

The real cost of a DIY passport

A Digital Product Passport must stay available for ~10 years. Building and maintaining that yourself is rarely inexpensive once a decade of hosting, engineering and compliance upkeep is counted.

Worked example: 30 SKUs · 10-year horizon · 3 years actively producing · balanced assumptions

DO IT YOURSELF

€21,260

≈ £18,600 · \$23,380 · over 10 years

DSR PROTOCOL

€4,940

≈ £4,214 · \$4,940 · over 10 years

Estimated saving with DSR over 10 years

€16,320 (77%) · ≈ £14,386 · \$18,440

Where the money goes

Do it yourself		DSR Protocol	
Platform build — 30 developer hours (one-off)	€2,550	DPP Starter subscription × 3 active years	€2,607
Passport authoring — build templates + populate 30 products (one-off)	€1,020		
Hosting / domain / SSL / CMS × 10 years	€3,500	Compliance Archive × 7 years	€343
Platform maintenance & security — 6 h/yr × 10	€5,100		
Data updates — 30 products × 10 years	€5,100	Independent backup (ESPR Art. 10(4)) × 10 years	€1,990
Independent backup (ESPR Art. 10(4)) × 10 years	€1,990		
Re-platform / rebuild (once across the window)	€2,000	Total	€4,940
Total	€21,260		

Why do-it-yourself balloons over ten years

- The ~10-year clock is on you: every year of hosting, patching and data upkeep is your cost and your risk.
- One domain move, host migration or CMS change can break the link and force a **packaging re-print**.
- If your website is down, the passport is unavailable — a compliance breach.
- ESPR Art. 10(4)/11(e) still expects an **independent backup** if the business ceases — rarely budgeted.
- A static QR permanently binds packaging to one URL; you cannot switch a product between Sell and Recall views without re-printing.

How DSR makes the decade predictable

- **Compliance Archive** keeps passports resolving read-only from just €49/yr (includes 1,000).
- **Independent backup** at €199/yr satisfies the Art. 10(4) continuity duty.
- The GS1/QR is **never switched off** — a lapse downgrades to Archive mode, not darkness.
- **Stateless resolver** on centralised infrastructure, cache-fronted by Cloudflare's delivery edge: sub-100ms resolves, zero-downtime.
- One GS1 Digital Link serves promotion, authentication and the passport — no re-printing to change modes.

Indicative estimate for guidance, not a quote. DSR figures use our live price sheet: EUR is canonical, USD matches it, GBP is an approximate conversion. GS1 membership (€60–€290/yr) is paid to GS1 on both sides and is excluded from both totals. Anti-counterfeit (NTAG 424 DNA) is a separate DSR Secure add-on. Balanced DIY assumptions: a one-off platform build plus per-product passport authoring, hosting/CMS, annual platform maintenance and per-product data upkeep — the per-product elements scale with catalogue size — and one re-platform across the window.

Try your own numbers: [/cost-calculator](#)
dsrprotocol.com · 26 September 2026



SCAN FOR THE CALCULATOR