

KNOWLEDGE BYTES | SEPTEMBER 2026

Theme: From Product Identity to Trusted Data



Dear **GS1 Malaysia** Member,

Expanding into a new market can create exciting opportunities for your business. But as your products enter new markets, they may encounter new business partners, different information requirements and new expectations.

Your product may be ready to move—but is the information behind it ready to move too?

This week let's explore why having accurate, complete and well-managed product information becomes increasingly important as your business grows beyond its current market.

Did you know?

As your business expands, your product information may need to work across new channels and business environments—each with different processes and information expectations.

Under the EU Ecodesign for Sustainable Products Regulation (ESPR), the **Digital Product Passport (DPP)** is being introduced progressively for products within the scope of this EU legislation. A DPP is a **digital record** containing product-specific information that can be accessed electronically and may **support information sharing** throughout a product's lifecycle.

Why is the DPP being introduced?

Products are increasingly expected to provide more transparent information about their materials, sustainability, durability, repairability and production data. The DPP is being introduced to make relevant product information more accessible across the value chain, supporting transparency, circularity and compliance with applicable EU requirements.

The requirements will be introduced progressively and will vary depending on the product and applicable legislation. Businesses placing products on the EU market therefore need to understand what information may be required for their products and start preparing their product data accordingly.

This means product information is becoming more digital, connected and increasingly important as businesses enter new markets and work with different partners. What works in your current market may not always be enough as your business enters new markets and faces different expectations.

To support business growth and evolving digital requirements, your product information needs to be:



How can Verified by GS1 (VbG) help you prepare?

As product information becomes more digital and connected, **trusted product identity becomes an important foundation.**

VbG helps businesses verify product identity and maintain trusted core product information associated with GS1 identifiers.

This gives businesses a stronger foundation for managing and sharing product information as digital requirements evolve.

VbG helps strengthen the trusted product identity and core product data that can support businesses as they prepare for increasingly digital and connected product-information requirements.



Why Does This Matter to Your Business?

Entering a new market opens new opportunities—but it can also bring new expectations for the information that supports your products.

How can product information impact your business?



As your business expands, your product information may need to support **new retailers, distributors, marketplaces and other business partners**. Each may have different processes, systems and information requirements.

When information is incomplete, outdated or difficult to access, managing it across different products, channels and markets can become increasingly challenging.

Accurate, complete and well-managed product information can help your business respond more efficiently and stay better prepared for new opportunities.

Think about your business - if your product entered a new market tomorrow, would your product information be ready to support the journey?

Industry Insight

As products move across markets, channels and supply chains, product information often needs to travel with them. The same product information may be used by **retailers, distributors, marketplaces, logistics partners, and regulatory stakeholders across different digital systems and business processes.**

Product information is no longer just something kept within your business —it becomes information that others rely on to **list, sell, distribute, assess and manage your products.**



The more markets and channels your business enters, the more important it becomes to keep your product information accurate, consistent and ready to be shared.

How Ready is Your Business?

Take **3 minutes** to check whether your product information is ready to support business growth.

Question	Yes	No
Is your product information complete and readily available when needed?	☐	☐
Can your product information be easily updated when changes occur?	☐	☐
Is your product information consistent across different business channels?	☐	☐
Do you know what information your business partners may require?	☐	☐
Are you confident your product information can support your business as it enters new markets?	☐	☐

Your Next Step

 5/5 – READY TO GROW

Your product information has a strong foundation to support business growth.

 3–4/5 – PREPARE FOR GROWTH

You have a good foundation, but some areas may need attention as your business expands.

 0–2/5 – DATA NEEDS ATTENTION

Your product information may need further attention before supporting broader business expansion.

The GS1 Takeaway

Entering a new market is about more than moving your product from one place to another.

As your business expands, your product information may need to support new partners, new channels and changing requirements. The better prepared your information is, the better positioned your business will be to respond to new opportunities.

As digital product-information requirements evolve, businesses can start preparing by strengthening their product identity, improving the quality of their product data and ensuring that information is ready to be shared when required.

VbG can support this foundation by helping businesses verify product identity and maintain trusted core product information.

When your business moves forward, your data needs to move with it.

Contact GS1 Malaysia

For more information, please reach out to us through our official communication channels:

 **Email:** gs1malaysia@gs1my.org

 **WhatsApp:** +6014-3933 228 | +6011-1616 8228

 **Tel:** +603-6286 7310

 **Website:** <http://www.gs1my.org/>

 **LinkedIn:** [GS1 Malaysia](#)

 **Instagram:** [@gs1malaysia](#)

Thank you for being part of the GS1 Malaysia community.

Protecting your Products. Protecting your Brand. Strengthening your Business