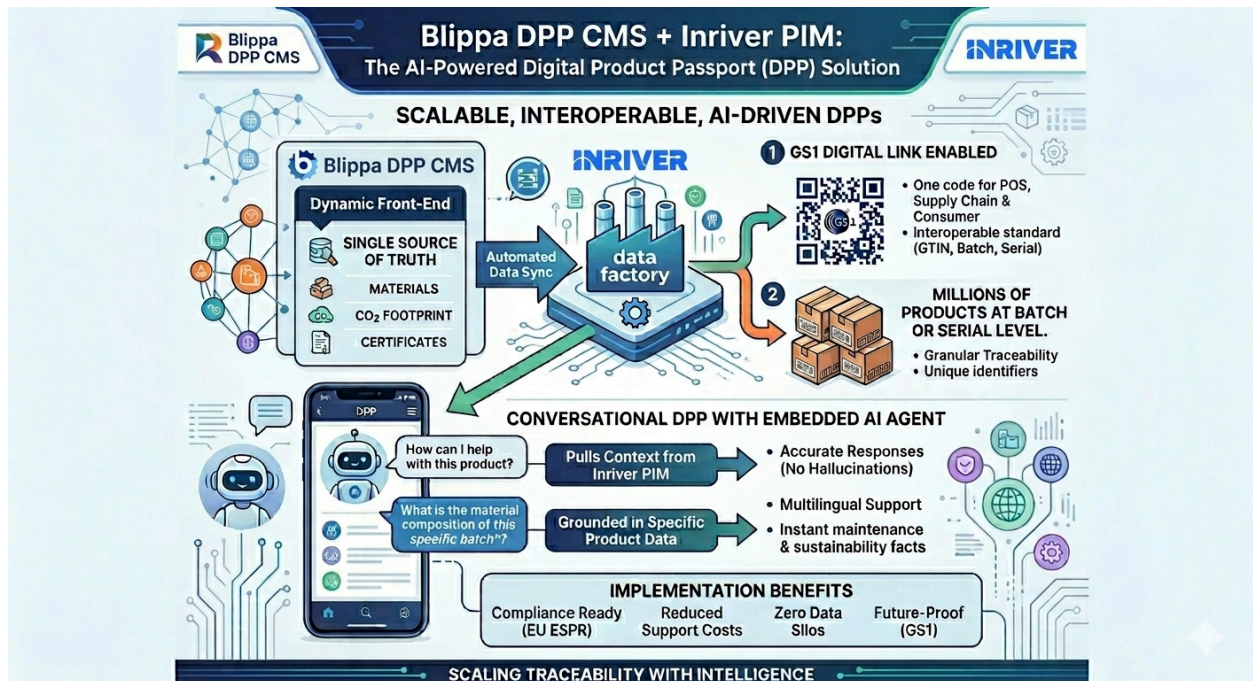


Enabling Scalable Digital Product Passports (DPP) with AI & GS1 Digital Link using Inriver PIM and Blippa DPP CMS

This document describes the integration between **Rexidys Blippa DPP CMS** and **Inriver PIM**, now featuring native support for the **GS1 Digital Link** standard. This solution automates the creation of Digital Product Passports (DPP) while ensuring global interoperability and AI-driven consumer engagement.



Executive Summary

As global regulations (such as the EU ESPR) mandate increased transparency, companies must manage vast amounts of product data. The **Blippa DPP system** acts as the dynamic front-end for **Inriver PIM** data, transforming static attributes into interactive, serial-level DPPs that are fully compliant with international GS1 standards.

Core Value Proposition

- **GS1 Digital Link Native:** Every DPP is identified via the global standard, allowing a single QR code to serve point-of-sale (POS), supply chain tracking, and consumer engagement.
- **Automated Data Sync:** Blippa pulls real-time technical, environmental, and regulatory data directly from Inriver.
- **Granular Traceability:** Scales from SKU-level information down to specific batch or individual serial numbers.
- **Conversational DPP:** An embedded AI agent uses the Inriver dataset to provide instant, accurate support to end-users.

GS1 Digital Link Implementation

By adopting the GS1 Digital Link standard, Blippa ensures that your product IDs (GTINs) become web-resolvable addresses.

- **Standardized URI Structure:** Blippa encodes identifiers like GTIN, batch/lot, and serial numbers into a standard URL format: `https://dpp.yourbrand.com/01/GTIN/21/SERIAL`
- **One Code, Many Functions:** The same QR code scanned at a retail checkout can be scanned by a consumer to open the Blippa-powered DPP.
- **Future-Proof Compliance:** Meets the EU's requirements for standardized data carriers, ensuring your passports are accessible by regulators and circularity partners globally.
- **Link Management:** Use Blippa as a "resolver" to redirect users to different content (manuals, recycling, or promotions) without ever changing the physical code on the product.

Technical Architecture & Workflow

Feature	Description
Data Orchestration	Blippa connects via API to Inriver PIM, mapping attributes (materials, CO2 footprint, certificates) to the DPP.
GS1 ID Generation	Blippa generates GS1-compliant QR codes or NFC triggers at the batch or serial level.
Dynamic Rendering	When scanned, the system fetches the latest data from Inriver, ensuring the DPP is always up to date.

The AI Advantage: Context-Aware Support

Blippa embeds an **AI Agent** directly into the DPP interface, turning your Inriver data into a conversation.

1. **Inriver as the Knowledge Base:** The AI is grounded in the specific product data housed in Inriver (e.g., "What is the material composition of this specific batch?").
2. **Accurate Responses:** By restricting the AI's context to verified PIM data, it provides reliable assembly help, maintenance tips, or sustainability facts.
3. **Multilingual Support:** The AI can translate Inriver's technical data into any language the consumer speaks, instantly.

Use Cases & Scalability

- **Consumer Electronics:** Use GS1 Digital Link to provide serial-specific warranty registration and AI-guided troubleshooting.
- **Fashion & Textiles:** Display transparency data (Tier 1-4 suppliers) from Inriver for every garment via a single QR on the care label.
- **Industrial Equipment:** Manage millions of unique serial numbers, providing specific maintenance logs and safety certifications for each unit.

Implementation Benefits

- **Interoperability:** GS1 standards ensure your DPP works across different apps, retailers, and borders.
- **Reduced Support Costs:** The AI agent handles "how-to" queries using existing PIM data.
- **Zero Data Silos:** Inriver remains your single source of truth; Blippa provides the standardized, AI-powered gateway to that data.

Note: Because Blippa handles the GS1 Digital Link generation and Inriver handles the data, this system is built to scale to **millions of individual units** without increasing administrative overhead.

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