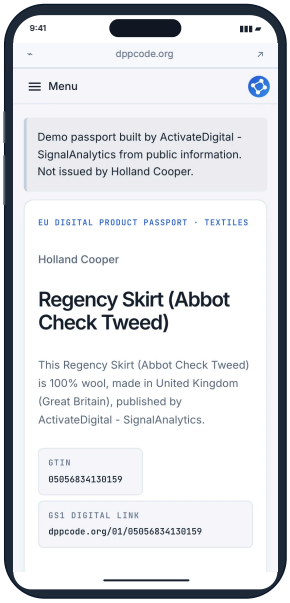
01 / THE EU AND THE GARMENT RECORD

Textiles

Every garment will need a record. Who holds it?

Digital Product Passports make product information a condition of selling into the EU. Whoever holds the approved record of what a garment is, where it was made and what it weighs decides what buyers, customs and recycling schemes see.



Open the live passport ↗

Product walkthrough · public-data demo

A record that travels with the garment.

A **Digital Product Passport (DPP)** is a digital record linked to a product. For a garment, it brings together information such as its identity, materials, where it was made and how it can be cared for, repaired or recycled.[1]

The 2D code opens the record. Behind it sits a governed identity: one approved set of facts, the evidence for each and control over who may change them.

€180bn
of clothing imported by EU countries in 2024[3]

12.6m
tonnes of textile waste in the EU every year[4]

Only 22% is collected for reuse or recycling.[4] The challenge now is data: fibre, origin, factory and weight for every garment.[2]

Each covered garment will need its record.

Keep products in use. Keep trade moving.

The EU wants longer-lasting textiles and more repair, reuse and recycling. Europeans now buy a record 19 kg of textiles each a year. Useful information has to travel with the garment.[4]

For brands and importers

When the textile rules apply, covered products need a passport to enter the EU market. No record, no sale.[2]

For suppliers

EU importers carry the duty, and so do brands selling it under their own name. Their evidence requests will reach the factory.[2]

For trade policy

Data is now the barrier. The record decides what customs, buyers and recycling schemes see. It should start with the maker.

The rules are already arriving.

July 2026

Registry rules adopted. Large firms can no longer destroy unsold clothes.[2,5]

Q4 2027

Planned adoption of textile rules. The final act sets when they apply.[1]

14 December 2027

Forced Labour Regulation applies. Goods can be stopped at the border.[5]

17 April 2028

EU textile producer schemes due. Garment weight supports the fees.[4]

ActivateDigital, from Signal Analytics, a UK company. We build governed product identities from the data makers already hold.

1 Commission: textiles and DPP · 2 ESPR, Arts 4, 9, 34: final scope, fields and model/batch/item level pending. 3 CBI/Eurostat, 2024: imports include intra-EU trade and re-exports, 46.3% from outside the EU. 4 EPR: quantity and national provisions also apply. Commission, IP/23/3635: waste. EEA, March 2025: consumption. 5 Reg (EU) 2026/1778: passport registry; Reg (EU) 2024/3015: forced labour, applies 14 December 2027.

02 / THE ACTIVATEDIGITAL ENGINE

Stop filling forms. Start solving passports.

Our engine builds a garment's identity against live regulation and standards. It researches, reconciles and calculates what the evidence supports, then publishes the passport to DPPcode.org.[7]



IN TESTING

70%+

solved before your input[6]

YOU ANSWER

5-6

opening questions on what only you know[6]

YOU CONNECT

20+

ways to connect the data you already hold[7]

70%+ basis: richer records in controlled testing settled about 71% of scoped decisions before any answer (37/52, including 8 not applicable). 10 products, 34 variants.[6]

~50,000
cumulative engine runs

10 / 10
planted error types caught

1,496 / 1,496
fields matched across 68 rebuilt passports

You connect. Our engine builds.

01

Connect what you have.

Install our Shopify app or our WooCommerce plugin, then add supplier files, care labels and spreadsheets. Start where your business already works.

02

Let the engine resolve it.

It finds supporting evidence, reconciles conflicting inputs and runs supported calculations. Each result stays connected to the right product.

03

{Activate} the record.

Answer the questions that need you. Review and approve in Workspace, then publish the passport and put the record to work.

Anchored in regulation. Built on industry standards.

24

textile attributes in our model, mapped to EU product law[6,7]

Identity, materials, origin, footprint, care, repair, safety and end of life. One approved record holds the facts, their evidence and who may change them. That is a **governed product identity**.

EU ESPR ↗
The regulatory basis for our textile model

GS1 Digital Link ↗
A product identifier that opens its passport

Evidence and access ↗
Sources, permissions and versions stay attached

The facts exist. The connections are missing.

Our public-data research, based on a UK study
6,020 products · 65 clothing stores[6]

0 of 65
stores published factory IDs or a customs number

12%
of products state where they were made

<4 in 10
stores show a barcode that passes a format check

~1 in 4
products have a public garment weight

6 ActivateDigital, *EU Readiness Report: Textiles*, October 2026 (partner access): public online stores in a UK study, non-random sample; barcode format is not ownership. Controlled tests use prepared records. 24 is our readiness model, not the statutory schema: 22 resolve live today. Runs include repeats. 7 ActivateDigital: Textiles · Methodology · The data you already have · Textile passport guide.

03 / MAKERS AND SUPPLIERS

Make the garment. Own the record.

Whoever makes the garment is best placed to start its record. Built once at the factory, it travels to every buyer, customs check and recycling scheme, instead of being rebuilt by each one.[2]



Build it once. Keep the proof with it.

WHAT MAKERS CAN DO NOW

The market sets the rules. ESPR covers products placed on the market once the rules apply in the EU and Northern Ireland, not sales within Great Britain. Buyers and marketplaces will ask early. Stock that arrives with its record is easier to sell on.[2]

A new label starts from the maker. A brand or shop that sells the garment under its own name or logo takes on the manufacturer's duties. So can one that dyes it a new colour. A new brand or colour needs a new GTIN. Its passport starts from the maker's record and adds only what it changed.[2,10]

Origin follows the work. EU customs origin follows the last substantial transformation. Dyeing or a logo alone doesn't move it: a white jumper made in Türkiye and dyed in the UK stays made in Türkiye. France's traceability rules show each step's country.[8,11]

Build the record now. Fibre composition by component, production stages, factory details, care, garment weight and responsible businesses. Build it once with ActivateDigital and answer every buyer with a Partner Pack: one live link that always shows the latest version, even if the final rules change.[1,2]

EURATEX, the European textile and apparel industry body, backs the passport, provided it is practical and proportionate for SMEs.[9]

One record. Every output.

Digital Product Passport ↗

Give people a product record they can reach from the garment or its online listing.

Label printer ↗

Put the product's identity on its label, connected to the approved information.

Partner packs ↗

Answer retailer and buyer requests with a shared record and control access when needed.

Product packs ↗

Take product data, evidence references and printable codes into your next handover.

APIs ↗

Let other software use approved product facts without retyping the same information.

Lifecycle management ↗

Keep care, repair, resale and recovery information connected to the product.

Activate&Measure ↗

Bring sales, ad spend and your costs together. Measure the return on marketing and sales investment.

Activate&Track ↗

Give each unit its own identity and label, then follow its recorded history from production onwards.

Let's connect.

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● ONE OUTPUT. LIVE NOW.

Scan it. Follow the evidence.

Organic Cotton Crew Tee · Digital Product Passport ↗

8 EU customs origin, UCC Art 60: product-specific rules apply. 9 EURATEX via EU Transition Pathways, 20 March 2026: position on the apparel passport. 10 GS1 GTIN rules: new brand, new colour. 11 France, AGEC traceability: Decree 2022-748. Lifecycle and Activate&Measure in beta; Activate&Track for approved accounts. A passport alone does not establish legal compliance.

04 / SOURCES

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