



## clim8 wins an ISPO Award for its new Digital Product Passport solution : Digitag

Paris, 23rd November 2023 - clim8, a provider of personalized thermoregulation technologies for smart clothing, has been rewarded at the ISPO 2023 for its new innovative digital passport solution: Digitag.

**Digitag, the digital passport solution for increased transparency on products.**

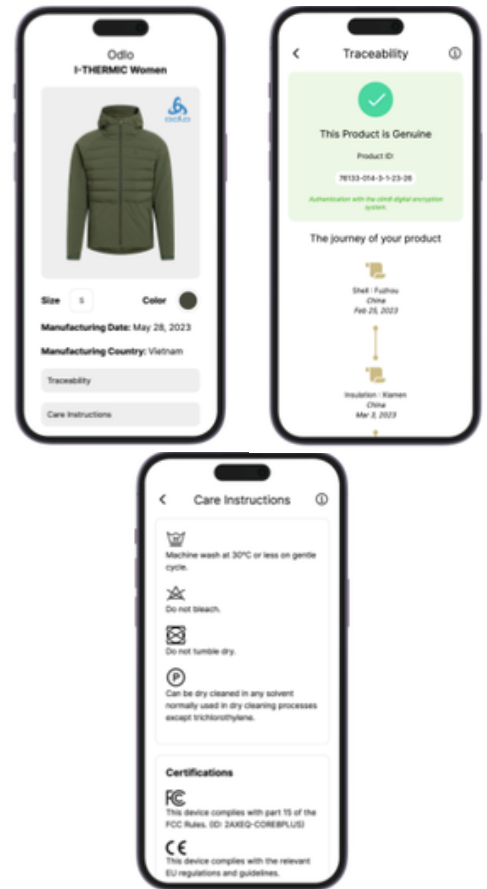
Digitag, by the French outdoor technology brand clim8, is a **digital passport solution for products (DPP)** designed for businesses, developed in collaboration with outdoor and sport brands to **address consumer's needs for transparency, sustainability, and accessibility.**

Digitag emerges in a context of European and American regulations on circularity aimed at promoting sustainable and responsible resource management.

Digitag enables the **creation of a product's digital twin** and the digitization of collections in its **fast and secure European cloud platforms.**

A **QR code** is printed on the care label of each product, which can be scanned with a **smartphone**, the consumer is then redirected to the product's website and has an **immediate** and **easy** access to numerous **product features** :

- photos,
- attributes,
- description,
- certifications,
- traceability,
- care instructions,
- marketing content,
- links to the store and contact persons,
- user manuals, etc.



[Visit Digitag's Website](#)

### About clim8 :

Founded in France in 2016, clim8 provides high-end personalized thermoregulation technologies dedicated to smart clothing, partnering with premium brands in their markets. Backed by science and tested under extreme conditions, products give users the ultimate personalized thermal experience, undisturbed by the weather. The team recently launched their Digital Product Passport solution Digitag to help brands digitize their collections and provide consumers with easy access to product information via smartphone.

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