EU Product Pass Compliance Made Simple: DPP-Flash Launches AI Platform for SMEs

DPP-Flash launches an AI SaaS platform helping SMEs master EU Digital Product Passport (ESPR) compliance with automated data extraction and 15-year hosting.



DPP-Flash Founder: Julian Gräfen (left) & Nico Bergstreiser (right)

KALL, GERMANY, September 14, 2026 /EINPresswire.com/ -- European technology startup DPP-Flash has officially launched its cloud-based Software-as-a-Service platform for automated Digital Product Passport (DPP) and ESPR compliance. The platform helps manufacturers, brands, importers and retailers prepare their products for the new requirements of the European Union's Ecodesign for Sustainable Products Regulation (ESPR).

The Digital Product Passport requires companies to provide structured and machine-readable information about their products. For many small and medium-sized enterprises, collecting this information from suppliers and processing hundreds of documents can create a significant administrative and technical burden. DPP-Flash aims to solve this problem with artificial intelligence.

> We want to make product compliance simple: upload your documents, and DPP-Flash takes care of the rest."
>
> *Nico Bergstreiser*

Companies can upload their existing product documentation to DPP-Flash, including technical data sheets, bills of materials, certificates, safety documents and other compliance information. The platform's AI analyzes hundreds of documents within seconds, identifies the relevant product information and automatically combines it into a structured Digital Product Passport. Instead of manually searching through individual documents and transferring information into spreadsheets or other systems, companies can automate the process from document analysis to passport generation.

The system also checks whether important information is missing or incomplete. If required

product data is not available, DPP-Flash can automatically identify the relevant supplier and contact them to request the missing documents or information. The final Digital Product Passport is only generated once the required information has been received and the product data is complete. This creates an automated workflow covering document processing, data extraction, missing-data requests, validation and Digital Product Passport generation.

DPP-Flash provides 15 years of revision-proof, DSGVO-compliant and ESPR-compliant cloud hosting for product passport data. The platform is designed to keep relevant product information secure, traceable and accessible over the required period. This gives companies a central digital system for managing their product passport data instead of relying on disconnected documents, spreadsheets and local archives.

Once the product data has been processed, DPP-Flash generates a dynamic QR code that can be placed directly on the product or its packaging. The QR code provides access to the corresponding Digital Product Passport and its relevant product information.

DPP-Flash is particularly focused on small and medium-sized enterprises that often do not have large IT or compliance departments. The platform supports structured product data and interoperability through technologies and standards such as GS1 and JSON-LD. This enables product information to be prepared for digital supply chains and different stakeholders across the European market.

DPP-Flash was founded by digital entrepreneurs Nico Bergstreiser and Julian Gräfen. The company is developing its platform as a European B2B SaaS solution for businesses affected by the Digital Product Passport and ESPR.

According to Co-Founder Nico Bergstreiser, “The Digital Product Passport should not become another major technical hurdle for European SMEs. Our goal is to automate the process as much as possible. Companies provide the documents they already have, and our AI extracts and structures the relevant information. If something is missing, the system can take care of the next step automatically.”

Co-Founder Julian Gräfen emphasizes the importance of standardized and reliable product information: “Digital Product Passports only create value if product information can be exchanged and accessed reliably across different companies and systems. That is why interoperability and standards such as GS1 and JSON-LD are an important part of our platform.”

To mark its market launch, DPP-Flash is opening an exclusive pilot program for 20 selected manufacturing, retail and other product-based businesses. Participants receive early access to the platform, streamlined onboarding and technical guidance. They can test the DPP-Flash workflow using their own product documentation and provide feedback before the platform becomes broadly available.

Following the pilot phase, DPP-Flash plans to offer flexible subscription plans that scale with product catalog size and the number of Digital Product Passports generated.

DPP-Flash is a European B2B SaaS platform for automated Digital Product Passport and ESPR compliance. Its AI analyzes hundreds of product documents within seconds, extracts relevant information, identifies missing data, automatically contacts suppliers and generates structured Digital Product Passports. The platform combines AI-powered document processing, automated supplier communication, GS1 and JSON-LD compatibility, dynamic QR codes and 15 years of revision-proof, DSGVO-compliant and ESPR-compliant cloud hosting in one solution. DPP-Flash's mission is to make Digital Product Passport compliance faster, simpler and more accessible for businesses across Germany and the European Union.

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