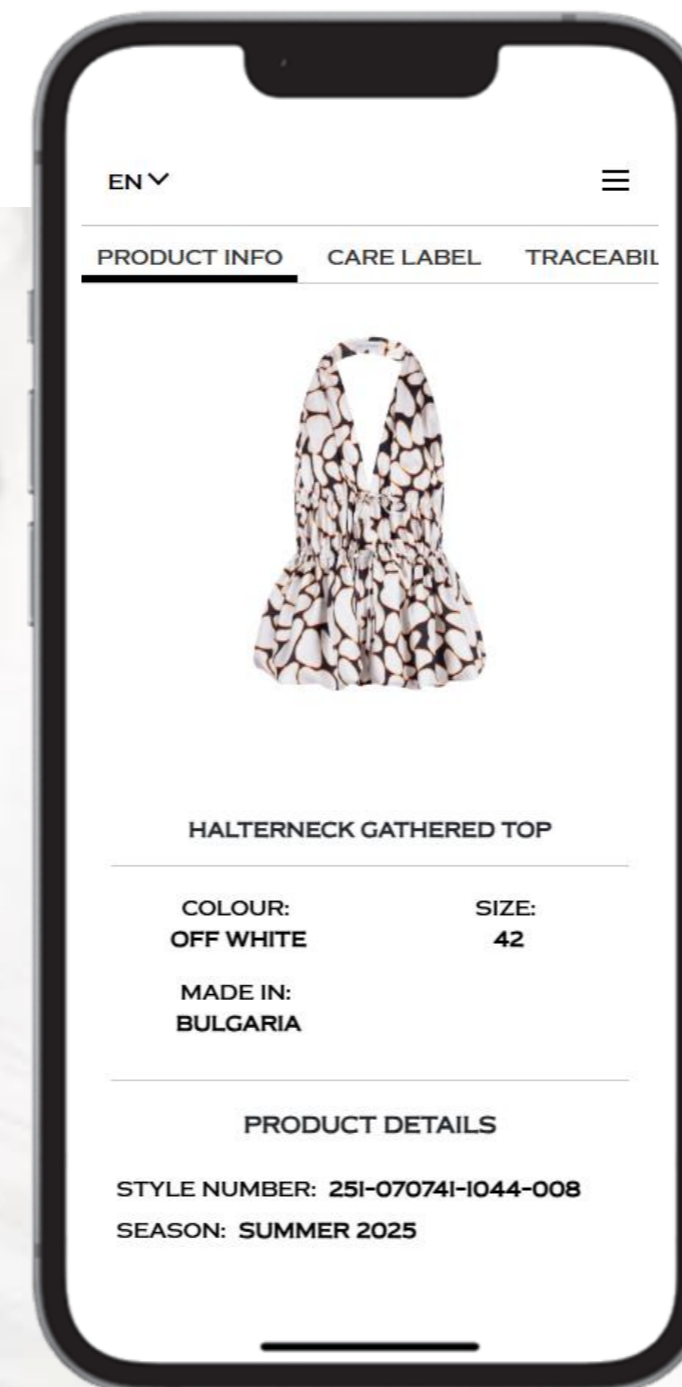
- Separate sew-in label

## Roll-out procedure

- Initial pilot project for selected styles
- Extended pilot project for all men's-styles
- Full roll-out

## Digital labelling also enable

- Updates for DPP
- Downstream traceability
- Consumer engagement insights



# Case #3

## Initial purpose

- Reduce number of feature hangtags

## QR code

- GS1 Digital Link on batch-level

## Data carrier

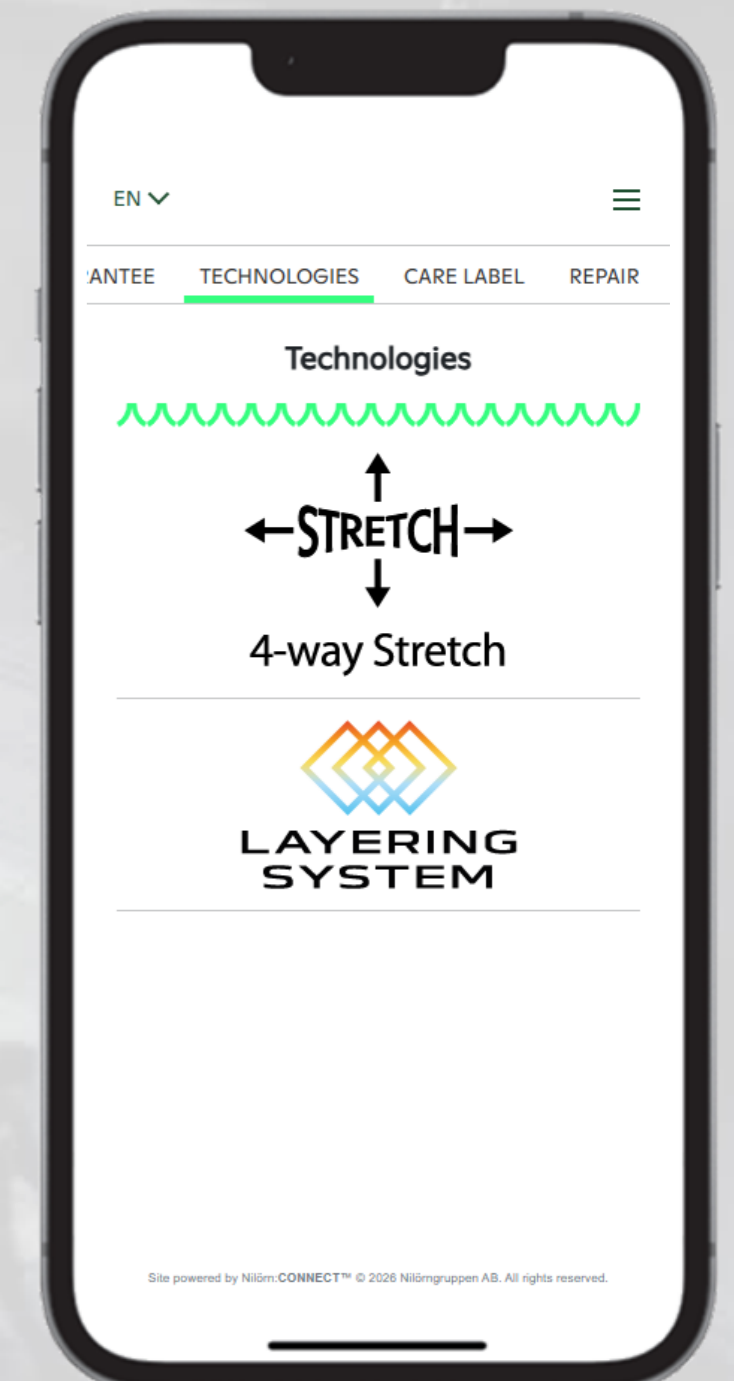
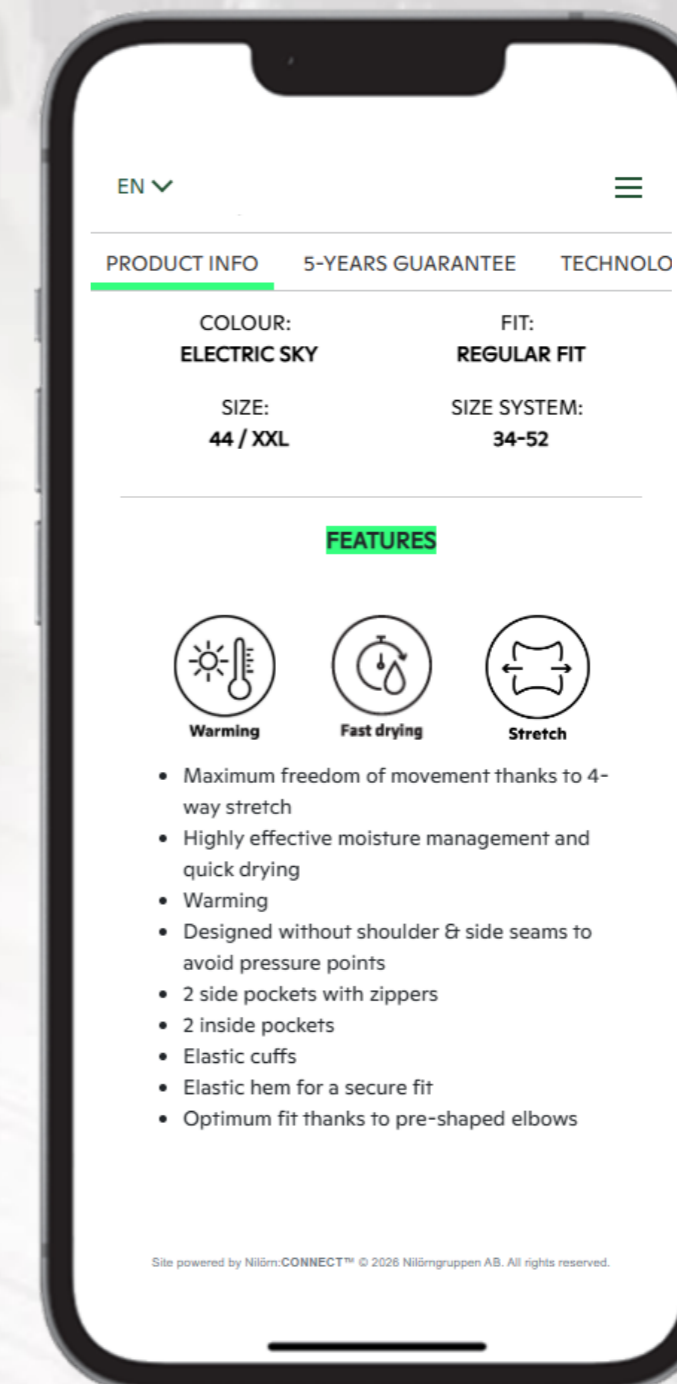
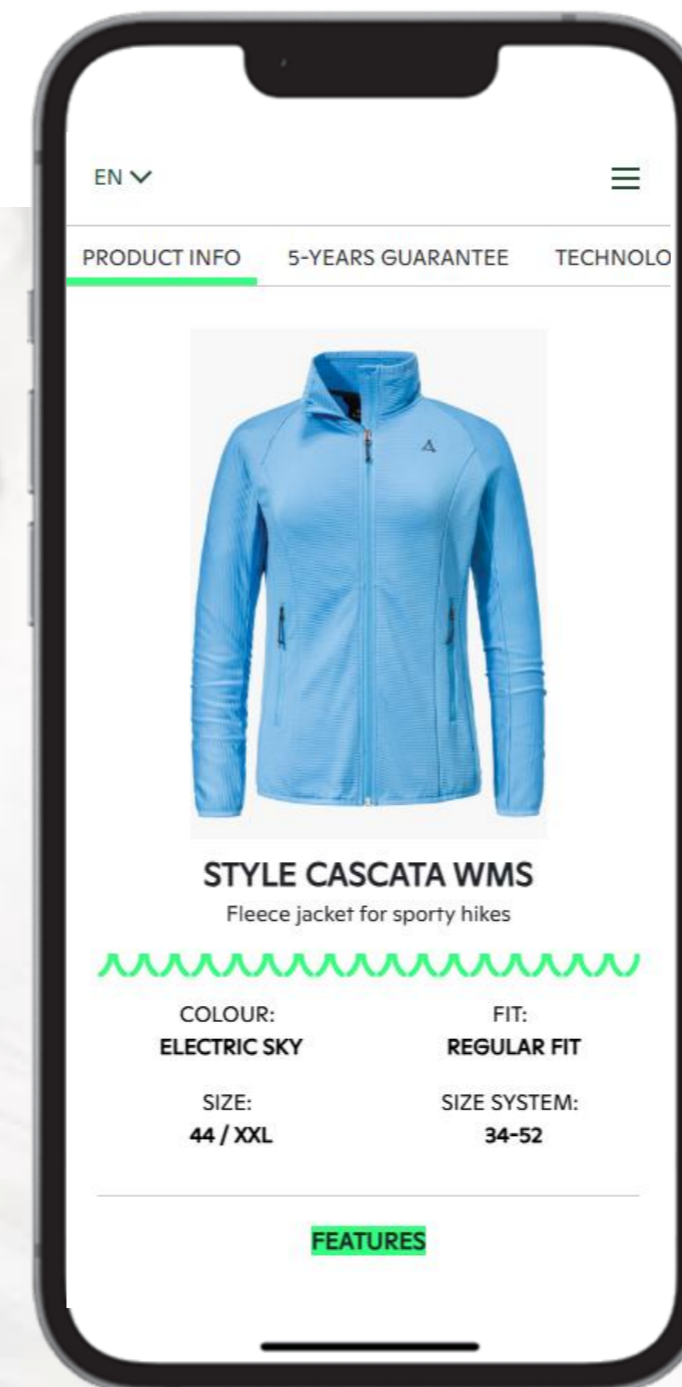
- Barcode hangtag

## Roll-out procedure

- Full roll-out from start

## Digital labelling also enable

- Comply with AGEC Decree 2022-748
- Updates for DPP upstream traceability
- Consumer engagement insights



# Case #4

## Initial purpose

- Reduce number of feature hangtags
- Comply with AGEC Decree 2022-748

## QR code

- GS1 Digital Link on item-level

## Data carrier

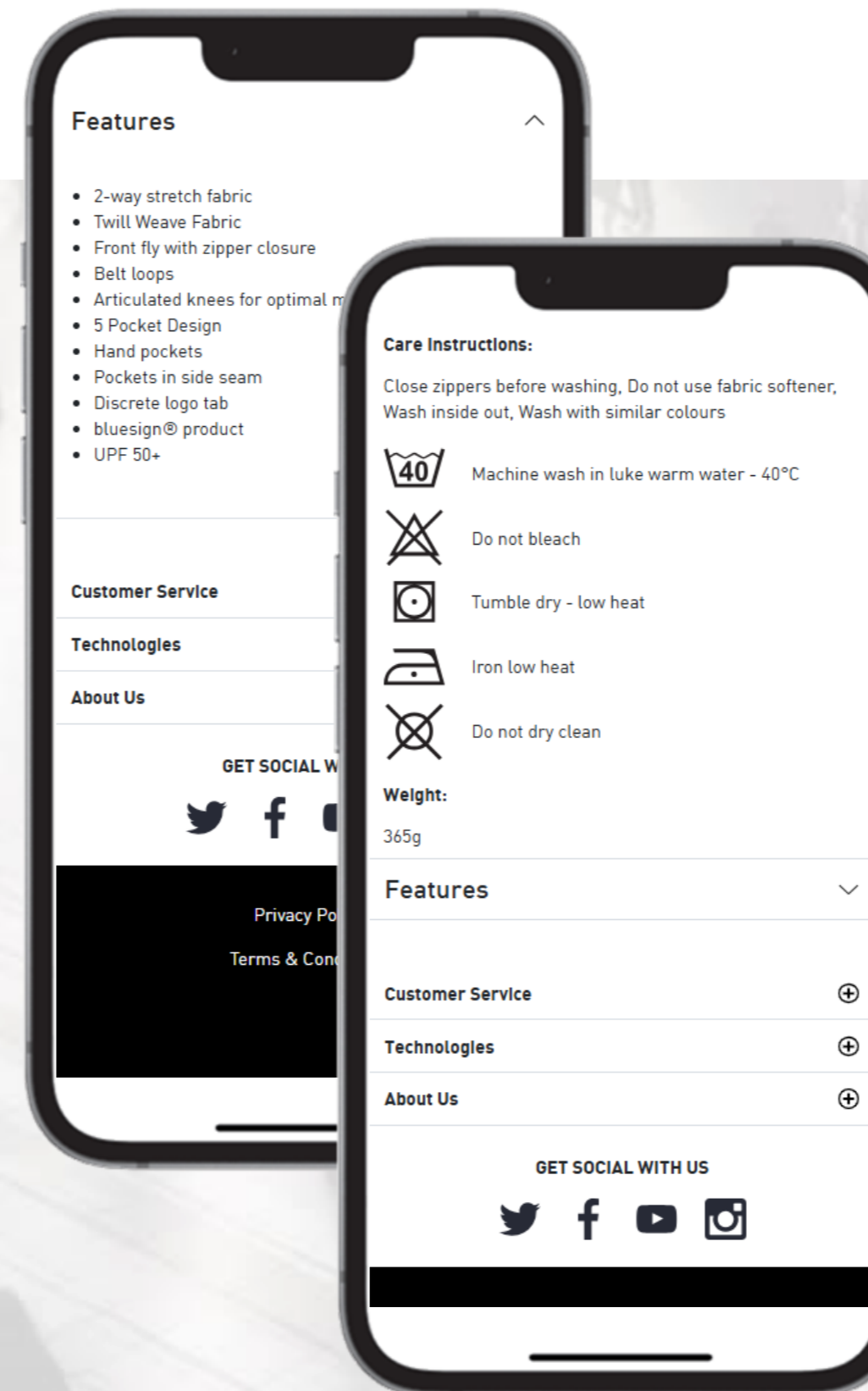
- RFID-sticker

## Roll-out procedure

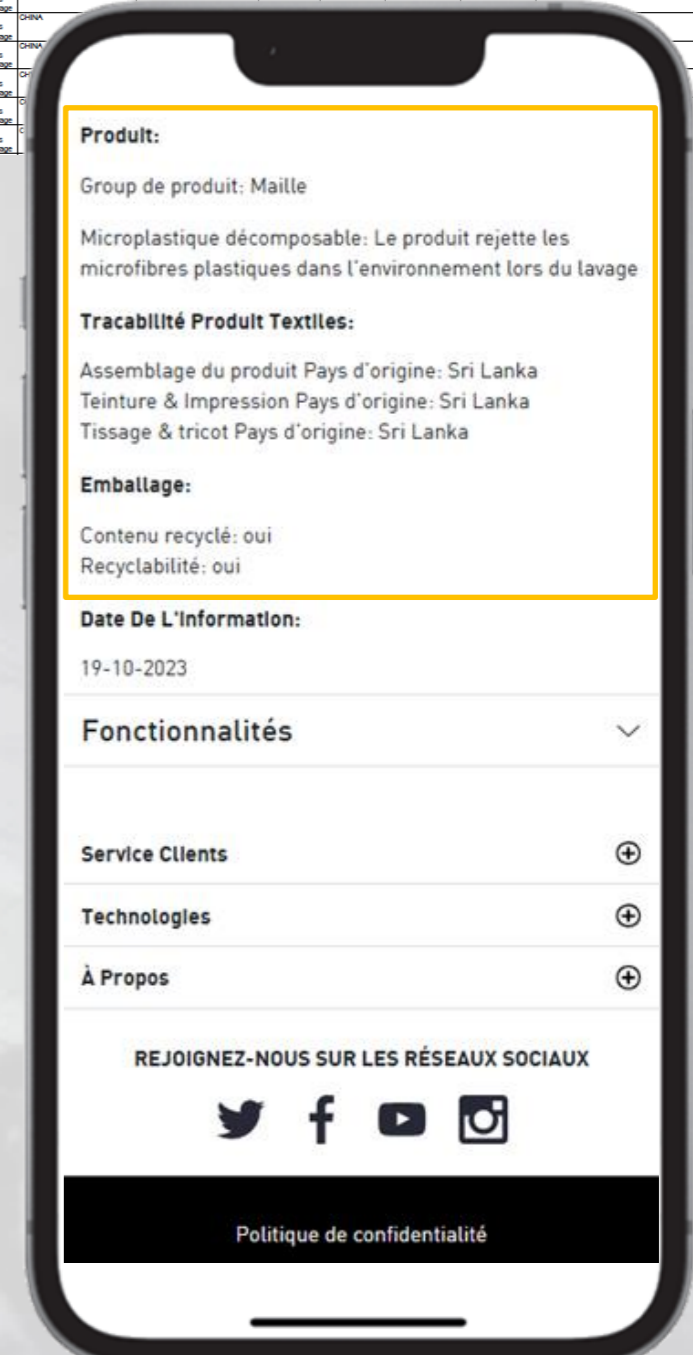
- Initial pilot project for selected styles
- Full roll-out

## Digital labelling also enable

- Updates for DPP upstream traceability
- Consumer engagement insights



ANTI-GASPILLAGE ÉCONOMIE CIRCULAIRE											
Produit	Identification	Emballage			Contenu recyclé, produit comportant au moins 25% de matières recyclées	Microplastique décomposable	Tracabilité produit textile			Date de l'information	
		Contenu recyclé	Recyclabilité	Assemblage du produit			Teinture & Impression	Tissage & Tricot			
TECH TEE	Maill	2013	MM	MM	85 %	Non	CHINA	CHINA	CHINA	19-10-2023	
TECH TEE	Maill	2014	MM	MM	85 %	Non	CHINA	CHINA	CHINA	19-10-2023	
TECH TEE	Maill	2015	MM	MM	85 %	Non	CHINA	CHINA	CHINA	19-10-2023	
TECH TEE	Maill	2016	MM	MM	85 %	Non	CHINA	CHINA	CHINA	19-10-2023	
POLO POLO	Maill	2018	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2019	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2020	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2021	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2022	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2023	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2024	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2025	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2026	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2027	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2028	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
POLO POLO	Maill	2029	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
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POLO POLO	Maill	2054	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	
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POLO POLO	Maill	2072	MM	MM	82 %	Non	INDONESIA	INDONESIA	INDONESIA	19-10-2023	



# Case #5

## Initial purpose

- Prepare for DPP

## QR code

- GS1 Digital Link on item-level

## Data carrier

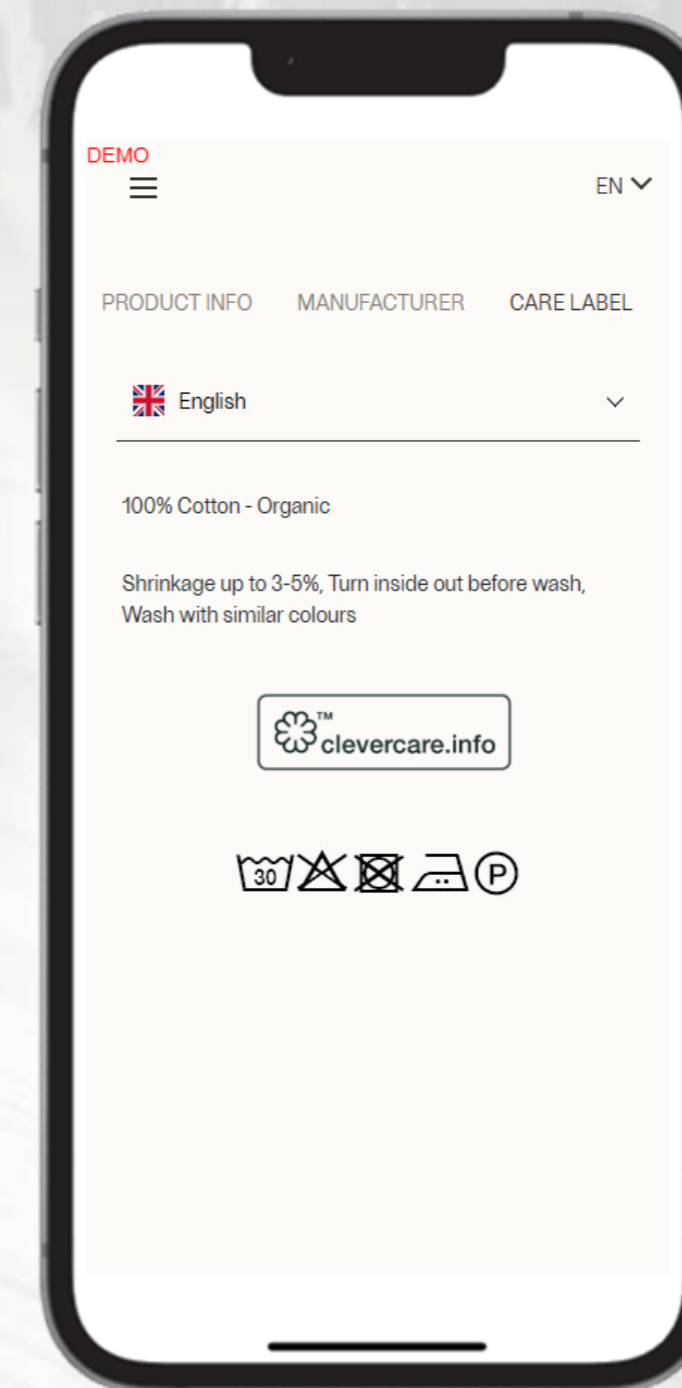
- Separate sew-in label

## Roll-out procedure

- Initial pilot project for selected styles
- Full roll-out
  - Batch-level instead of item-level
  - QR code on care label

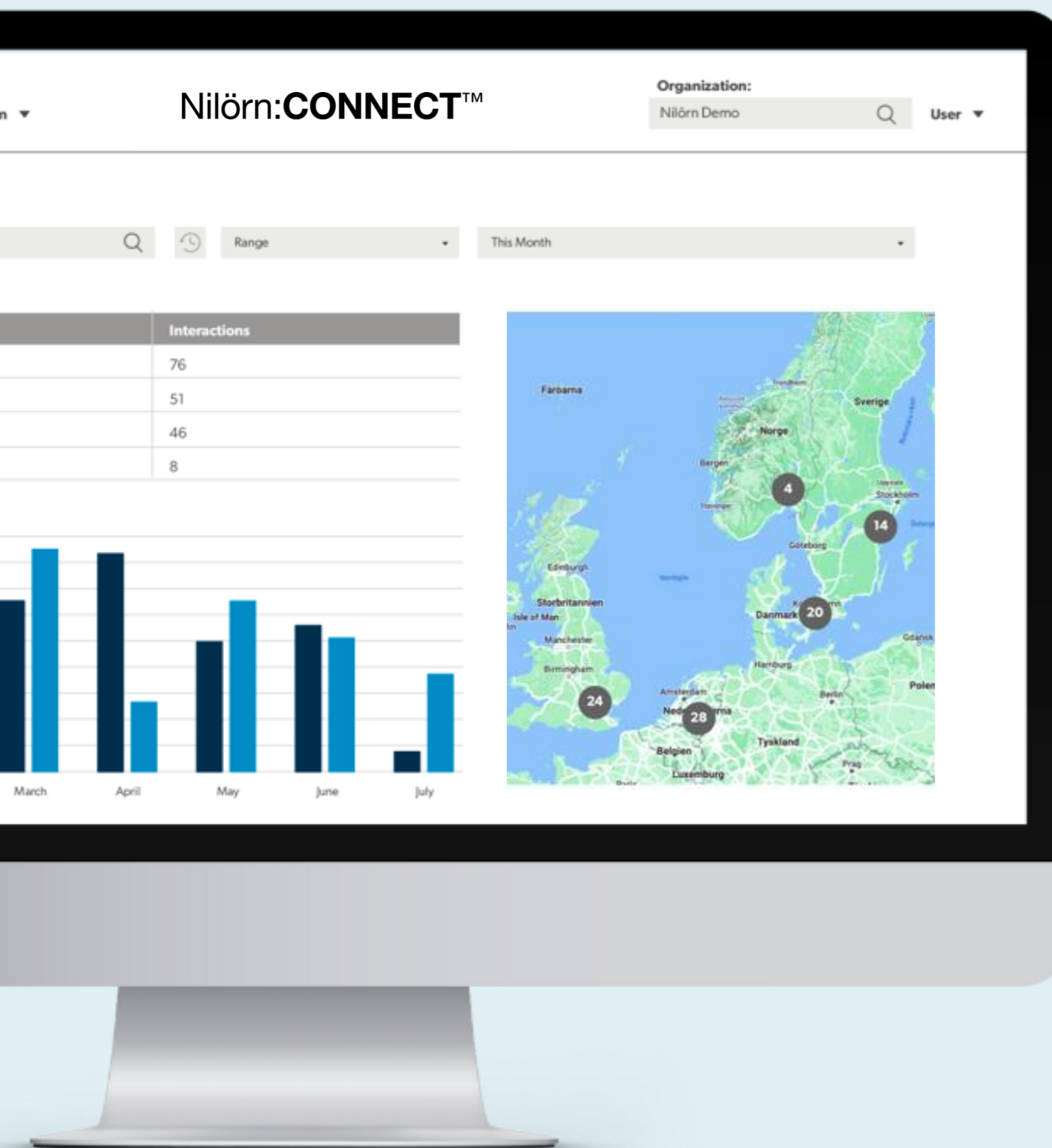
## Digital labelling also enable

- Updates for DPP
- Consumer engagement insights



# Data-driven decisions

*Analysis for production, marketing, and sustainability*



01

## Consumer behavior and geographic analysis

See where and when consumers scan QR codes and analyze the impact of campaigns on engagement.

02

## Product and material quality

Use collected consumer feedback to identify if certain materials, product orders, or suppliers have a higher risk of defects.

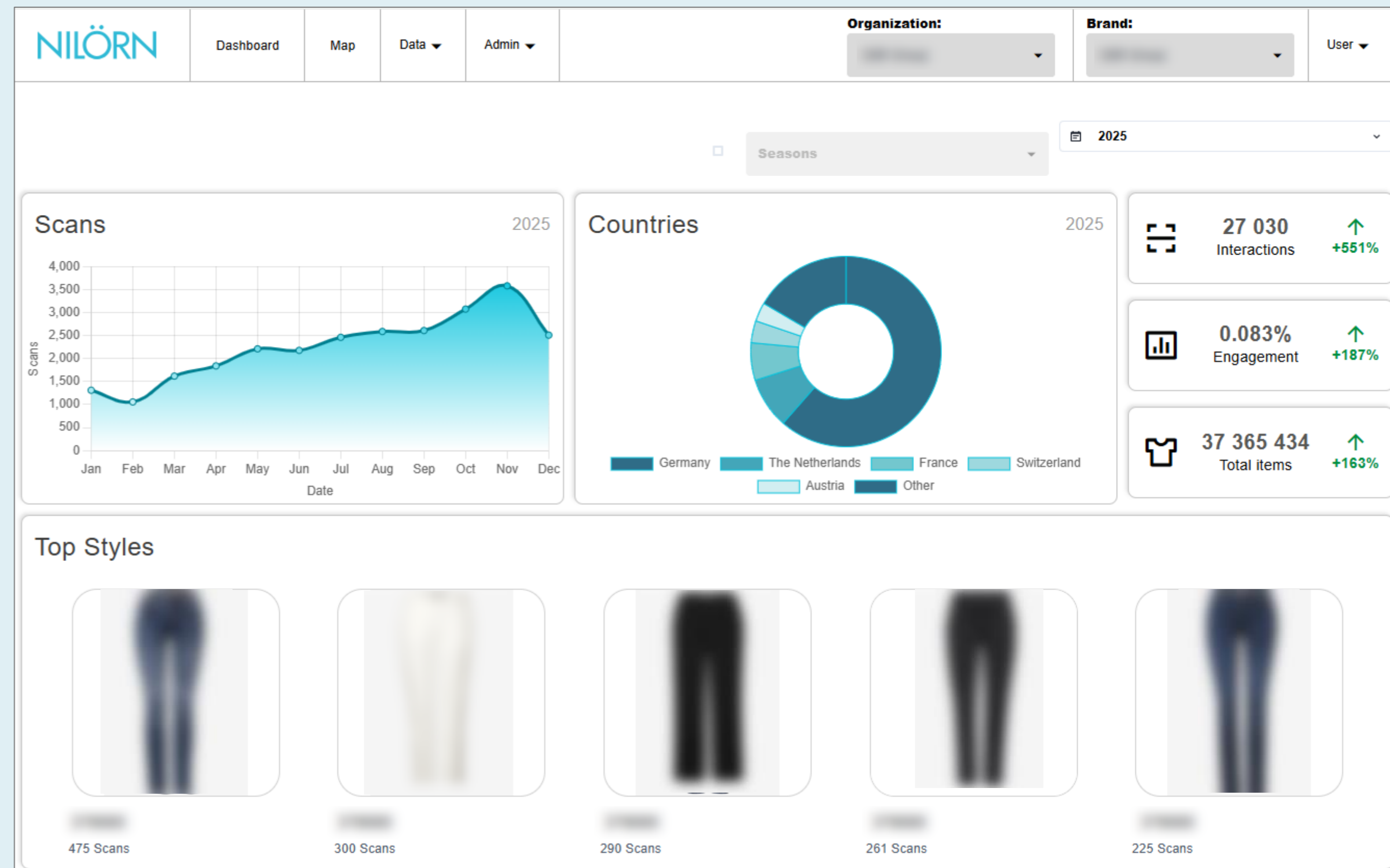
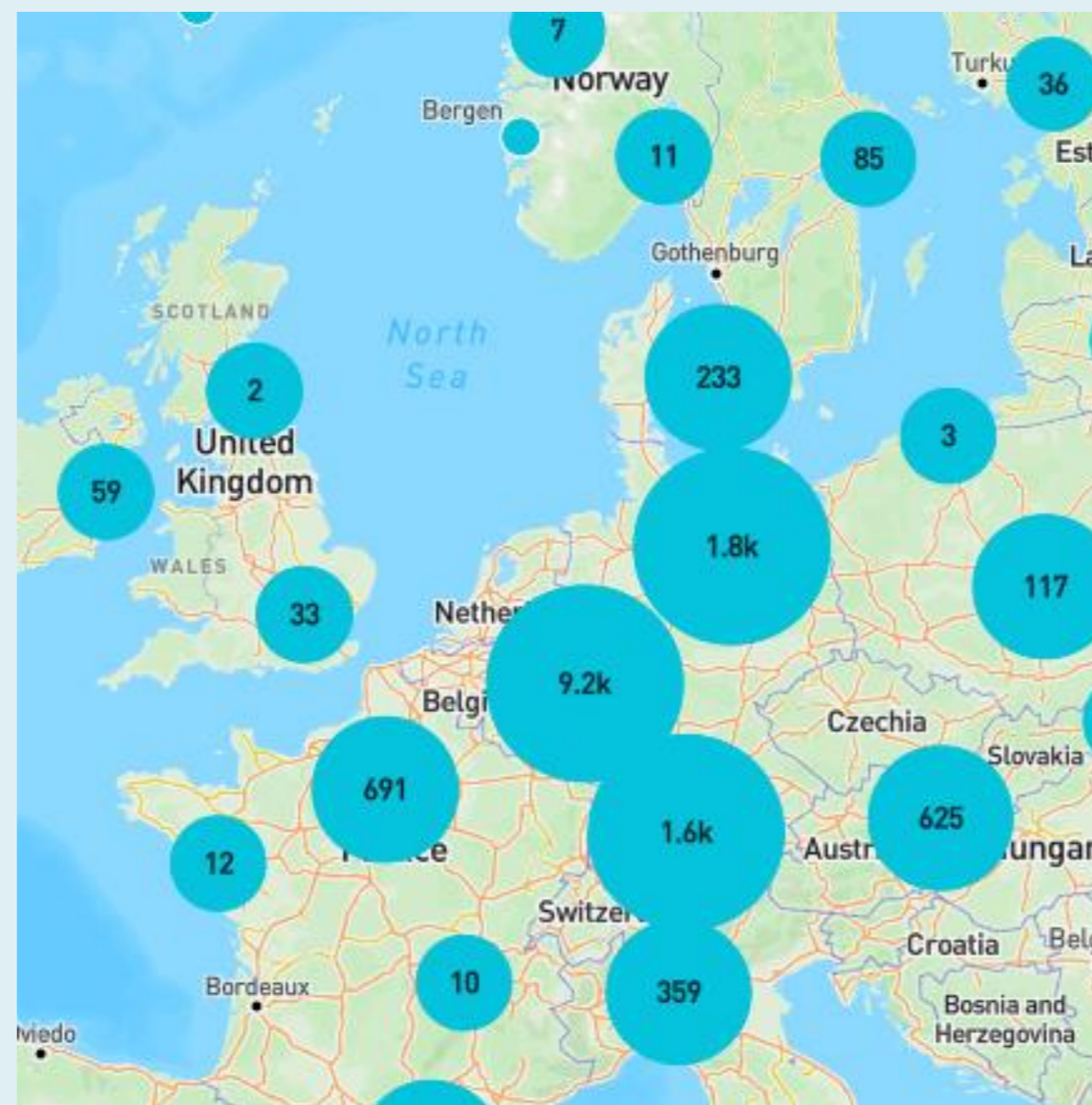
03

## Sustainability and post-purchase events

Track product events to see which products require repair, are resold, or are recycled.

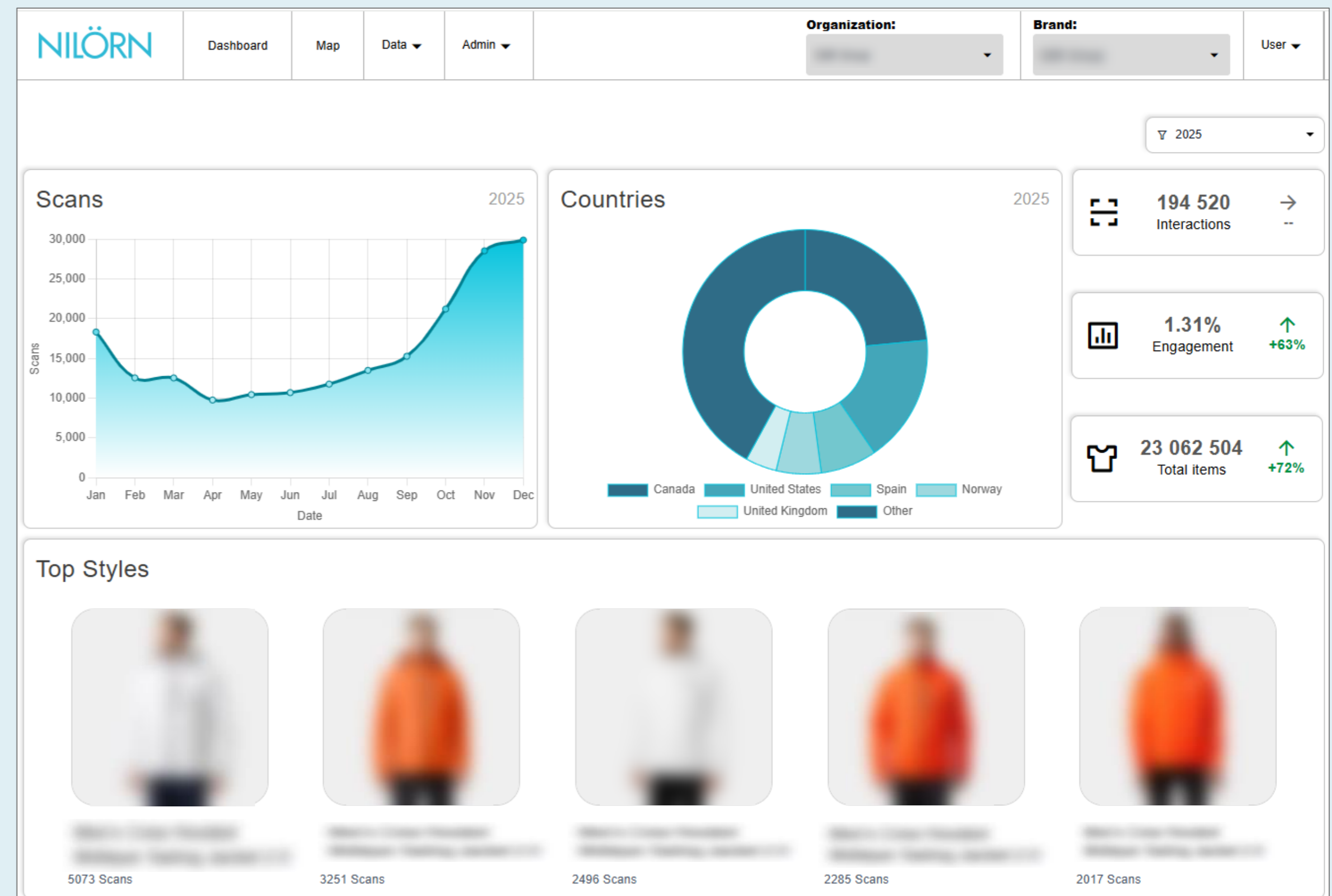
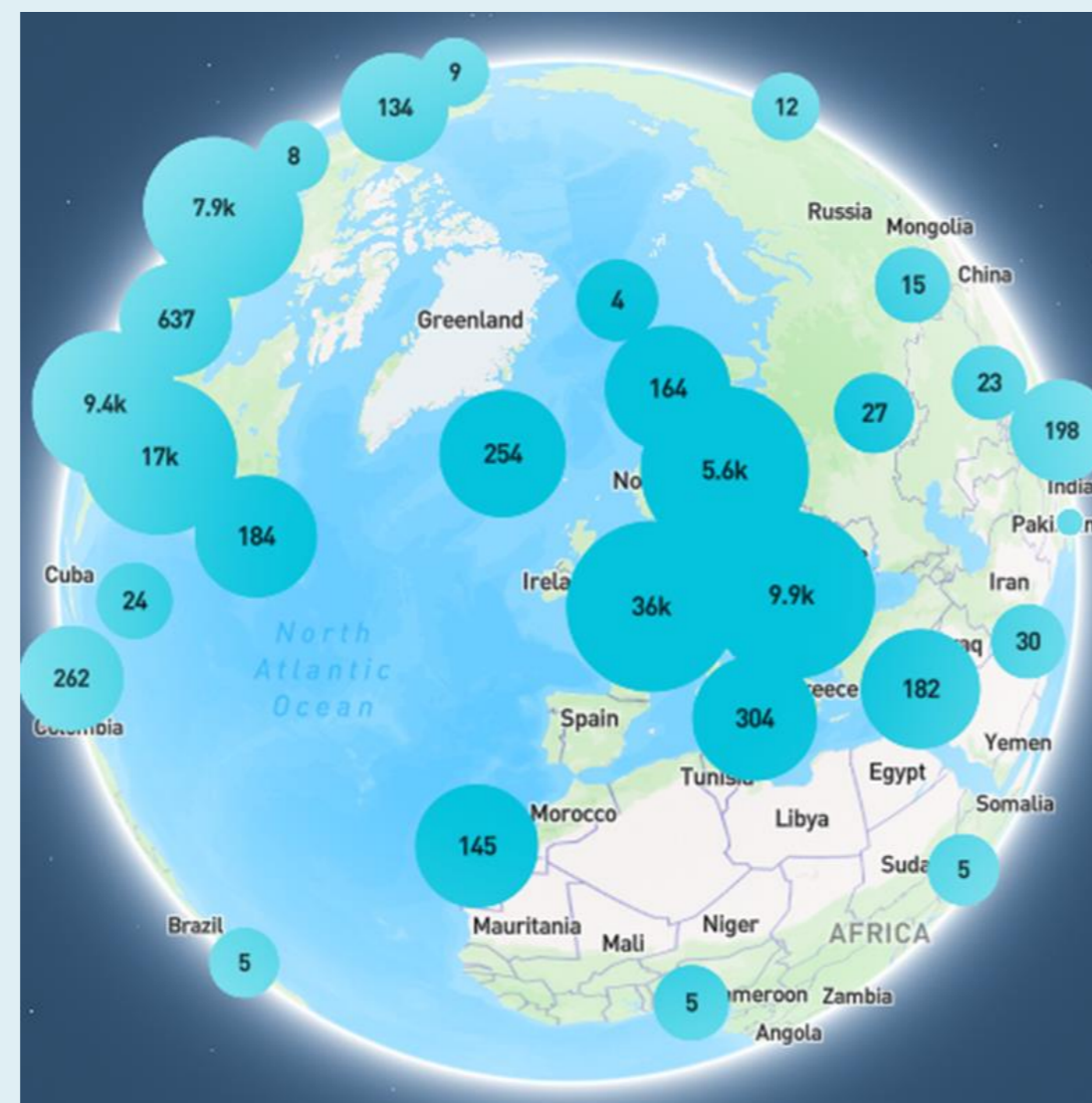
# Dashboard

*Every scan is logged  
QR code on sew-in label*



# Dashboard

*Every scan is logged  
QR code on RFID-sticker*





# Give your product a voice

Nilörn: **CONNECT™** x AI Chat: **Turning product data into customer value**

# Why now?

## *Our AI-Powered Product Assistant*

- Fashion and retail are under growing pressure for transparency — from new EU regulations to consumer expectations.
- Product information today is often scattered across labels, websites, and support teams. Customers struggle to find clear, instant answers.
- Connecting brands, products, and consumers through labeling and storytelling.
- With AI, we can now take the next step: turning static data into live conversations that deliver trust, clarity, and new insights.
- This Proof of Concept is the first step toward making every garment a speaking product.



What if your garment could speak?



Simply scan the QR-code on your garment



Uncover the story behind each piece



Discover where it was made

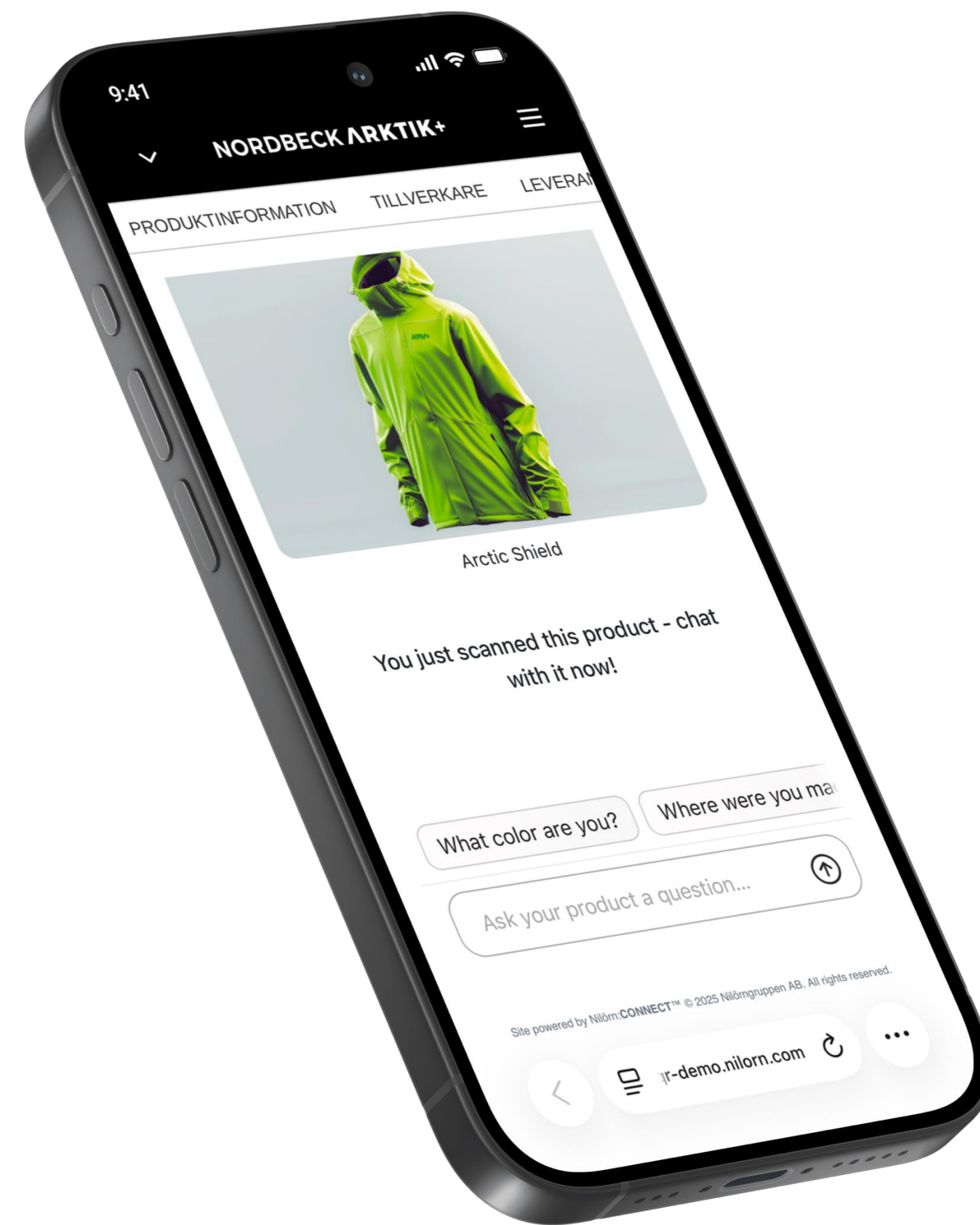


Track its circular journey — every chapter told



Scan QR code with your phone.

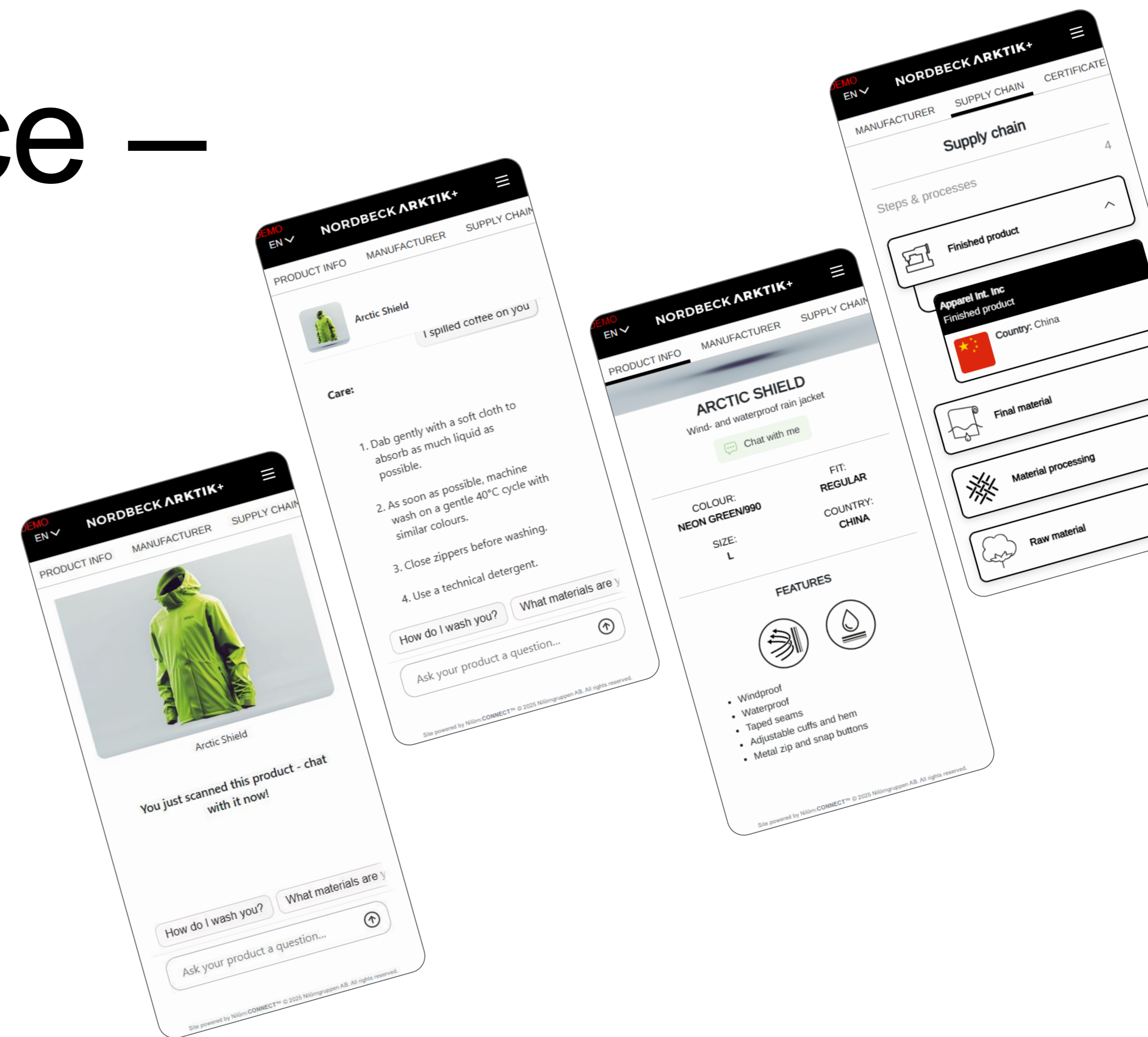
Simple, engaging, intuitive.



# Beyond Compliance – Creating Value

*The real potential*

- **Beyond compliance:** EU rules are the start, but the true value is trust and engagement.
- **Every interaction creates insight:** Learn what customers ask most — from sustainability to origin to quality.
- **Data with purpose:** Use insights to improve products, strengthen storytelling, and anticipate customer needs.
- **Foundation for growth:** Today it's answers — tomorrow it's a full feedback loop between brand and consumer.



# French Environmental Cost

- Ecobalyse  
Costs to be calculated and declared at <https://ecobalyse.fr/>
- Product Timeline  
October 1, 2025 – voluntary  
October 1, 2026 – tighter rules
- Decree No. 2025-957

**1,558 points**  
1,044 points excluding durability  
For 0.150 kg  
Per 100g: 1039 points

Step	Value
Accessories	0.08 x
Raw materials	39.32 x
Transformation	39.27 x
Packaging	0 x
Transportation	710 x
Distribution	0 x
Use	10.23 x
End of life	4.00 x

# French Environmental Cost

- Available via digital data carrier / QR code  
If no other communication or claims related to environmental impact on packaging, digital display only is sufficient.
- Printed on packaging  
On e.g. barcode sticker or hangtag



Illustration only

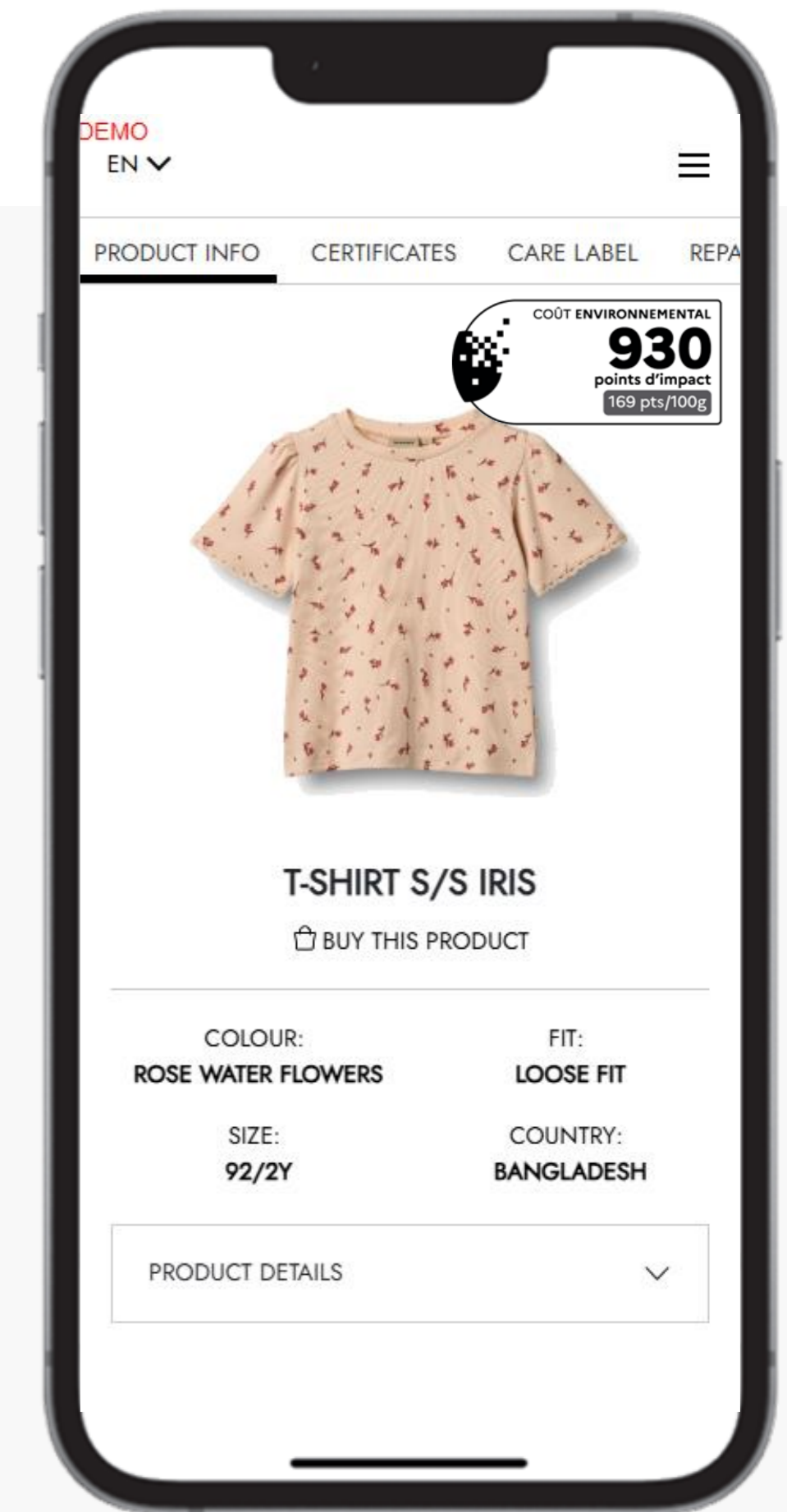


Illustration only

# Quality evaluation process

## *Washing durability tests*



### QR code labels – Applications and examples

Easy access – Maximum reach

Printed QR code label



NIL NC 3001

Printed QR code label + care label



NIL NC 3004

Small printed QR code label + woven label / attachment options



NIL NC 3005

Woven QR code label



NIL NC 1001



NIL NC 3005

WASH TEST – 150 CYCLES

### Empowering your brand through data

Nilörn:CONNECT™ is our platform of digital services to help brands fulfill the increasing demands of transparency and traceability within the textile and fashion industry. A digital twin of each physical product allows sharing extended and unique information about the product.



#### Key benefits:

- Traceability and transparency**  
Centralised supply chain data for better communication and oversight.
- Circularity**  
Enhancing circular business models through re:use, resell and recycling.
- Consumer engagement**  
Enables direct interactions, personalised experiences, and stronger brand trust.

### Wash test

0 Cycles – 50 Cycles  
60°C

Thermal transfer print  
Unique IDs  
Cut edges



NIL NC 3001  
Material: Double side recycled satin  
Print method: Thermo transfer  
Edge finish: Cut edge

Thermal transfer print  
Unique IDs  
Woven edges



NIL NC 3002  
Material: Double side recycled satin  
Print method: Thermo transfer  
Edge finish: Woven edge

Rotary print  
SKU/PO-level information  
Cut edges



NIL NC 3003  
Material: Double side recycled satin  
Print method: Rotary  
Edge finish: Cut edge

# Useful links

- 01** Ecodesign for Sustainable Products Regulation  
[https://commission.europa.eu/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/ecodesign-sustainable-products-regulation\\_en](https://commission.europa.eu/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/ecodesign-sustainable-products-regulation_en)
- 02** CIRPASS Project Results  
<https://cirpassproject.eu/project-results/>
- 03** CIRPASS-2 Project  
<https://cirpass2.eu/>
- 04** Trace4Value – Digital Product Passport in textile  
<https://trace4value.se/subproject/digital-product-passport-in-textile/>
- 05** EPRS – Digital product passport for the textile sector (Study)  
[https://www.europarl.europa.eu/RegData/etudes/STUD/2024/757808/EPRS\\_S\\_TU\(2024\)757808\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2024/757808/EPRS_S_TU(2024)757808_EN.pdf)
- 06** Ecodesign for Sustainable Products Regulation:  
3<sup>rd</sup> Milestone Study documents  
<https://susproc.jrc.ec.europa.eu/product-bureau/product-groups/467/documents>
- 07** Ecodesign for Sustainable Products Regulation:  
Study on new product priorities  
<https://publications.jrc.ec.europa.eu/repository/handle/JRC138903>
- 08** GS1 Digital Product Passports  
<https://gs1.se/en/digital-product-passports>
- 09** Revision of EU rules on textile labelling  
[https://single-market-economy.ec.europa.eu/sectors/textiles-ecosystem/regulation-eu-10072011\\_en](https://single-market-economy.ec.europa.eu/sectors/textiles-ecosystem/regulation-eu-10072011_en)
- 10** Legislative Train Schedule - European Parliament  
<https://www.europarl.europa.eu/legislative-train/>
- 11** CIRPASS-2: DPP Granularity Level Options for Textiles / Apparel  
<https://doi.org/10.5281/zenodo.17395422>

# Closing comment

*Preparing for the DPP*

- ① Start now
- ① QR code = Flexibility
- ① Compliance & Opportunity

# Questions?

*Ask questions and share your thoughts.  
Feel free to raise any points or queries you have.*

# Thanks!

- The presentation slides and the webinar recording will be shared after the session.
- If you have any questions, please feel free to contact – [knowledgehub@nilorn.com](mailto:knowledgehub@nilorn.com)
- Next webinar is planned for March 26. Invitations will be sent out in the coming weeks.

## Nilörn

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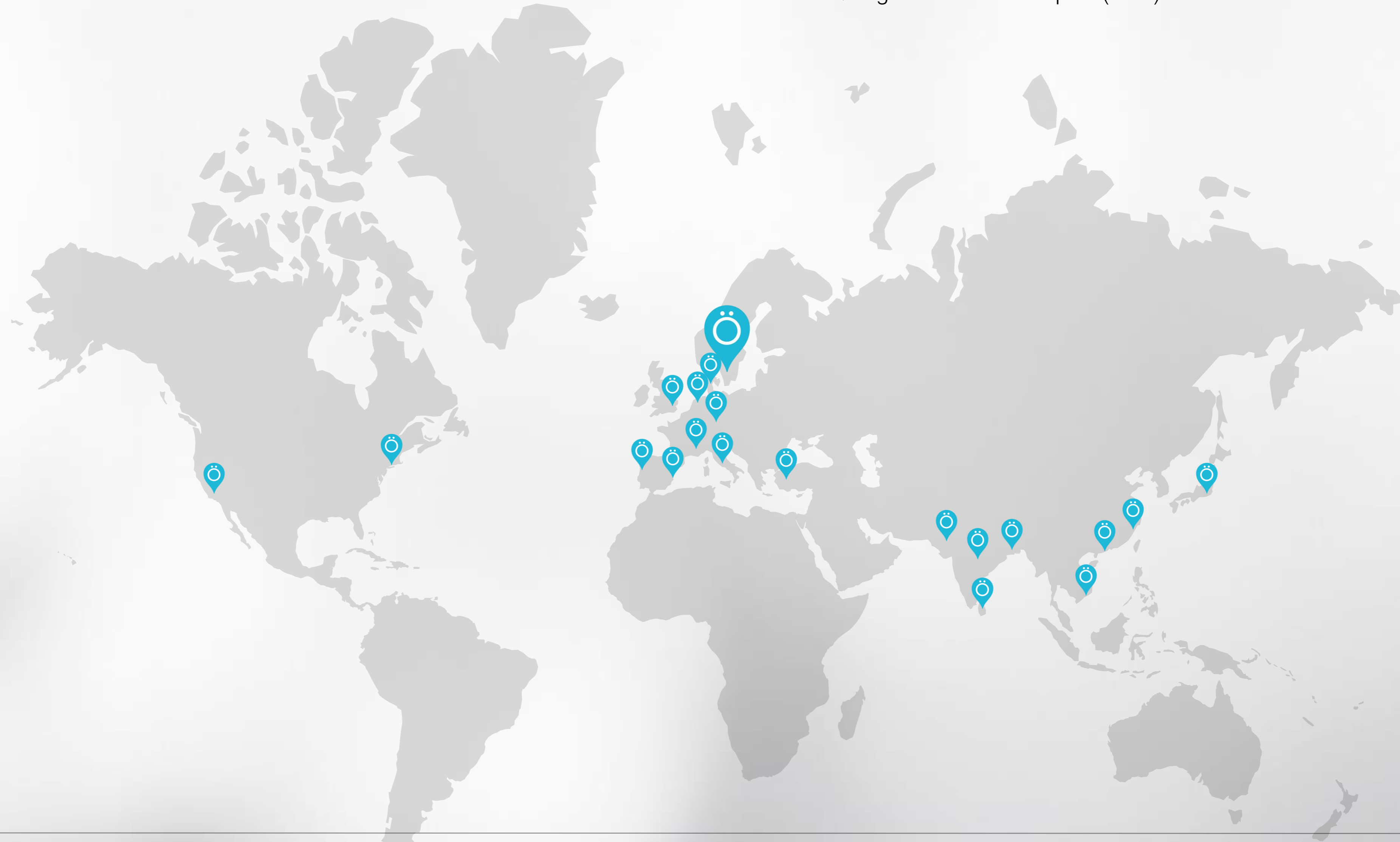


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Vietnam