

## NEXT HORIZON · ESPR READINESS GUIDE

# Getting ready for the EU Digital Product Passport.

The European Sustainable Products Regulation (ESPR) phases in by sector through delegated acts. Textiles is the first sector, expected around mid-2027. This guide explains what the obligation covers, what work it actually creates, and how to get ready in 12 to 18 months instead of three.

## What ESPR actually requires

ESPR is a framework regulation. It does not impose obligations on specific products directly. It gives the European Commission the legal power to set product-specific obligations through delegated acts, sector by sector. The most visible obligation under ESPR is the **Digital Product Passport (DPP)**: a structured digital record attached to every product placed on the EU market.

- **Unique identifier per item.** ISO/IEC 15459 compliant, in practice an SGTIN.
- **Static product profile.** Composition, country of origin, care instructions, recyclability.
- **Dynamic custody chain.** EPCIS events recorded at every logistics event.
- **Tiered access.** Three views on the same data (consumer, retailer, regulator).

## Sector timeline

### Textiles - Expected mid-2027

First delegated act. Apparel, footwear, accessories, technical textiles. If you sell in this sector, this is the working deadline.

### Electronics, ICT - Expected 2028 window

Phones, laptops, peripherals, small appliances. Second wave of delegated acts.

### Furniture, mattresses, chemicals, tyres, detergents, paints, lubricants, iron and steel - 2028-2030

Phased through 2028 to 2030 per the Commission's working plan. Dates may move; track the Commission's ESPR working plan as the reference source.

## READINESS · FOUR AXES

# Where the work actually happens.

The readiness work splits cleanly into four axes. The first two (sectoral urgency and EU market exposure) are about how soon ESPR applies to you. The last two (item identifiers and lifecycle data) are about what you actually need to build. The bulk of the work sits on the last two.

## Axis 1 - Sectoral urgency

How close is your sector's delegated act? Textile brands have 12 to 18 months. Electronics, furniture, tyres and others have 24 to 36 months. The timeline drives the sequencing, not the work itself.

## Axis 2 - EU market exposure

Does your product reach the EU-27 market? ESPR applies to every product placed on the EU market, regardless of where it is manufactured. A non-EU brand exporting to Europe is in scope.

## Axis 3 - Item-level identifiers

The first concrete deliverable. Every product needs a unique ISO/IEC 15459 identifier, in practice an SGTIN. If you only track GTIN/UPC at SKU level today, you have a conversion to plan. If you only use internal codes, you have a foundation to install. Brands that start now amortise the per-passport cost over 12 to 18 months and avoid a Q1 pre-deadline panic.

## Axis 4 - Lifecycle data

The second concrete deliverable. The static profile (material composition, origin, care, recyclability) sits in your PIM, PLM or ERP. The dynamic custody chain comes from EPCIS events at every logistics event. Next Horizon generates the dynamic layer automatically from the shipping data the platform already observes, so no double data entry.

### Standards Next Horizon implements

**W3C CE-DPP** for the DPP semantic envelope, **ISO/IEC 15459** for unique identifiers (SGTIN at item level by default), **EPCIS** for custody events. The Enterprise sub-tier adds W3C Verifiable Credentials, B2C/B2B/B2G portals, API access and a full audit trail. Participant in CIRPASS-2 and the W3C CE-DPP Community Group, so the implementation tracks the moving spec.

## ACTION PLAN

# Twelve months, calmly.

A pragmatic sequencing for an SMB that scores between 30 and 60 on the readiness check. Brands with higher scores compress the timeline; brands at 0-30 add three months to the front for data centralisation work.

## Months 1-2 · Foundation

- Confirm sector and delegated act timeline.
- Choose item-level identifier strategy (SGTIN by default).
- Inventory existing product data sources (PIM, PLM, ERP, spreadsheets).

## Months 3-6 · Static profile

- Centralise product profile data (composition, origin, care, recyclability).
- Map the first 80% of revenue products into the structured profile.
- Activate Next Horizon DPP Essentials sub-tier on the top revenue cohort.

## Months 6-9 · Dynamic layer

- Wire EPCIS event emission from logistics workflow (Next Horizon does this automatically once activated).
- Activate DPP Active sub-tier; the custody chain starts populating in real time.
- Internal regulator-style dry run on a single product line.

## Months 9-12 · Public exposure

- Generate consumer-facing DPP view for the top product line.
- Activate the QR code or NFC carrier on packaging.
- Roll out the remaining product lines progressively, in priority order of revenue.

### Pricing for the DPP module

Per passport per year, decreasing with annual volume. **DPP Essentials** is the static profile with SGTIN identifier. **DPP Active** adds the dynamic custody chain via EPCIS. **DPP Enterprise** adds Verifiable Credentials, dedicated B2C/B2B/B2G portals, API access and a full audit trail. At unit volumes (50,000 to 5 million passports per year), the per-passport cost drops significantly.

### Start with Next Horizon

Set up your account and confirm your scope at [horizonlogistics.eu/get-started](https://horizonlogistics.eu/get-started). Already running on Shopify or WooCommerce? Connect your store at [horizonlogistics.pro](https://horizonlogistics.pro) to start syncing orders and shipments. Prefer email? Reply to the message that came with this report and we will reach back.