



GS1 INTERACT

SUSTAINABILITY UNVEILED

CONNECTING THE DOTS
WITH GS1 STANDARDS

25 JUNE, 10:00 TO 16:00, AMSTERDAM
HEINEKEN EXPERIENCE AND ONLINE

HOSTED BY



Agenda for the day

01

Sustainability demystified

Heineken
Playdesign / Vox
Barilla
Nestlé

02

One barcode fits all

GS1
EuroCommerce
AISE

03

Circularity and DPP

SHARP / Witgoed Brigade / Tappir
Interloop Europe



GS1 INTERACT



**Tako
Johannesma**
Founder and
CEO
Witgoed Brigade

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Bas van der Pol
Founder Tappr

SHARP



Alex van der Noll

Sales & Marketing Director
Sharp Home Appliances Benelux

SHARP

“The future of smart QR codes is here”

25 juni 2025
GS1 Interact 2025





Tako Johannesma



'As the founder and director of Witgoed Brigade, building the smartest and most customer-friendly appliance repair platform in the Netherlands. This sustainable mission drives me to reduce waste together with technicians, manufacturers and AI, while making life easier for household'



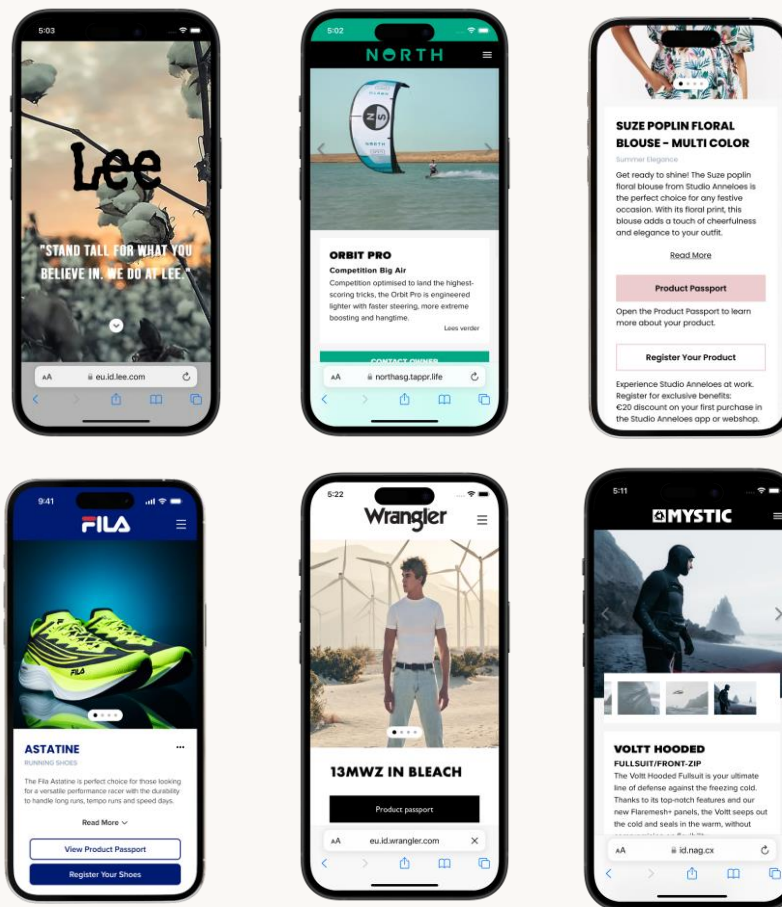
Bas van der Pol

Tappr

Founder of Tappr, a
Digital Product
Passport platform

Founder of Ciphix.io,
AI tech provider
acquired in 2021

Background in IT &
Electronics



appliMIND



A Digital Product Passport solution
from Rotterdam.

We help brands transform
products into compelling,
connected experiences.

27 customers
100M+ GS1 DL live

**What if a smart QR code
solves a problem
even before it arises?**



What if a simple
QR code could
prevent one out of
three service calls?



5 forces driving QR adoption for brands

Compliance is coming
ESPR requires Digital Product Passports.

Barcodes are becoming
QR codes (GS1 Digital Link)

QR scanning adoption reached
mainstream

AI enables personalization &
assistance to consumer & product

Web apps are progressing towards
native app experience

Endless applications emerge

One code powers information, services,
circularity, traceability and commerce.

That's what GS1 Digital Link is about.



ESPR

Shift to sustainable products
part of the EU Green Deal
(2022).



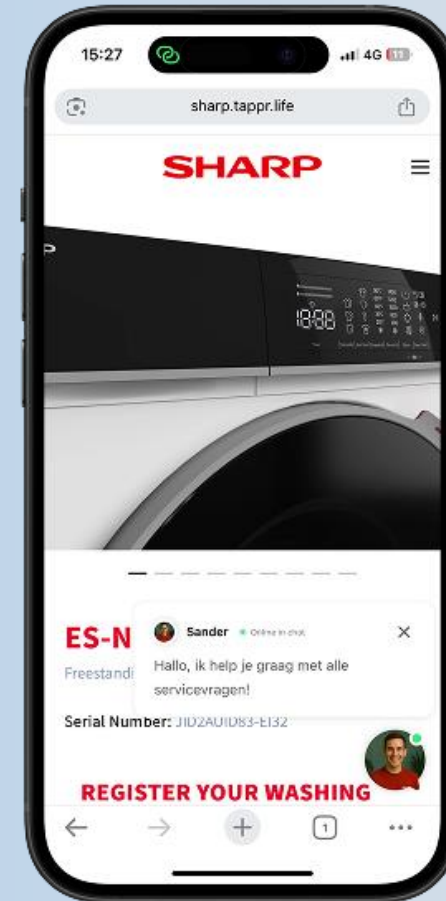
2027

Ecodesign requirements,
including DPPs, start to
become mandatory.



100%

Circularity the European
union in 2050.



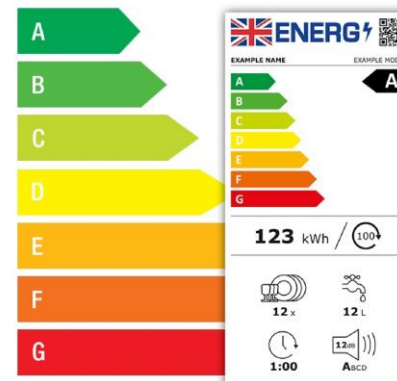
White Goods under ESPR, Energy Label, No DPP... Yet

| Product | Ecodesign | Energy Label | DPP | Adoption Timeline |
|------------------|-----------|--------------|-------|-------------------|
| Washing machines | Yes | Yes | EPREL | 2026 |
| Dishwashers | Yes | Yes | EPREL | 2026 |
| Tumble dryers | Yes | Yes | EPREL | End 2030 |

EPREL 2026: EPREL is evolving towards a light-weight DPP.

- Product lifespan (in cycles)
- Repair score and modularity index
- Spare parts availability (7–10 years!)
- Disassembly instructions
- Noise, water use, microplastic release (planned)

Source: 2025 ESPR Working Plan (April 2025)
EC Report ESPR SR3 D3 (June 2025)



COMPLIANCE IS THE STARTING LINE, NOT THE PRIZE

Business Value



COMPLIANCE

"Can I still sell in Europe?"



VALUE

"How do I deliver value to my brand and consumers?"

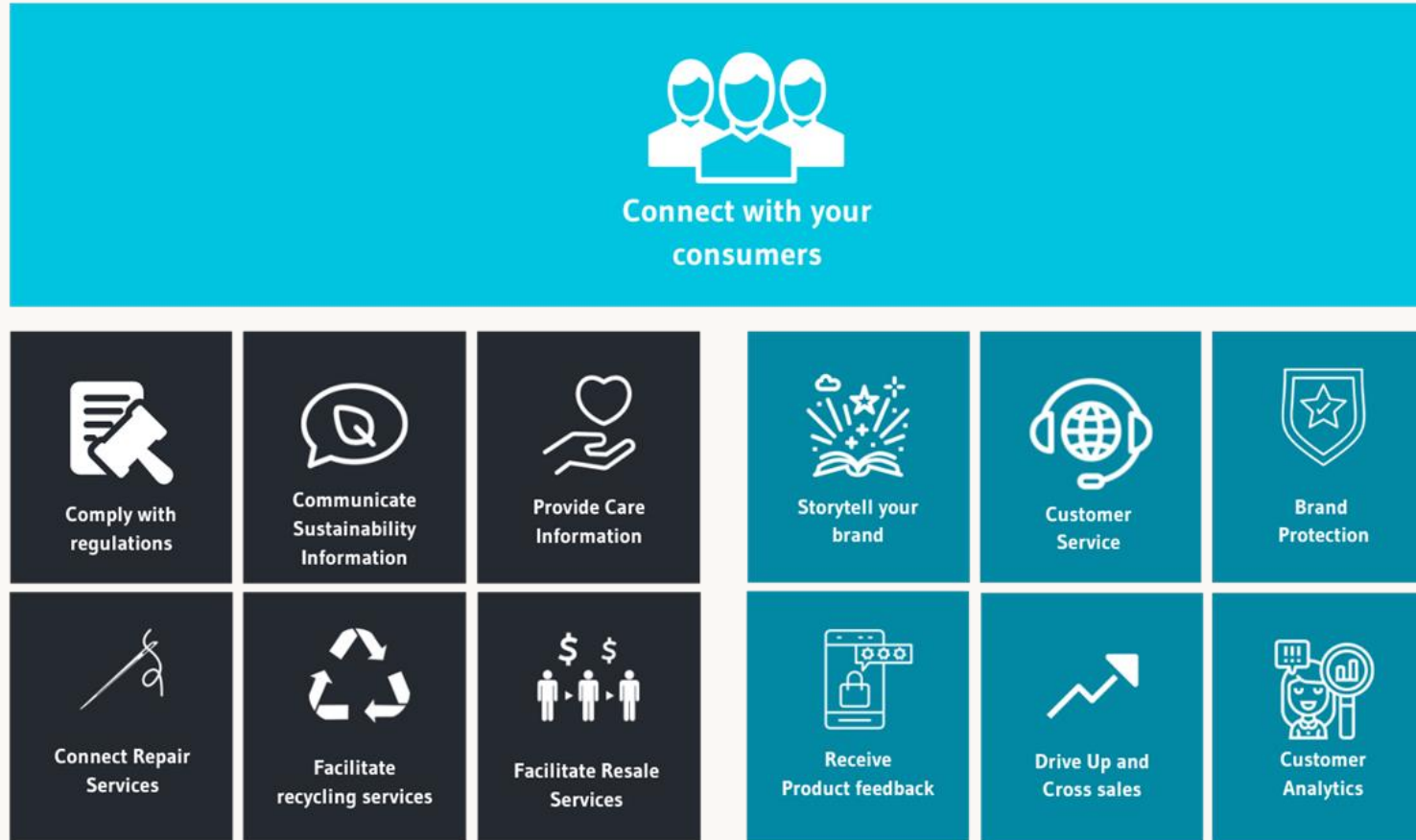


DIFFERENTIATION

"How to position my DPP as a strategic advantage"

**THIS IS WHERE ROI
STARTS TO APPEAR**

What is the best idea in DPP?

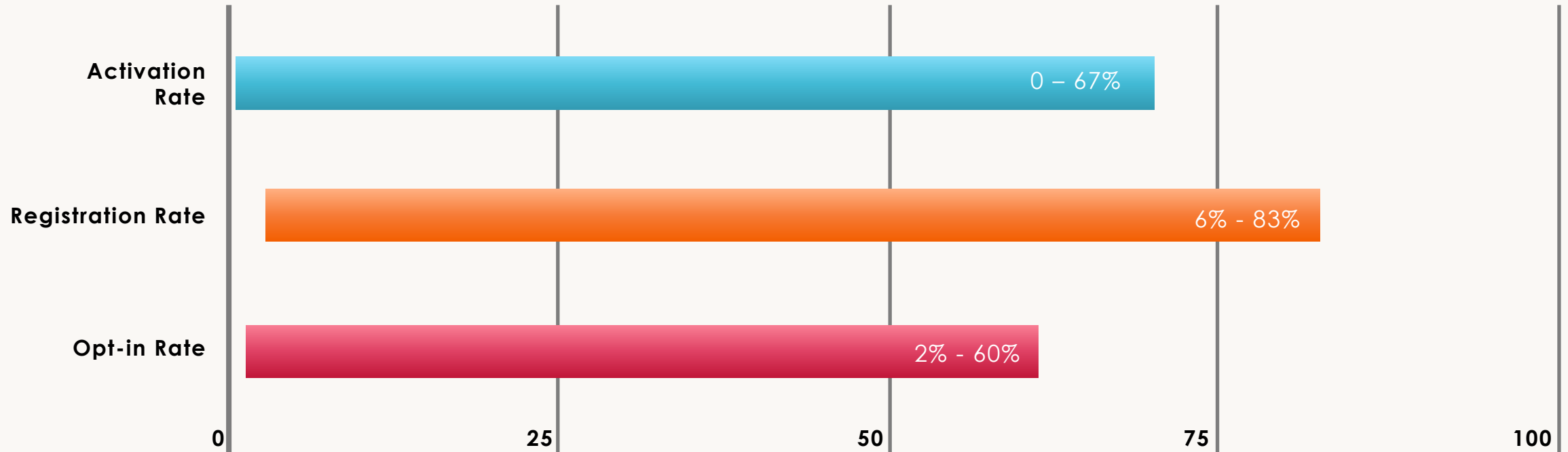


Sustainability Initiatives

Commercial Benefits

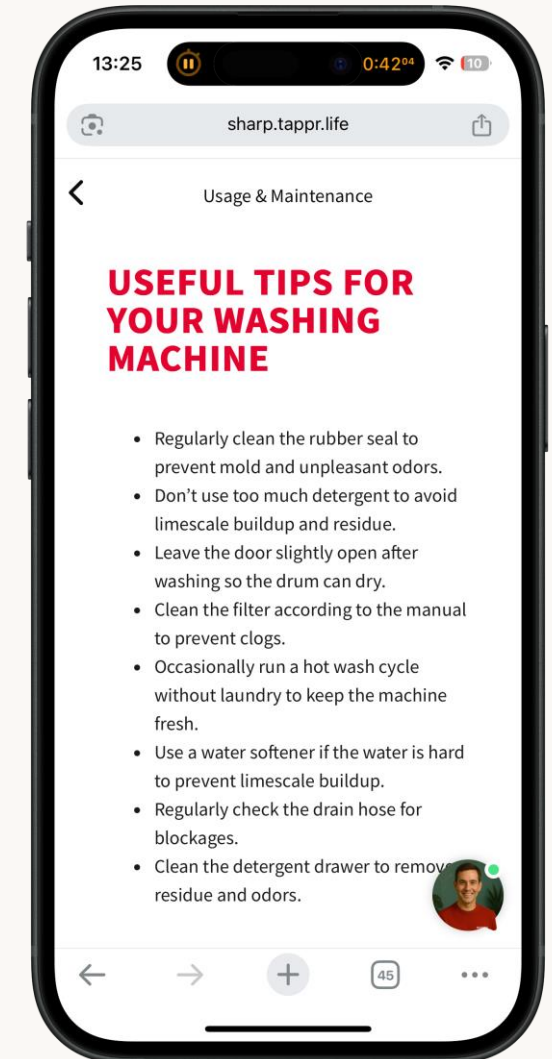
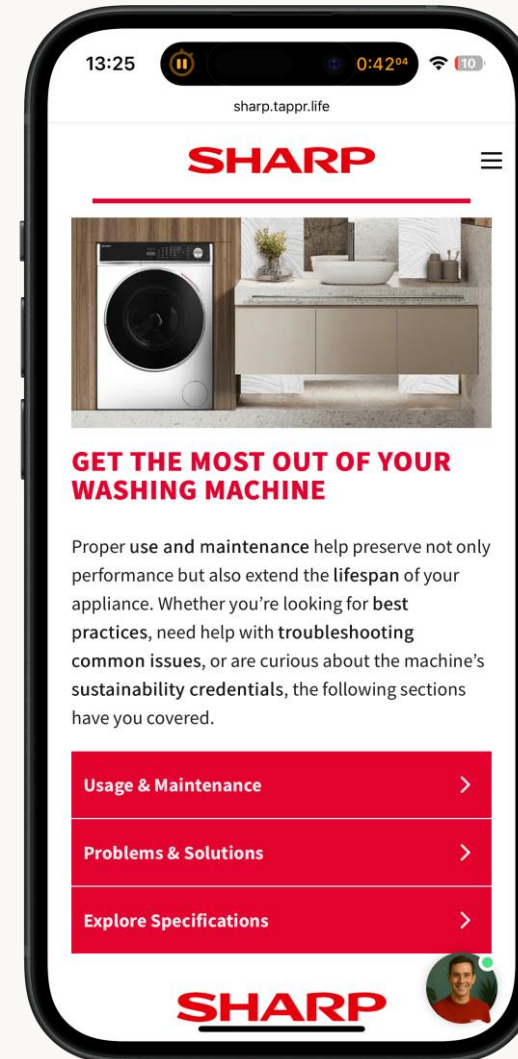
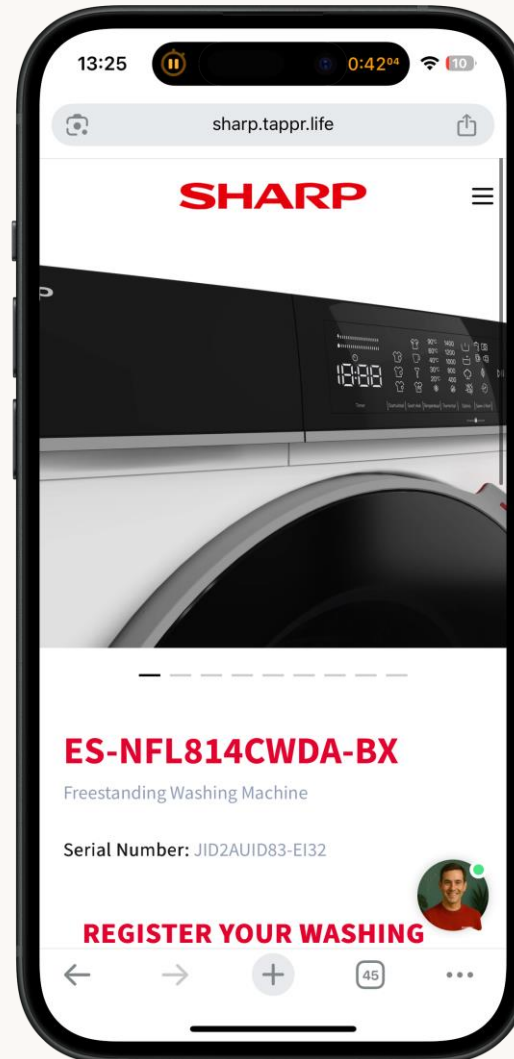
QR's are a gimmick, nobody scans

Percentage measured



* Data is based on > 32 projects; measurements are estimates as the data continuously evolves (Feb'25).

GS1 Digital Link for home appliances



08:17

85



Hoi ik ben Sander

online in chat

AI



Hi Sander, my name is Tako

23:16

Hi Tako! How can I assist you today? Do you have a question about your Sharp washing machine, dishwasher, or dryer?



23:16

Yes I have a question, how can I fix the lock of the door of my washing machine

23:17

To fix the lock of your washing machine door, you can try the following steps:

- **Check if the door is properly closed:** Ensure that the door is firmly shut and you hear a click. Sometimes, clothes can get caught between the door and the seal, preventing it from closing properly.
- **Reset the machine:** Turn off the washing

Typ hier je bericht...



rpwitgoedreparatie.nl



12:19

57



Hoi ik ben Sander

online in chat

AI



Hi Sander, I'm a Sharp certified repairman

06:54

Hi! As a Sharp certified repairman, if you need specific repair instructions or guidance, please let me know the issue you've encountered. I can provide you with the necessary information or direct you to the appropriate resources.



06:54

Please help me with the repair instructions of a broken door lock of the washing machine

06:55

To repair a broken door lock on a Sharp washing machine, follow these steps:

- **Safety First:** Ensure the washing machine is unplugged from the power source to avoid any electrical hazards.

Typ hier je bericht...



rpwitgoedreparatie.nl



**Significant
reduction
service calls**

**Higher
consumer
satisfaction**

service budget

**Additional
revenue
opportunities**

**Contribution to
sustainability**



Convinced about DPP?

Let's connect



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Thank you!

The slide deck and recording of the session will be shared afterwards



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Pascal Betten
Managing Director
Interloop Europe

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A Digital Product Passport, a joint project between GS1 Netherlands, GS1 Pakistan, SockLab®, Interloop and Octans Digital





Developing a Digital Product Passport

Our journey towards transparency & traceability

Pascal Betten – Managing Director Interloop Europe & Bonnie Doon

About Us

Interloop Limited is one of the world's largest hosiery manufacturers, headquartered in Pakistan.

Vertically integrated operations from yarn to finished goods.

Focus on sustainability, innovation, and ethical manufacturing.



Hosiery

850 million pairs of
socks annual
production capacity



Denim

7.5 million garments
annual production
capacity



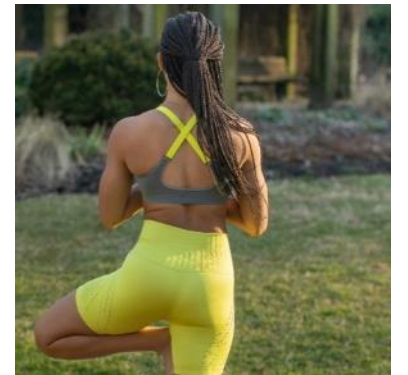
Apparel

45 million garments
annual production
capacity



Activewear

4 million garments
annual production
capacity



Interloop Group

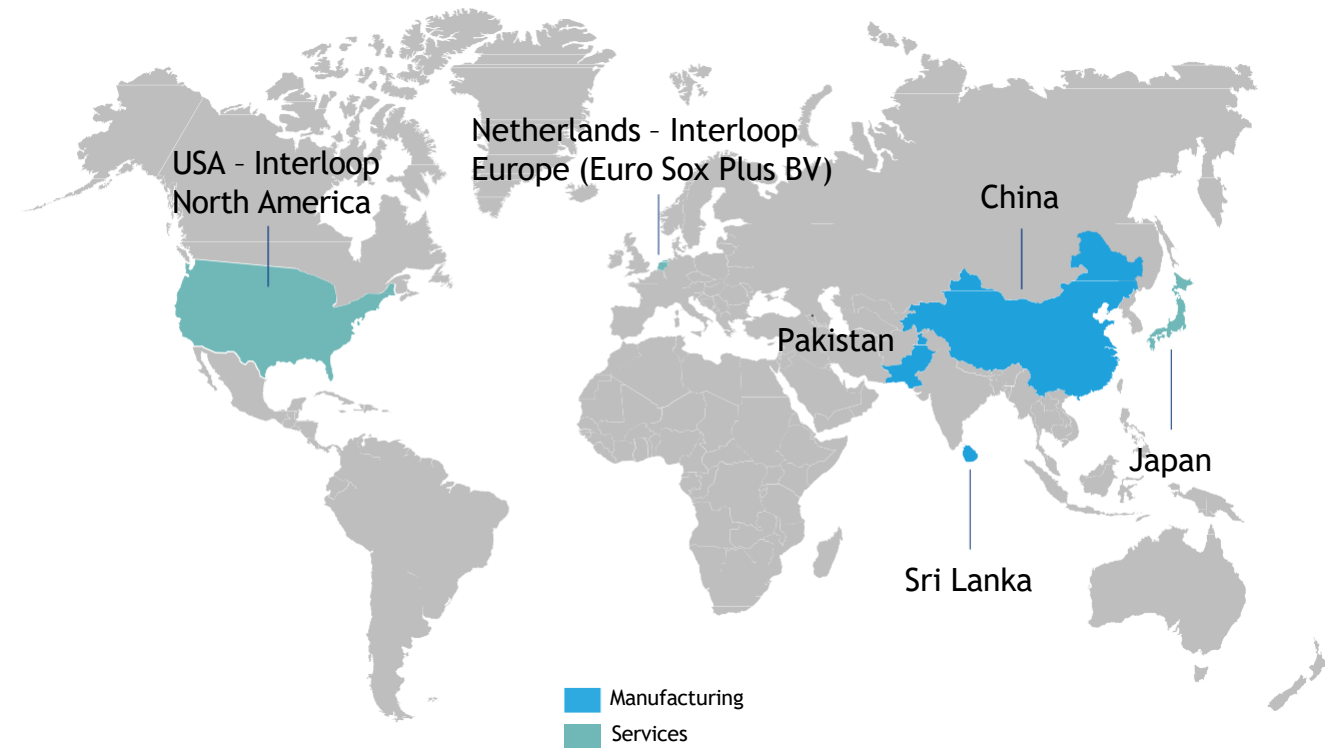
Organisation network across six countries

Large scale expansion in hosiery, apparel, denim and activewear capacities to the tune of \$300M

COP diversification – Pakistan, Sri Lanka & China with planned nearshore expansion

Investment in value added services including design, collaborative planning and warehousing in USA & Europe (Netherlands)

Vertically integrated from yarns to fabric to garments



Interloop Organisation Network

ESG

Strategy

- Triple bottom line approach
- UN SDG alignment
- Annual ESG reporting

SUSTAINABLE DEVELOPMENT GOALS



Our Pledges

SUSTAINABLE DEVELOPMENT GOALS



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

BUSINESS AMBITION FOR 1.5°C



In support of

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office



Partnerships and Certifications

Leading the way in responsible manufacturing meeting highest standards of environmental and social performance

SOCIAL



In support of

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office



ENVIRONMENTAL



OTHERS



Our Vision 2025

To Become a Full Family Clothing
Partner of Choice



People

A diverse, inclusive and engaged workforce
creating a high performing organization



Digital Transformation

Drive efficiencies through digitalization and provide
transparency to our customers with real time information



Agile Manufacturing

Drive an agile organization retaining our competitive
position as a responsive high quality manufacturer

\$700M

Revenue by FY 2026

Transforming into a full family clothing business
will build further credibility with our customers

2.5x

Revenue Through Value Added Services

Providing value added services creating
strong lasting partnerships

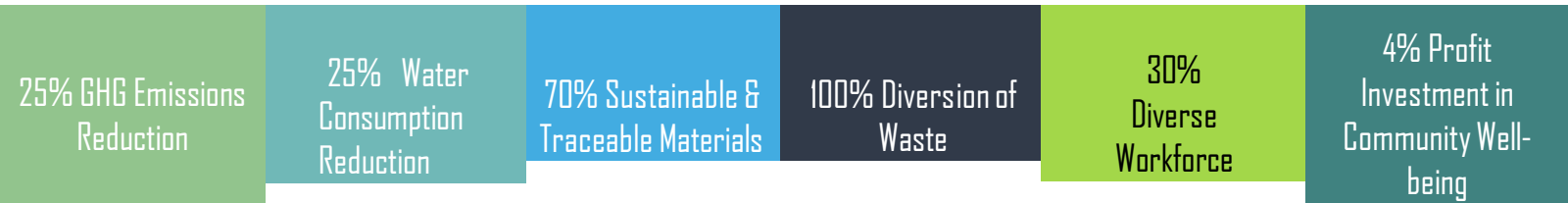
25%

Lower Carbon Footprint & Resource Consumption

Lead the way in responsible manufacturing
meeting highest standards of environmental
and social performance

Responsible Business

Lead the way in responsible manufacturing meeting the highest standards of environmental and social performance.



Interloop becomes Pakistan's 1st Large- Scale Enterprise with **Approved Science Bases Targets**

This Includes 51% reduction in direct emission (Scope 1), indirect emission (Scope 2) in line with 1.5 °C pathway, and a 30% reduction in emission along with its value chain (Scope 3) by 2032



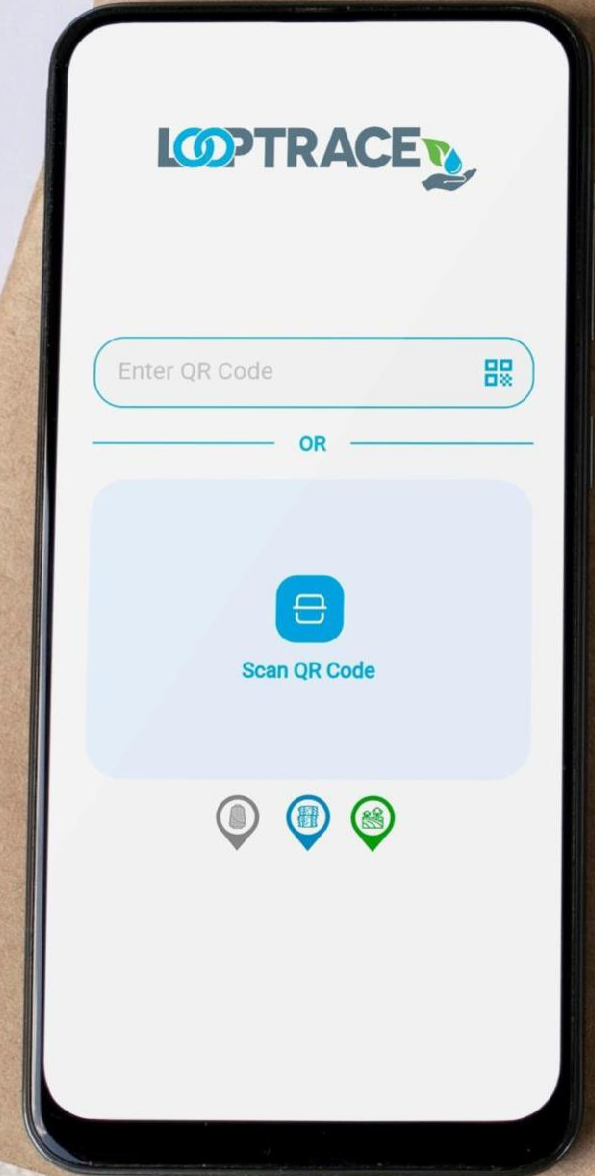
LoopTrace

Material traceability solution

END-TO-END TRACEABILITY – To cotton farms in Pakistan

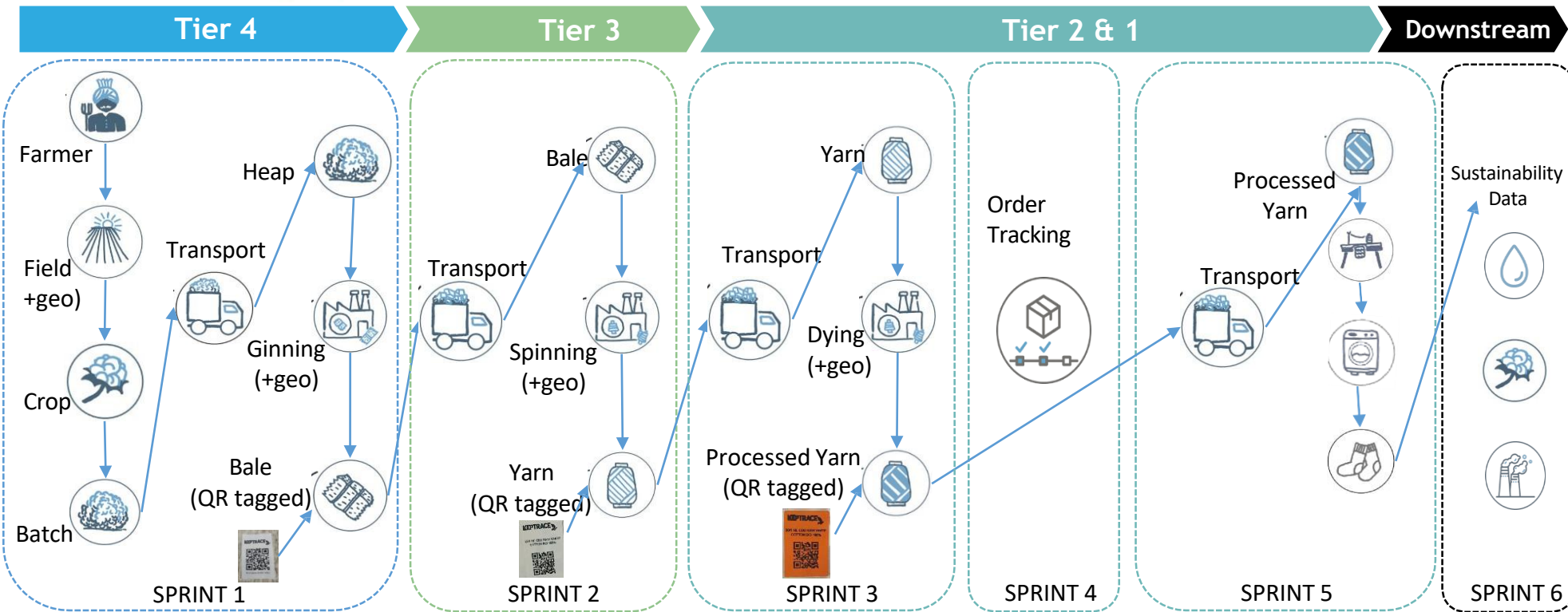
TRACEABILITY ESTABLISHED – With a unique code identifier

ABILITY TO INCLUDE – Multiple materials, CoC documents and link to production system



LoopTrace

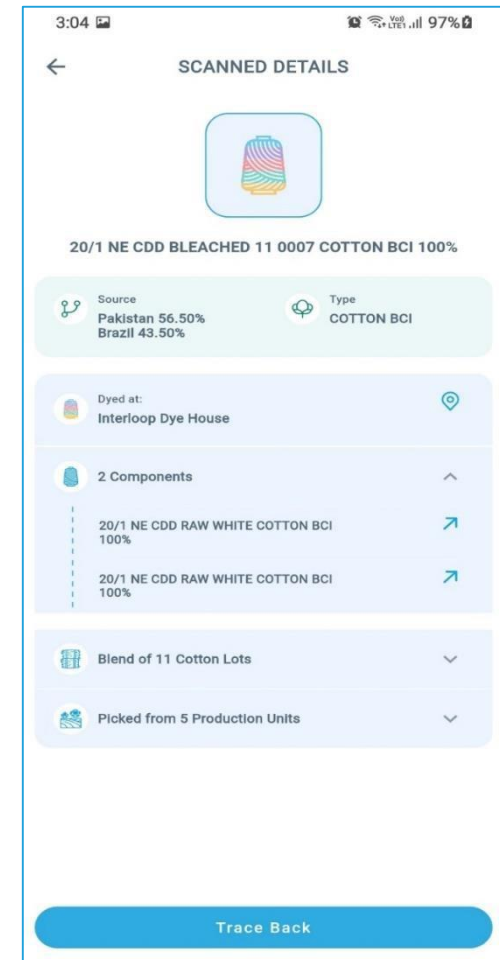
Traceability from farm to floor



Tier 4 traceability complete with over 58,000 farmers registered in the system and contracts in place with selected ginners

Fully traceable yarns produced at Interloop spinning facilities

Yarn to order traceability in progress
Man made fibres traceability in progress



Why Digital Product Passport

- Increasing regulatory and customer demand for transparency
- Need for traceability across the value chain
- Supports circularity, recycling, and informed consumer choice

Product Selection

For this pilot, GS1's master data (GTIN and GLN codes) was integrated with Looptrace[®], resulting in a complete traceability map of the supply chain for the Socklab[®] socks.



SMALL FOOTPRINT

HUGE BREAKTHROUGH

Development of unique Socklab® sock made of
100% biodegradable materials and Cradle to Cradle
Gold certified



 SOCKLAB

Wear

Can you just wash and wear them?

Yes! The yarns used for these socks are biodegradable. You will not feel a thing of that because they are still just socks. But sustainable, down to every fibre and that feels good!

Isn't this just a marketing tool?

No way, through our Cradle to Cradle Certified© GOLD certification and our Digital Product Passport we are fully transparent in our total production process. Judge it yourself!





Strategic Approach

Step 1: Internal alignment across departments (R&D, Sustainability, IT, etc.)

Step 2: Research and define DPP requirements (EU regulations, customer needs)

Step 3: Select appropriate digital tools and partners

Step 4: Pilot on selected sock styles

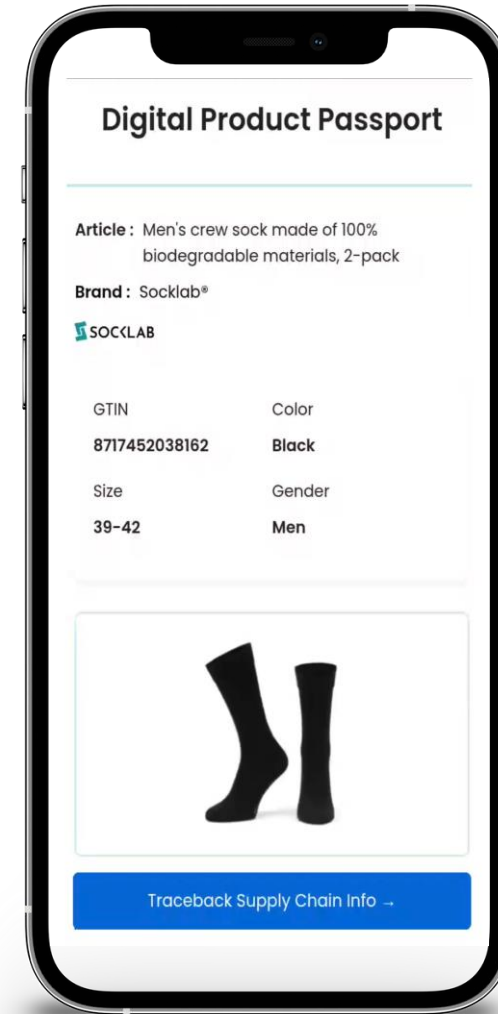
Step 5: Evaluate and scale

Key Principles

Guidelines to our DPP

- Simplicity and scalability
- Interoperability and data security
- User-friendly access for all stakeholders (consumers, partners, regulators)

The Result – try me!



Next Steps

- Expand DPP coverage across more products
- Integrate with LCA systems
- Contribute to industry standards and platforms

Thank you!

Interloop Europe
Pascal Betten
Tel. +31 64709 4586





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