DSR PROTOCOL · WHAT IS DSR?

One secure code. Every job your product needs.

DSR gives every physical product a secure digital identity that lives on **your own web address** — and one QR code that proves it is genuine, carries its passport, holds its life story, and can even run your marketing.

The idea: one code, many jobs

A customer, a boutique or an auditor scans **one QR or NFC tag** on the product. Depending on who is scanning and what you want to show them, that same code can:

1

Open its passport

Materials, origin, care, repair and recycling — the Digital Product Passport the EU now requires.

2

Prove it is genuine

The record is cryptographically signed, so anyone can check it is authentic and has not been tampered with.

3

Carry its life story

Services, repairs and ownership transfers as the piece changes hands — valuable on resale.

4

Run promotions

Quizzes, campaigns, sequential serial numbers and limited-edition experiences — from the same code.

What makes it different

It is yours	The passport resolves from your **own domain** (for example `dpp.your-maison.com`), so changing supplier never breaks a single link. You own the identity, not merely a copy of the data.
It is correctable	Unlike a blockchain that freezes data forever, you can update, fix or erase details when life — and the law (GDPR) — require, while still proving nothing was quietly altered.
Provable without a ledger	Every record is a signed W3C Verifiable Credential, and its history is **independently witnessed** by neutral timestamp authorities: ledger-grade trust, with no blockchain and no per-item fees.
Built to outlive us	Open standards, code escrow and own-domain routing mean your passports keep working even if DSR were to disappear entirely.

Why buy it rather than build it

DSR bundles **compliance, anti-counterfeiting, product history and promotion** into one platform, on a **flat, predictable subscription** — rather than stitching together several vendors and paying a fee on every single item. It is a far lower, far more predictable total cost, and far less to maintain.

> **One code. Your domain. Proof anyone can check — without a blockchain.**

See it for real

Watch the authenticity proof run live at `/why-dsr/how-we-prove-authenticity`, and read how your passports survive us at `/why-dsr/continuity-escrow`.

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