

A GS1 QR code is not a Digital Product Passport. DSRProtocol is the engine that turns it into one — and keeps it truthful for decades.

A Digital Product Passport is a multi-decade promise, not a marketing campaign. Anyone can mint a GS1 QR — DSR keeps yours live, truthful and private for the life of the product and beyond, guaranteed to still resolve in 2051, even if the brand behind it disappears.

✓ **Guaranteed live until 2051**

A GS1 QR is an identifier. A Digital Product Passport is a regulated identity.

Anyone can mint a GS1 QR code — but a GS1 QR code is not a Digital Product Passport. A DPP must pass through a regulated identity process: GS1 Digital Link formatting, resolver registration, lifecycle definition, audience segmentation, compliance routing, and long-term continuity guarantees. Without this process, a GS1 code is a static symbol with no legal standing, no lifecycle, no compliance and no future-proofing.

DSRProtocol is the regulated resolver layer that transforms a simple GS1 QR into a legally valid, multi-decade Digital Product Passport.

GS1 gives you

- The number (GTIN)
- The syntax (GS1 Digital Link)
- A basic resolver

DSRProtocol adds

- ✓ Lifecycle & versioning
- ✓ Multi-audience routing
- ✓ Compliance logic (KVKK + ESRP)
- ✓ Continuity guarantees
- ✓ Secure identity modules
- ✓ Regional data residency
- ✓ Anti-counterfeit & chain of custody
- ✓ Digital twins
- ✓ Long-term hosting

[See the endowment model](#)

[View a live resolver](#)

[Right-to-Repair \(USA\)](#)

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The link is the standard. The guarantee is the product.

The GS1 Digital Link is meant to be open and interoperable — that is its strength, like a phone number or an IBAN. So “anyone can make a GS1 QR” is both true and beside the point. The value was never the code on the box; it is the resolver behind it, the guarantees attached to it, and what happens across the ten-to-twenty-five-year life of a passport. DSR is that resolver — and its long-term custodian.

The Continuity Guarantee

Anyone can generate the code. Committing that a passport will still resolve — truthfully — for decades is another matter. Our commitment is plain:

- ✓ **Guaranteed live for the life of the product** — a minimum of **25 years** for durable goods and appliances, and **10 years** for consumer goods, from the date each passport is registered.
- ✓ **Insolvency-proof.** If the brand is acquired, wound up or simply disappears, its passports do not go dark: they fall back automatically to a **read-only Continuity Passport** carrying the information the public and the law still require — safety, materials, spare-parts and repair guidance, and recycling and disposal instructions.
- ✓ **Underwritten by a pre-funded continuity reserve**, paid once when the passport is created — so the guarantee does not depend on the brand still paying, or still existing.
- ✓ **Served from a sovereign EU back-up and at the edge**, with no live database in the path — the passport keeps resolving even when the original platform is gone.

[See the endowment model](#)[Explore the DPP product](#)

Open standard on top. Proprietary architecture underneath.

While the GS1 Digital Link standard is open and interoperable by design, the underlying architecture — combining zero-egress routing, hardware-level cryptographic validation, and pre-funded continuity escrow — is protected by our patent-pending IP. Competitors can copy a webpage; they cannot legally or technically replicate the proprietary infrastructure that guarantees a passport's multi-decade survival.

PATENT PENDING — UK APPLICATION GB2614583.9

A UK Intellectual Property Office application. Patent pending; priority documents are available to foreign offices via WIPO DAS.

Seven reasons a DSR code is not just a GS1 QR

1

Permanence

It still resolves in 2051. A self-hosted link usually will not.

2

Zero-egress architecture

No personal data on the resolve path, and no per-scan egress fees. Privacy by design that data-hungry legacy stacks cannot retrofit.

3

Physical truth & chain of custody

4

Dual compliance, built in

Tamper-evident, sealed provenance. Ownership is asserted through verifiable physical truth, not an editable web page.

KVKK and EU ESPR DPP, EN 18222 registry alignment and GS1 Sunrise 2027 readiness — out of the box, not a consulting project.

5

Lower running cost

No egress surprises at scale: we never meter the scan, so a code read millions of times does not carry a per-read bill.

6

Low carbon footprint

Fewer data-centre hops and efficient edge resolution mean measurably less energy per scan — a real ESG line, not a slogan.

7

Speed & ease of use

Live in minutes, by non-engineers, in Turkish or English — versus quarters of integration for a legacy vendor.

What happens when a company disappears

The guarantee is backed by a demonstrable mechanism — not just a promise:

1. Every passport is mirrored to a sovereign EU back-up the moment it is published.
2. If the brand enters continuity mode — insolvency, closure or non-renewal — scans no longer depend on the brand's own systems.
3. The code resolves to its read-only Continuity Passport, served from the back-up and at the edge, with no live database in the path.
4. Consumers, repairers, recyclers and authorities keep the safety, repair and recycling data the product's whole lifecycle depends on.

That is the difference between a link and a guarantee.

How the guarantee stays live

The continuity mechanism, end to end — a funded reserve, not a promise.



1

Publish

The passport goes live and is mirrored to a sovereign EU back-up.



2

Resolve

Every scan resolves at the edge, with no live database in the path.



3

Brand ends

Acquisition, closure or non-renewal quietly triggers continuity mode.



4

Continuity Passport

A read-only passport keeps safety, repair and recycling data live.



A note for regulators and auditors

The Continuity Guarantee is underwritten by a pre-funded reserve, not by the brand's continued solvency. Every passport is dual-compliant by design — Türkiye's KVKK and the EU's ESPR Digital Product Passport —

and resolves with no personal data on the path (PII-free, zero-egress). Guaranteed-live terms vary by product class: a minimum of 25 years for durable goods and appliances and 10 years for consumer goods, from the date each passport is registered. Patent pending · GB2614583.9.

Continuity reserve + model: [/continuity-endowment](#) · Live resolver demo: [/resolver-demo](#)
dsprotocol.com · Patent pending · GB2614583.9 · 26 September 2026



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