Acquisition Brief — passeportproduit.fr

Domain name / Asset offered: passeportproduit.fr
Purpose: acquisition of a strategic Digital Product Passport (DPP) positioning asset for France within ESPR/PPWR and sector rollouts.

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This document — who it's for, why

Decision-grade brief for CEO / COO / CFO / CTO / Compliance.
Thesis: owning the category language provides operational and reputational edge. PASSEPORTPRODUIT.FR is a neutral, memorable banner to align procurement, quality, IT, legal and partners on DPP in France.

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1) One-page decision

What it is. A strategic asset (.fr) for Digital Product Passport: public portal, documentation, resources, ecosystem communications.
What it changes. Single entry point → shorter time-to-trust, lower cross-functional friction, faster supplier onboarding.
What you can deploy today.
• "DPP France — Readiness & Rollout." Product-family mapping, minimum viable data model, supplier kits.
• Resource center. QR/serialization guides, requirement matrix by sector, neutral FAQ.

• **Ecosystem voice.** Reference posts (neutral, educational), milestone calendar, sector use cases.

Why it's defensible. Exact term + .fr legitimacy; semantic lock as the ecosystem adopts your wording.

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2) Context & milestones

ESPR (EU framework). In force; 2025 Working Plan; 2025–2027 delegated acts on priority families; ramp-up 2026–2030.

DPP (rollout). Requirements/registries phased by families from 2026–2028.

PPWR (packaging). Entered into force 2025; general application around T+18 months; progressive duties 2026–2030.

Implication. France-based actors need a clear banner now to prepare data, markings and processes with the supply chain.

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3) Three concrete deployments (orders of magnitude)

A. Corporate France (group program). DPP data governance, supplier tooling plan, steering committees. Impact: –6 to –10% project time; €0.8–2.0M coordination/communication savings over 12–18 months (multi-site group).

B. Compliance SaaS / Vendor (resource portal). Immediate credibility with FR industrials; shorter sales cycles; +€1–3M pipeline (by ACV/segment).

C. Alliance / Institution (neutral FR hub). Shared requirement matrices, sector use cases; network effects and standard convergence.

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4) Strategic edge of the pack

Authority through language in France. C-level clarity. Defensive (exact-match .fr, readable, memorable). Re-use of content, kits, and relationships on a single surface.

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5) Market size & pressure

ESPR/DPP + PPWR implementation 2025–2030 drives material CAPEX/OPEX (data, labeling, IT, supply). In France, sectors need a narrative standard and a visible hub; PASSEPORTPRODUIT.FR provides both.

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6) CFO anchors (obligatory)

6.1 Alternative cost "awareness & adoption." Without an exact-match: FR campaign 6–12 months, internal brand architecture, change management. Order: €0.4–1.5M / 12–18 months.
6.2 Cost of delay. Slip one budgeting cycle = rework, audits, lost RFI/RFPs, cross-functional friction. Order: €0.8–2.0M / 12–18 months (FR group).
6.3 Reusable synergies. Under a single (.fr) banner, each euro (content, kits, connectors, relationships) is re-used → shorter time-to-trust, faster cycles, lower unit costs.

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7) Investment logic (no public pricing)

SEO & memorability (exact FR term). Strategic premium (language control + 2025–2028 window). Budget lens: instead of spreading €0.4–1.5M across campaigns/change, a single asset accelerates go-to-market and lowers regulatory CAC.

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8) Related assets / bundle option (≤2)

• dppcompliance.com — global DPP banner (group/EU level).
• reportingdurable.fr — CSRD/ESRS complement to bridge reporting ↔ DPP.
(No other extensions included. No claims beyond scope.)

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9) Clean acquisition process (Legal/Finance)

Scope of sale: passeportproduit.fr only.
Escrowed transaction, fast technical transfer, invoice. Options: cash / staggered 40-30-30 / bundle. NDA and asset audit available.
Legal notice: descriptive name, no affiliation.

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10) Contacts

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