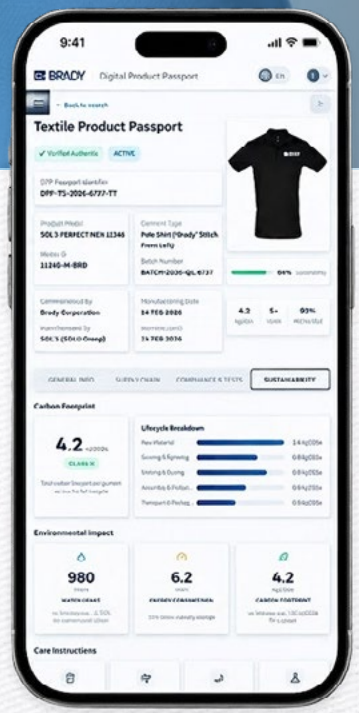
BRADY
MOVILIZER

Textile & Apparel
Digital Product Passport



Every Product Has a Story - Make It Traceable

From fibre to finished garment, create a trusted digital identity that supports transparency, compliance and a stronger connection with your customer.

Scan me

TR⁴: Track. Trace. Transparency. Trust.

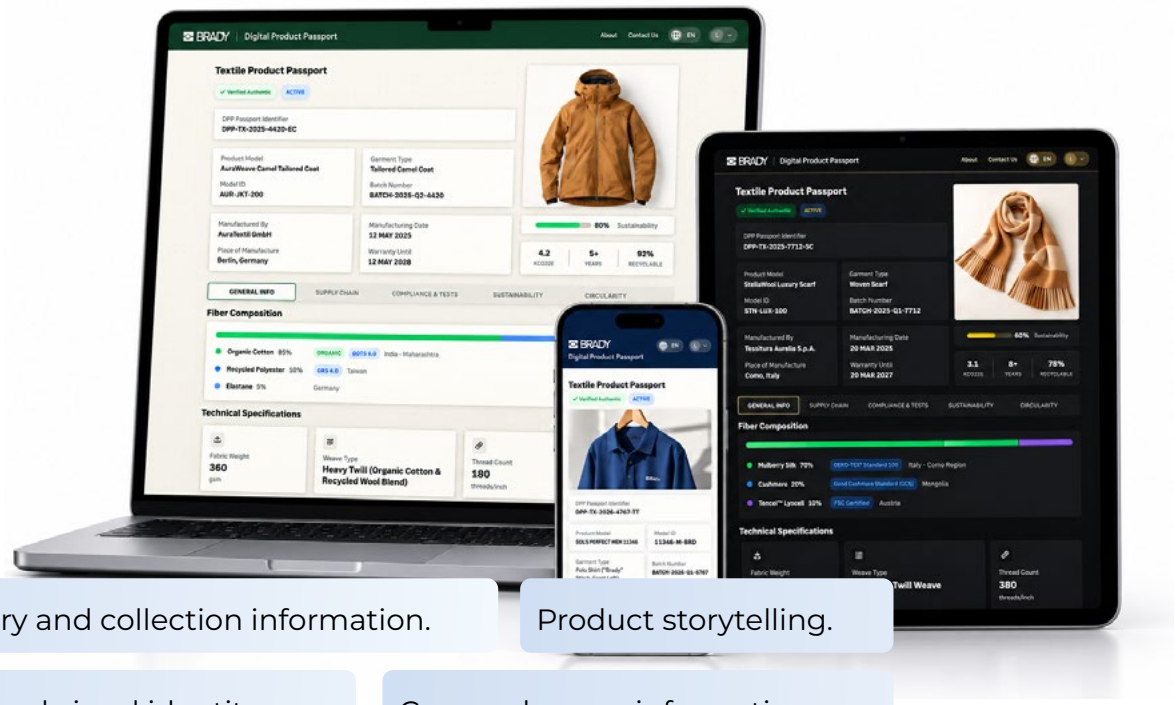
Explore our Textile and Apparel Passport

More Than a Digital Label

The Digital Product Passport introduces a new level of product transparency for textiles and apparel. The opportunity goes beyond meeting regulatory requirements.
A Passport becomes the digital extension of the physical product, connecting trusted product information with your brand, customer experience and product story.

Your Product. Your Brand. Your Passport.

Create a Passport that reflects your visual identity and delivers relevant information to different audiences.



Product imagery and collection information.

Product storytelling.

Brand colours and visual identity.

Care and usage information.

Why Prepare Now

Textile apparel is a priority product group under the EU Ecodesign for Sustainable Products Regulation. The textile-specific delegated act is currently planned for Q3 2027. Preparing early gives brands and manufacturers time to structure product and supplier information, identify missing evidence and establish repeatable DPP processes.

2024
ESPR framework established

2025
Textile apparel prioritised

2026-2027
Prepare data, suppliers and processes

Q3 2027 (indicative)
Expected EU Delegated Act for Textiles & Apparel

2029 (indicative)
Anticipated application of textile DPP requirements

Connect the Information Behind Every Product

A single garment can involve fibres, fabrics, trims, suppliers and manufacturing activities across multiple countries. The Textile and Apparel Passport connects these elements into one structured and traceable product record.

PRODUCT

- Product identification and description.
- Brand, model, collection/ season.
- Size, colour and product characteristics.
- Manufacturing and market information.

MATERIALS AND SUPPLY CHAIN

- Material composition and fibre content.
- Supplier and manufacturing information.
- Traceability across the supply chain.
- Responsible sourcing information.

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

- Environmental attributes.
- Materials safety and energy use.
- Child-labour and forced-labour related information.
- Social compliance and certifications.
- Sustainability and social claims and supporting evidence.

CIRCULARITY

- Durability and expected lifetime.
- Care, maintenance and repair information.
- Reuse, resale and refurbishment.
- Dyes, finishes and chemical treatments.
- Recycling and end-of-life guidance.

COMPLIANCE AND GOVERNANCE

- Data ownership and responsibility.
- Access rights and stakeholder permissions.
- Verification status.
- Audit trail and data provenance.

From Supplier Data to Passport

REQUEST	COLLECT	IDENTIFY	CONNECT	CREATE	MAINTAIN
Collect required information from suppliers.	Bring together declarations, certifications and supporting evidence.	Find missing or incomplete information.	Link ERP, PLM, PIM, supplier and compliance data.	Establish the product identity at model, batch or item level.	Keep Passport information current throughout the product lifecycle.

A structured process reduces spreadsheet- and email-based coordination and allows trusted information to be reused across products, customers and requirements.

One Digital Identity. Multiple Use Cases.

The Passport connects the physical garment with its digital identity.

QR CODE

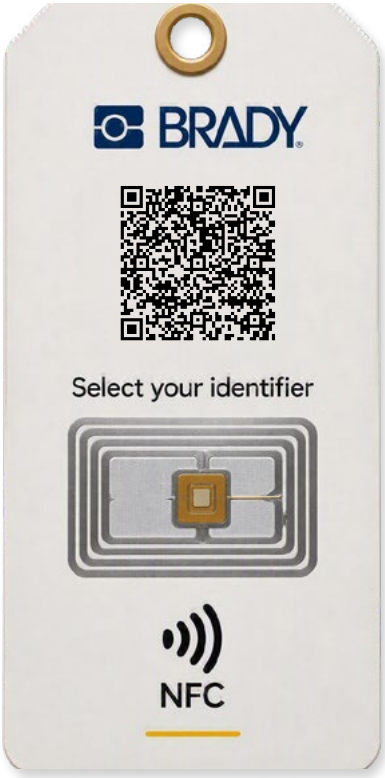
- Simple smartphone access to product and Passport information.

RFID

- Fast, contactless identification across manufacturing, logistics, inventory and retail.
- Supports inventory visibility, traceability, omnichannel operations, authentication, resale and circularity.

NFC

- Close-range interaction supporting product authentication and enhanced customer experiences.



Ready for Model, Batch or Item Level Passports

MODEL

Shared product characteristics and applicable regulatory information.

BATCH

Production-specific information linked to a defined production lot.

ITEM

Unique identity and lifecycle information for an individual garment.

From Passport Records to Business Value

BUILD TRUST

Give customers, retailers and partners access to the information behind the product, not just marketing claims.

PROTECT PRODUCT VALUE

Use trusted digital identity to support authentication and maintain useful product information beyond the first sale.

ENABLE CIRCULAR SERVICES

Support repair, reuse, resale and recycling with persistent product information.

IMPROVE SUPPLY CHAIN VISIBILITY

Connect products, materials, suppliers and manufacturing activity.

Digital Product Passport: Built for Industrial Scale

BRADY INTELLIGENT PRODUCTIVITY SOLUTIONS
Movilizer GmbH
Konrad-Zuse-Ring 30
68163 Mannheim, Germany

https://movilizer.com
ilya_gasparishvili@bradycorp.com