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Keyban and Weavenn join forces to revolutionize retail and logistics with Tokenized Digital Product Passport (TPP)

Keyban and **Weavenn** announce a partnership to develop a Tokenized Digital Product Passport (TPP) platform, combining Weavenn's expertise in logistics and marketplace solutions with Keyban's blockchain-based tokenization infrastructure. The solution will secure each Digital Product Passport (DPP) by tokenizing it into the blockchain and revolutionizing how the retail industry handles shipment management, product tracking and long-term customer relationships. The platform will go live in the third quarter of 2025.

The joint solution will address growing consumer demands for information on product sustainability and recyclability, in compliance with upcoming new European regulations under the Circular Product Access Passport System (CIRPass) initiative. This enhanced and easily accessible information, along with the resulting increase in trust and transparency, will lead to noticeable market evolution over the next decade.

The TPP will improve sustainability for brands and distributors while delivering valuable services to consumers. It will provide a lifetime communication channel with the product's user, even in the second hand market. It will also help create new revenue streams through personalized offers and services based on actual product usage. Additionally, the solution will enhance resale traceability, repair tracking, and serve as a positive promoter of recycling and facilitate product recalls.



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"At Weavenn, we believe a Digital Product Passport, combined with a digital twin, can transform the environmental footprint of eCommerce. With complete traceability of each product life cycle stage, based on blockchain, we strengthen consumer trust and promote a more sustainable future for sellers and marketplaces," says **Amaury de Jorna, CEO of Weavenn.**

This project is supported by the Starknet Foundation, which provides the blockchain technology chosen by Keyban for its scalability. It enables the creation of transparent, high-performance solutions suitable for both consumer markets and industrial applications. Integrated within Weavenn's platform, Keyban's TPP solution is designed to handle millions of product orders that brands will process on marketplaces.

"Starknet is built to give developers and founders the tools and resources to reimagine industries from the ground up. That's why we are excited to have Keyban's innovative commerce solution building on the Starknet platform. Keyban's partnership with Weavenn will address a number of challenges in the industry and open up a new range of opportunities for brands and consumers alike," says **Henri Lieutaud, Head of Ecosystem, Starknet Foundation.**

The decentralized blockchain infrastructure ensures smooth integration with existing platforms and rapid deployment across any IT architecture. Keyban's solution, with its Web3 wallet and tokenization platform, enables commercial and business teams to easily create new high-value-added offers and services linked to product usage.

"This partnership marks a key step in Keyban's mission to innovate through tokenization and blockchain in retail and eCommerce. By uniting our expertise with Weavenn and leveraging Starknet, we're confident this platform will deliver value to brands and drive sustainable business growth," adds **Charles Kremer, co-founder of Keyban.**

This partnership illustrates Keyban's commitment to creating solutions based on blockchain and Web3 technologies that strengthen traditional industries through the tokenization of their assets (Real World Asset - RWA). With the TPP, our clients can create new value and revenue streams, while reconciling CSR objectives, sustainability, and virtuous economic growth.