



Qliktag

Digital Product Passport Platform



ENABLING TRANSPARENCY, TRACEABILITY & CIRCULARITY FOR CONSUMER PRODUCTS

A complete enterprise-grade SaaS platform for brands & manufacturers to implement, manage and scale EU Digital Product Passports — from pilot to millions of serialized products.



© 2026 Qliktag Software Inc.



The Challenge

Why Digital Product Passports?

Climate change is driving a fundamental shift in how consumer goods are manufactured, tracked, and recycled. The European Commission, as part of the Circular Economy Action Plan (CEAP) and the EU Green Deal, has mandated the use of Digital Product Passports (DPP) for products sold in the EU — making transparency, traceability and circularity a legal requirement.

Manufacturing to Recycling

Every product must carry a verifiable digital identity from factory floor to end-of-life — accessible to consumers, supply chains, regulators, and automated sorting systems.

Data Across the Value Chain

Supply chain partners, brands, retailers, recyclers and regulators all need secure, real-time access to product data through a standardized, interoperable system.

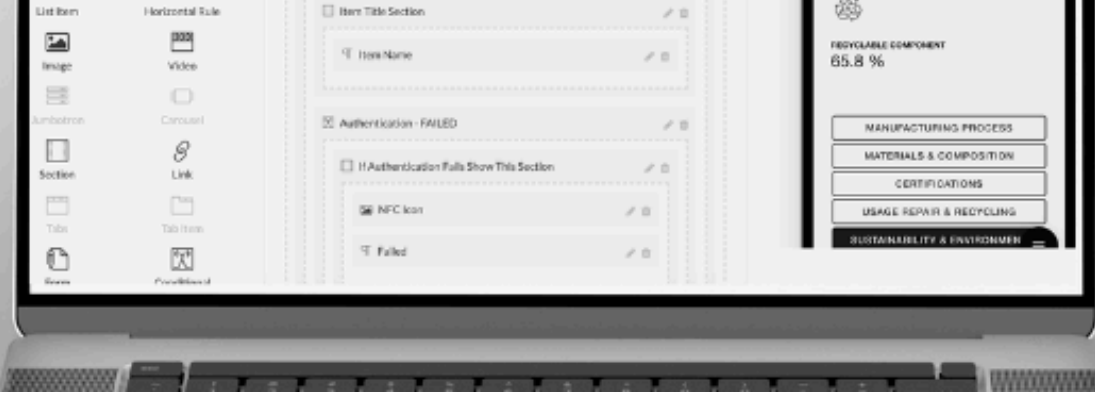
Regulatory Compliance

The EU DPP regulation is expanding across product categories — batteries, textiles, electronics, furniture and more — with strict data model and accessibility requirements.

Regulatory Compliance

Implementing unique digital identifiers, managing digital twins, encoding tags, and integrating with existing ERP/PIM systems across millions of items is non-trivial.

The ESPR regulation mandates that products sold in the EU carry a Digital Product Passport accessible via a data carrier (QR code, NFC, RFID) on the physical product. The DPP must contain lifecycle data including materials, sustainability credentials, recycling instructions, traceability events, and regulatory certifications. Qliktag is purpose-built to meet these requirements — today and as regulations evolve.



Our Solution ↘

The Qliktag DPP Platform

Qliktag is a complete product tokenisation SaaS platform that assigns each physical product, batch or serialized item a unique digital identity — a digital twin (the passport) — maintained in the cloud and accessible via a secure URL encoded into any carrier: QR code, NFC, RFID, datamatrix or invisible watermark. The platform covers the entire DPP lifecycle.

Product Tokenization & Digital ID

Assign every product, batch or serial item a unique token & digital identifier — the foundation of a DPP that travels with the product through its entire lifecycle.

GS1 Digital Link URLs

Generate unique, secure GS1 Digital Link-compliant URLs for every item. Bulk export and encode into labels, printers, NFC or RFID tags with ease.

Multiple Data Carrier Support

Deploy DPPs through serialized QR codes, NFC tags, RFID, datamatrix, or invisible watermarks — choose the best carrier for each product category and price point.

Digital Twin Management

Model physical entities and their attributes, components, materials, and relationships exactly as they exist in the real world — with full GS1 data model support.

Visual DPP Designer

Drag-and-drop template designer to build fully customised, branded DPP experiences — compliant with EU DPP regulatory requirements.

Enterprise APIs & Integration

Seamlessly integrate with ERP, PIM, PLM and supply chain systems. Secure API access for partners, regulators, scanning apps and machine systems.

Qliktag Digital Product Passport Platform

Implementation ↘

How It Works: From Setup to Scale



Configure Entities & Data Models



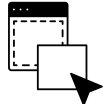
Define your product types, data schemas and DPP templates in the platform — following GS1 standards and EU DPP regulatory requirements for your product categories.

Enter Items or Bulk Import



Add product data manually, bulk import via spreadsheet, or automate creation of digital twins through API integration with your ERP, PIM or PLM systems.

Design your DPP Experience



Use the drag-and-drop visual designer to create branded, compliant DPP pages showing materials, sustainability scores, recycling info, certifications, chain of custody and more.

Export your Digital Links



Export the unique GS1 Digital Link URLs that are auto generated for each item. Encode into NFC tags, send to label printers for QR codes, and submit them to the EU DPP central registry.



Deploy Data Carriers on Products



Place encoded NFC tags, print QR labels or apply RFID — the digital passport is now live and accessible on the physical product, no app required for consumers.

Manage, Update & Scale



Centrally update DPP data as supply chain events occur. Add new data sources, integrate scanning apps for event logging, monitor analytics and scale to millions of items.

Future-Proof Version Control

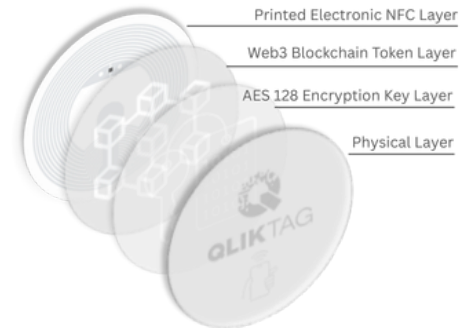


As the ESPR and DPP regulations evolve — and they will — Qliktag's advanced versioning control capabilities mean you can update data models, add new data fields, revise DPP templates and adapt to new regulatory requirements without disrupting existing deployments. Start simple, stay compliant, and grow features as requirements develop.

NFC Expertise ↘

DPP with NFC: Our Defining Advantage

While QR codes are widely supported, NFC represents the gold standard for Digital Product Passports — enabling tamper-evident, unclonable, app-free product authentication. Qliktag has invested deeply in NFC technology, hardware, and security, delivering one of the most mature and comprehensive DPP-with-NFC solutions available.



Secure & Unclonable NFC Tags

NXP NTAG 424 DNA secure NFC chips generate a unique, encrypted, one-time-use authentication token on every tap — making tags physically impossible to clone or replay.

Secure & Unclonable NFC Tags

Qliktag's NFC Authentication API validates the PICC Data Mirror, CMAC and Tag UID on every tap — instantly confirming product authenticity and logging the interaction.

Encoding Software & Partner Ecosystem

Qliktag's custom tag encoder software simplifies the process of writing & securing these complex NFC tags. For large scale implementation, our partner ecosystem offers label & tag manufacturing, high speed pre encoding & end-to-end solutions

No App Required

Consumers simply tap with any NFC-enabled iPhone or Android device. The DPP opens instantly in the browser — no app download, no friction.

Combination with Other Carriers

Support for labels & tags with combined NFC, RFID, variable QR code printing supporting consumer, supply chain & regulatory requirements with a single inlay or tag.

Circular Economy Enabled

NFC-tagged products can be scanned at recycling centres, warehouses and service points by machines and scanners to access DPP data — enabling true circular systems. It also enables one tap resale, ownership transfers, repair logging, reuse tracking & more.

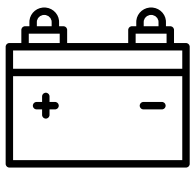
Why Choose Qliktag for Digital Product Passport?

#	ADVANTAGE	DETAIL
1	Complete Cloud SaaS Platform	All tools, templates, APIs, and management capabilities in one hosted platform. No infrastructure to manage.
2	Deep NFC Expertise	Specialised NFC hardware, secure unclonable NXP 424 DNA tags, and authentication APIs — the most mature DPP+NFC solution available.
3	GS1 Standards Native	Built on GS1 Digital Link for identifiers, data models and URL structure — ensuring interoperability across industries and regulatory systems.
4	Carrier Agnostic	Support for QR codes, NFC, RFID, datamatrix and invisible watermarks — choose the right carrier per product, no lock-in.
5	Future-Proof Versioning	Advanced version control allows you to evolve data models, templates and compliance requirements as the ESPR regulation develops.
6	Scalable Pricing	Cost-effective pricing that scales with volume. Suitable for pilot programmes through to billions of serialized instances.
7	Enterprise Integration	Extensive documented APIs for integration with ERP, PIM, PLM, eCommerce and EU regulatory reporting systems.
8	EU DPP Regulatory Compliance	Designed specifically for EU Digital Product Passport requirements across all regulated product categories.
9	Mature System	The Qliktag Platform has been in productions and use by small brands & large global enterprises for several years even before DPP regulations for other similar use cases. SOC2 compliant, has change management, audit trail history & meets security requirements.

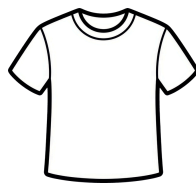
Supported Industries ▾

EU DPP Regulated Product Categories

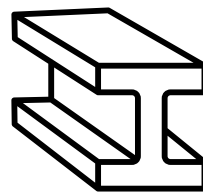
The EU Digital Product Passport regulation is being rolled out across a broad range of product categories. Qliktag is built to support all of them — with configurable data models and templates tailored to each category's specific requirements.



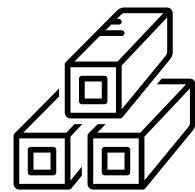
Batteries



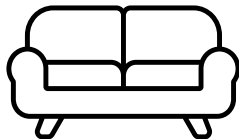
Textiles & Footwear



Iron & Steel



Aluminum



Furniture



Tyres



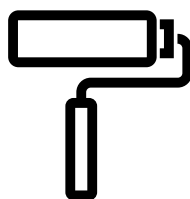
Detergents



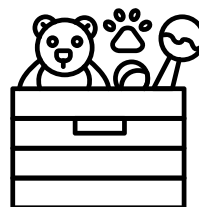
ICT & Electronics



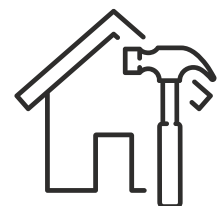
Chemicals



Paints



Toys

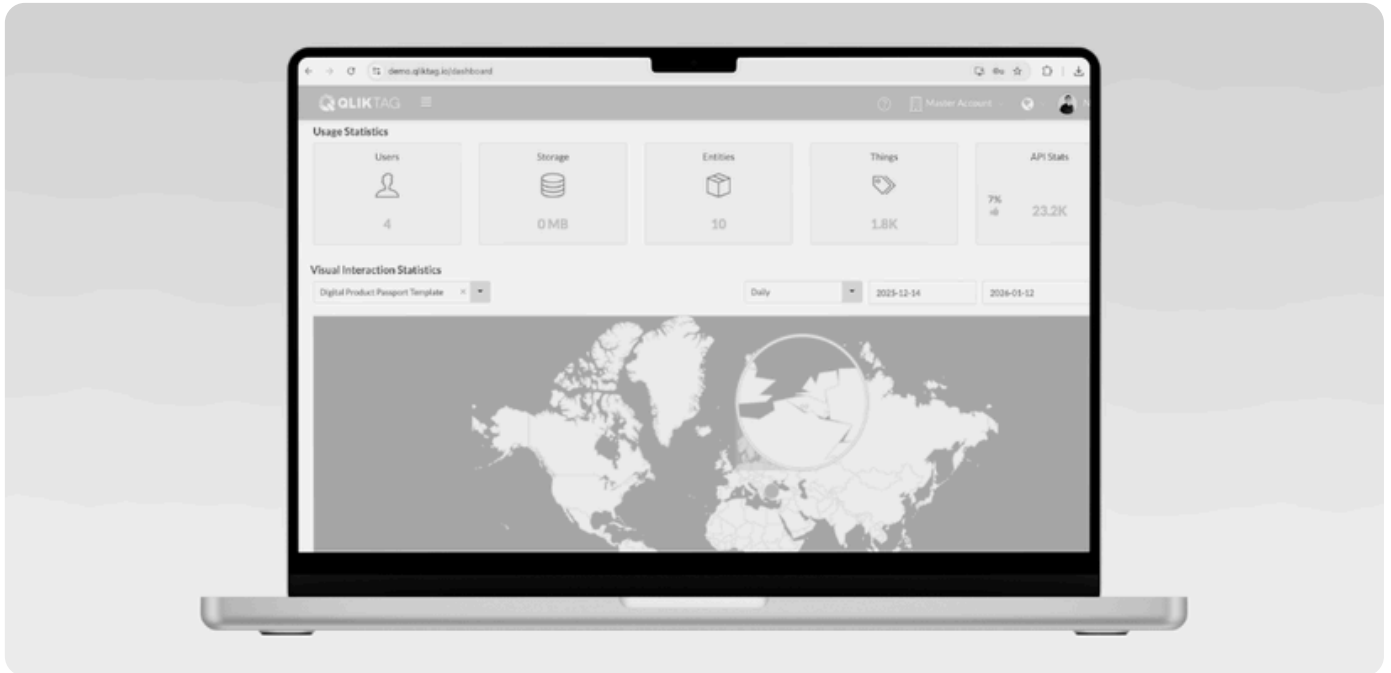


Construction Products

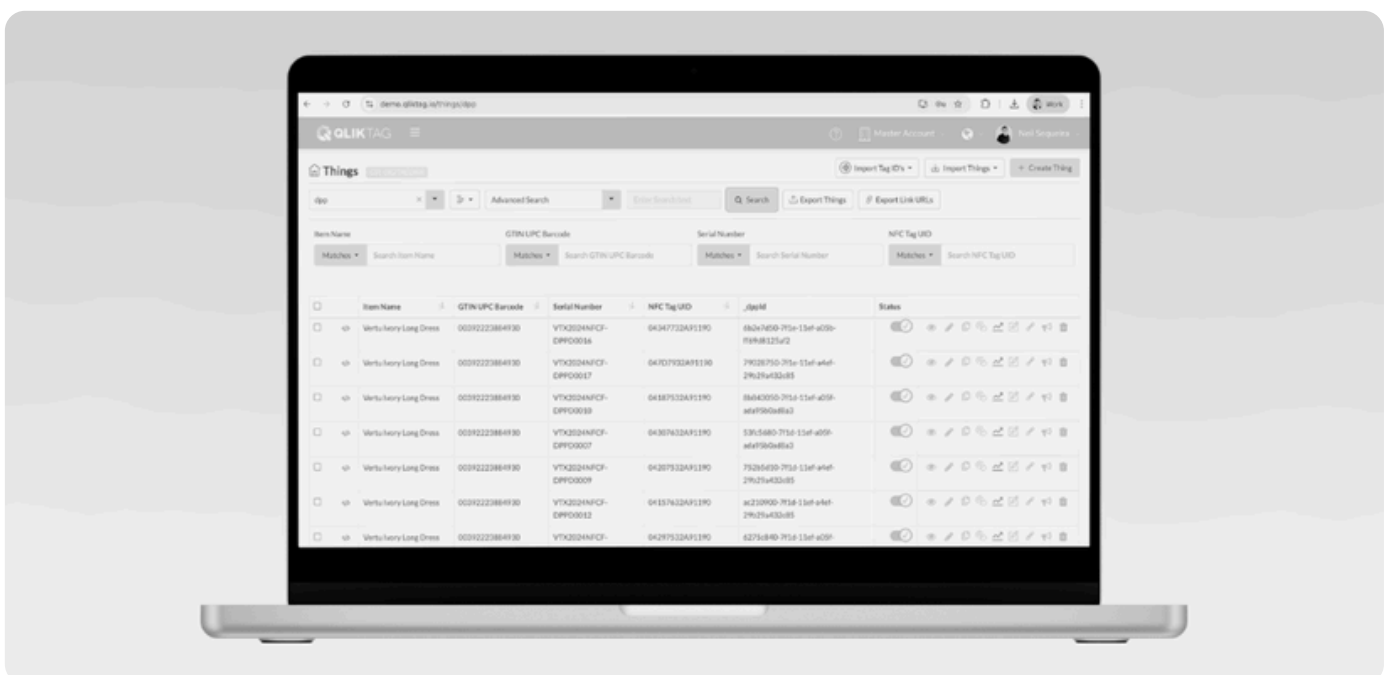
In Action

The Platform Preview

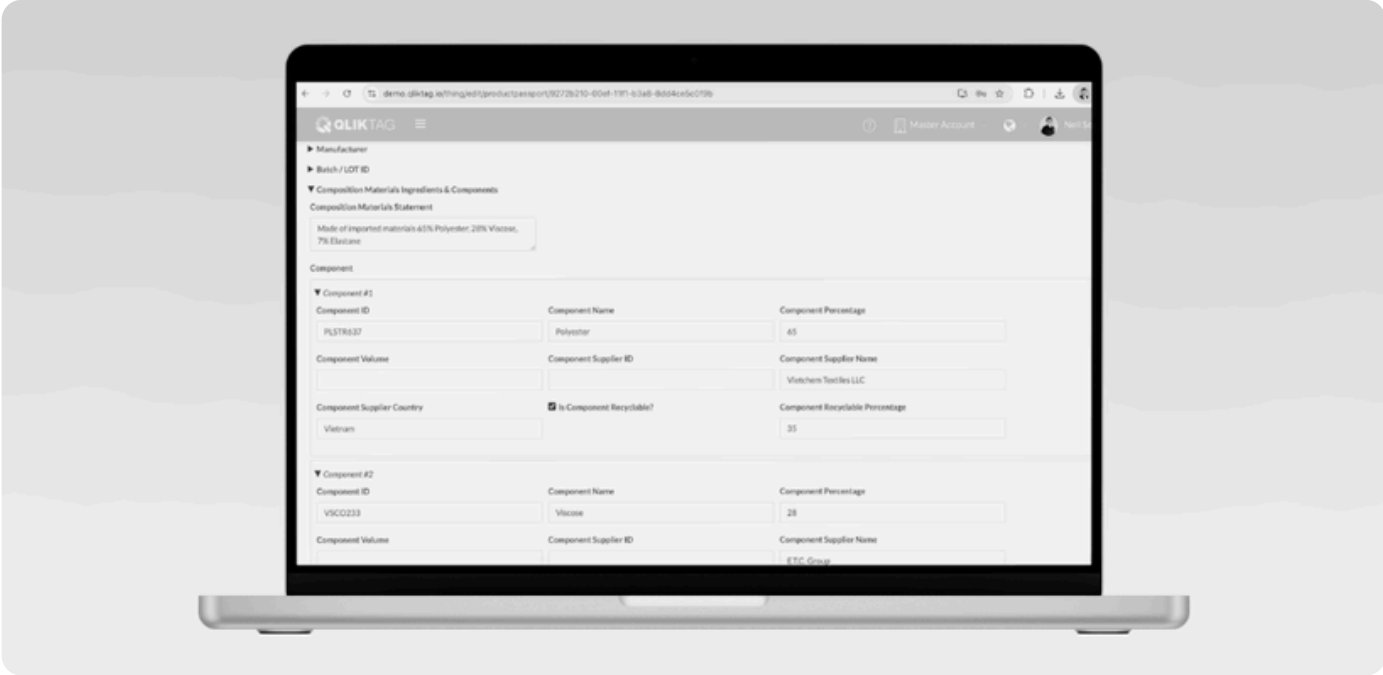
The Qliktag platform provides a comprehensive set of tools for configuring, managing and deploying Digital Product Passports at scale. The following screens are from a live environment.



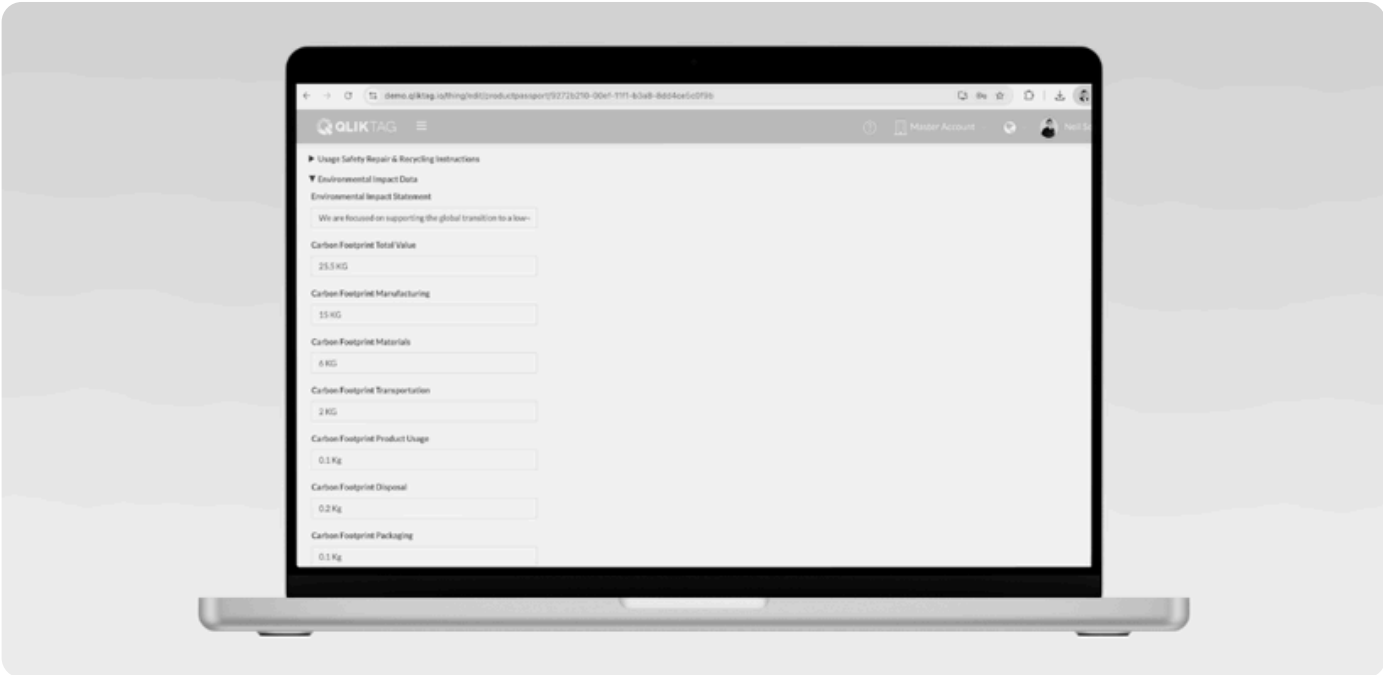
Dashboard, Usage, Analytics & Insights Screen



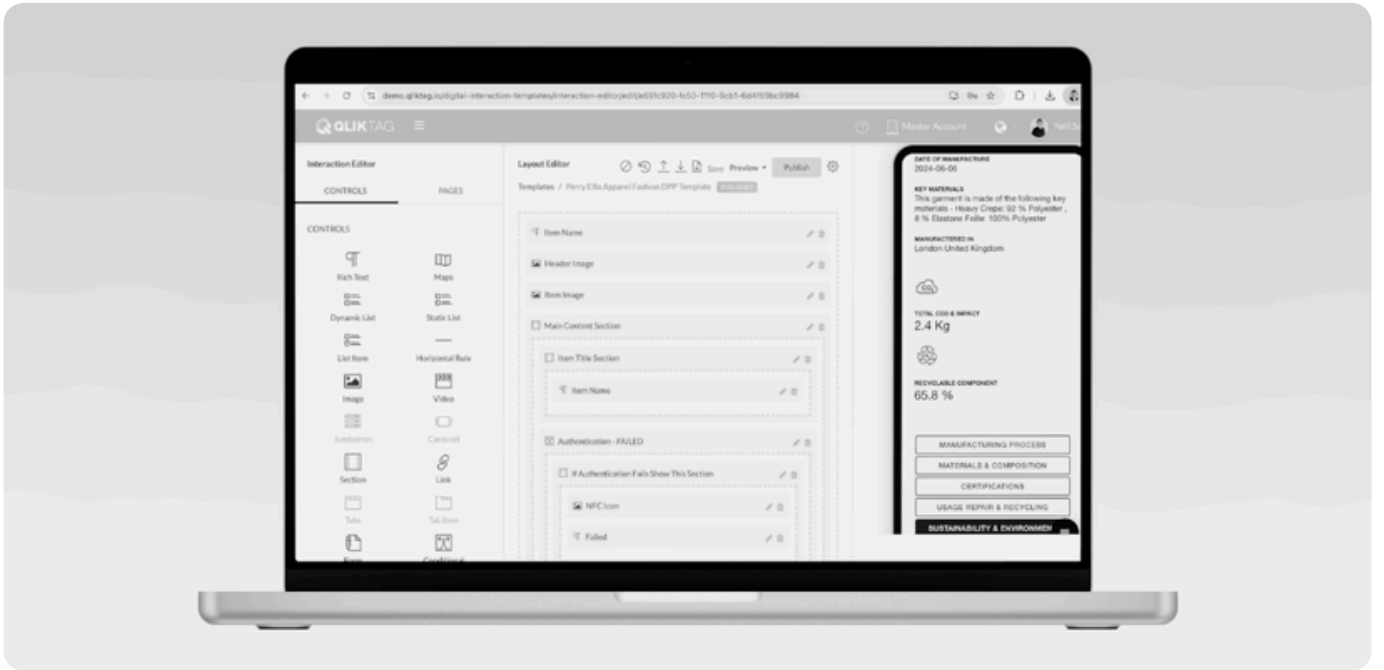
Item & Entity Search & Data Management Screen



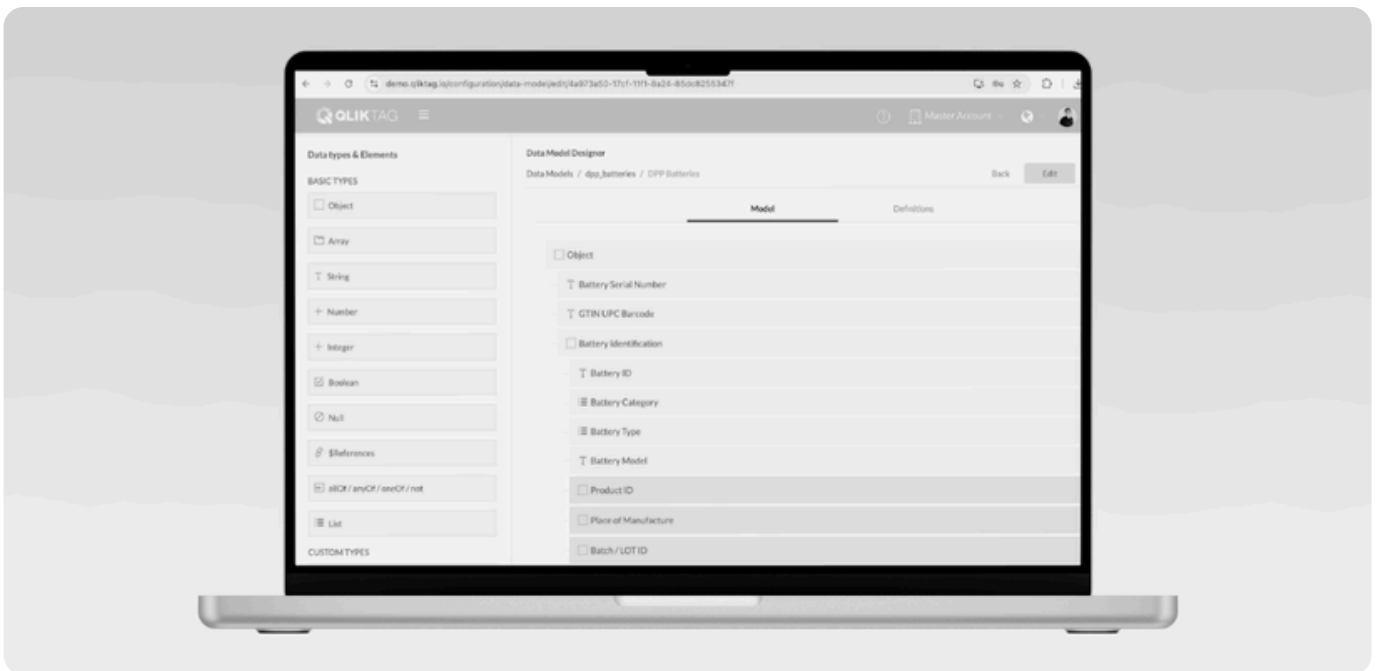
Item / DPP Data Screen



Item / DPP Data Screen



DPP Visual Experience Designer Screen



Drag & Drop Data Model Designer Screen



Ready to Get Started?

Implement Digital Product Passport With Ease

Whether you are a global enterprise preparing for imminent DPP regulatory deadlines or a growing brand building sustainable product practices, Qliktag provides the complete platform to get compliant, stay compliant, and scale.

Qliktag Software Inc. - USA

120 Newport Center Drive, Suite 100
Newport Beach, CA 92660, USA
Email - info@qliktag.com
Phone - 1 949-760-3888

Qliktag Software Inc. - Europe

Calle Del Pintor Aparicio,
Alicante City,
Alicante – 03003
Spain



QLIKTAG

www.qliktag.com