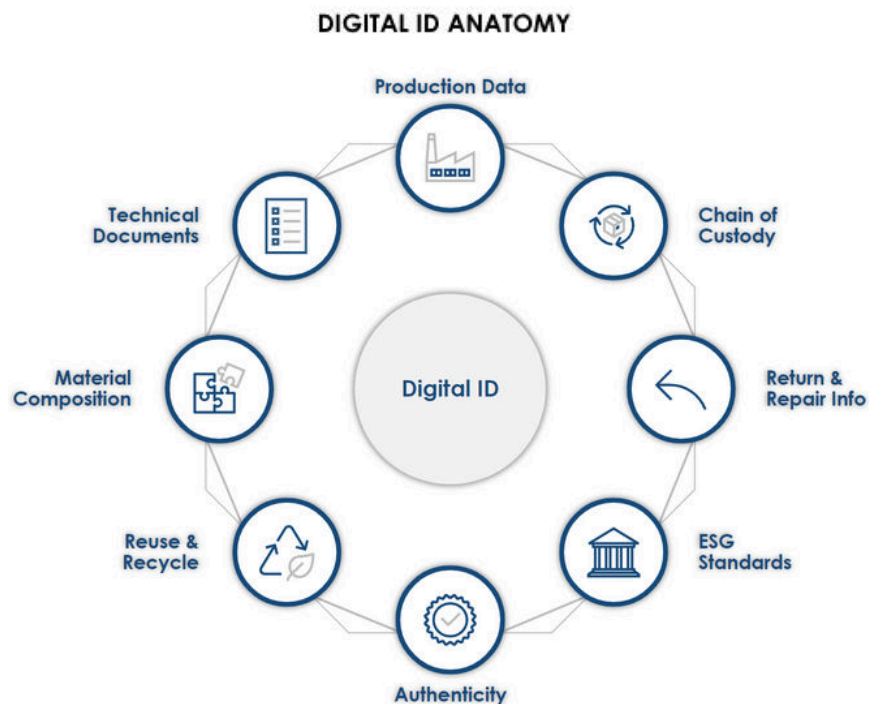




AN INTRODUCTION TO DIGITAL IDs

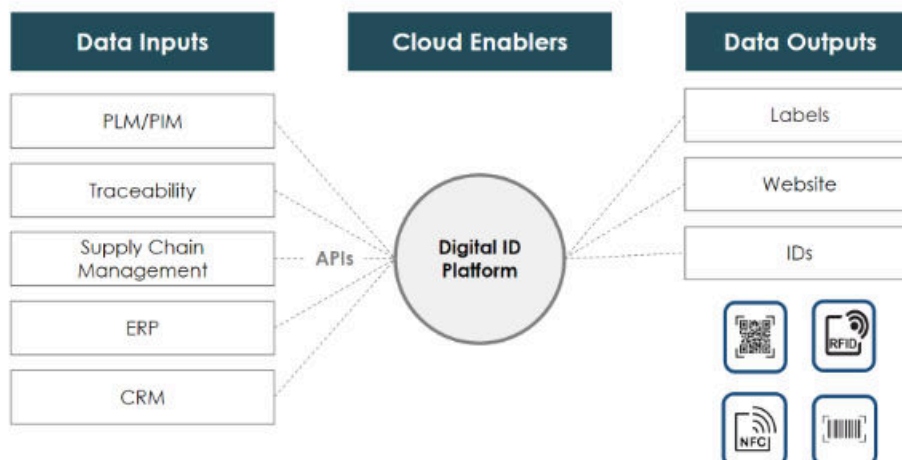
A Digital ID is a digital twin of physical products that connect the physical and digital worlds. Sometimes referenced as Digital product passports (DPP), they obtain data at different levels, from SKU to individual item level. They contain all the information and events associated with a physical product from creation through its entire lifecycle. Data can be managed at a pre-consumer and post-consumer level.



DIGITAL ID ELEMENTS

Digital IDs are delivered through a series of:

- **Inputs** (PLM, PIM, Traceability platforms)
- **Enablers** (Digital ID, Product Cloud platforms)
- **Outputs** (Labels, data carriers and ID providers)



DPP ROI:

Digital IDs serve both compliance and commercial business goals. Whether you are addressing forthcoming legislation and regulations, or looking to establish your brand mission in a more connected digital approach, embracing Digital IDs can create a measurable return on your investments.

COMPLIANCE

ESPR EU Eco-design for Sustainable Products Regulations (2027) - adopted Apr 2024

AGEC FR Anti-Waste Law for circular economy (2022-748)

EPR UK Extended Producer Responsibility Policy (2023)

UFLPA US Uyghur Forced Labour Prevention Act (2022)

CSDDD EU Corporate Sustainability Due Diligence Directive (2027) - adopted July 2024

And many more...

COMMERCIAL

Authentication

Circular Business Models: Resale, Recycle, Repair, Rental...

Styling Suggestions, links to website and YMAL

Loyalty and Reward Programs

Stock Control and Inventory Management

And many more...

We can help.

Columbus Consulting has assembled an expert team of retail professionals with practical experience from sourcing to resale. We can work with you from assessment to implementation. Find out more about our talent and services.

