



Press release

April 2024

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Above TAZAAR – the digital logbook for consumer electronics

TAZAAR: the 'digital logbook' for consumer electronics

New technology builds the story of a product's life from manufacture to retail to ownership, driving sustainability and delivering a ready-made solution for Digital Product Passport regulations

London, UK – TAZAAR, a pioneer in Digital Product Passport technology for consumer electronics, is excited to announce the launch of its groundbreaking digital logbook technology at HIGH END 2024, the world's largest hi-fi expo in Munich. This innovative solution presents a significant enhancement to consumer ownership of premium-quality electronics, commencing with a pioneering collaboration with Kerr Acoustic in the home audio sector.

The TAZAAR digital logbook introduces a unique Digital Product Passport (DPP) embedded directly into electronic devices via a durable QR code or NFC chip. This technology creates a detailed record of each product's life story – from its production and sale, through ownership transitions and service records. For consumers, this means enhanced traceability, increased trust and an enriched ownership experience that transforms high-performance electronics into potential heirloom items.

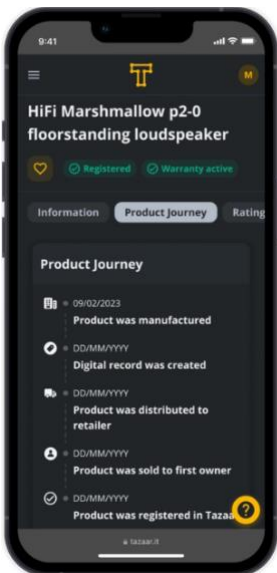
Building sustainability in consumer electronics

TAZAAR's digital logbooks play a pivotal role in combatting electronic waste and promoting sustainability. By preserving the full history and authenticity of electronic products, TAZAAR promotes longer lifespans and more meaningful ownership experiences.

The implementation of provenance and heritage-tracing technologies is a direct response to the European Union's upcoming Digital Product Passport regulations. The intention of these regulations is to prioritise product traceability and accountability, encouraging movement towards a 'circular economy' in which products are not simply discarded but recycled, reused or repurposed.

Manufacturers will be required to integrate a digital record within the product itself to create transparent documentation for every step of a product's life, from the sourcing of parts and materials to the commercial journey of the product and the history of its ownership. This data is accessed via an NFC chip, QR code or RFID tag, depending on the platform the manufacturer has chosen to implement the Digital Product Passport, with controls to protect confidentiality.

These new regulations will roll out one sector at a time, with batteries and textiles already providing test cases and legal enforcement set to begin in 2026. TAZAAR's digital logbooks have been developed with industry partners to deliver a tailored proposition for the consumer electronics industry, augmenting the entire value chain from manufacturers to product owners. This provides a ready-made solution for Digital Product Passport compliance and ensures that every stakeholder benefits from increased transparency and sustainability.



Left Accessed via a QR code or NFC chip, TAZAAR's digital logbooks provide information about every stage of a product's life

TAZAAR's initial focus is the high-end audio sector – products that are built to last and may be cherished by several owners over the course of many years. Manufacturers and distributors that embed TAZAAR's technology in their products will gain deeper customer engagement and valuable insight into the post-purchase product journey and environmental footprint, accelerating the achievement of sustainability goals and enabling them to promote the value of responsibly made products. Consumers, meanwhile,

benefit from verified information about a product's origins and its journey to date, including current and past owners, its service history and so on – not unlike a vehicle's logbook and service history.

Kerr Acoustic: an early adopter leading the way

Cambridge-based Kerr Acoustic is the first audio manufacturer to adopt TAZAAR's digital logbook technology. This partnership allows Kerr Acoustic's customers to access detailed histories, technical specifications and ownership records, thereby enhancing their interaction and fostering long-term relationships with each product.

Jes Kerr, Managing Director of Kerr Acoustic, said: "We chose to use TAZAAR's innovative and forward-thinking platform as it offers several unique benefits for both the manufacturer and the end user. Its digital product identity and traceability features are revolutionary in the space, allowing unique insights into a product's journey from manufacturer to customer and beyond. This is highly advantageous, not only from a sustainability point of view, but also in ensuring product authenticity and proof of ownership. We feel privileged to be working alongside TAZAAR as an early adopter of its technology, which is already beginning to revolutionise the way our customers, retailers and distributors interact with our products."



Left Kerr Acoustic's loudspeakers now incorporate TAZAAR digital logbook technology

Launching at HIGH END 2024, Munich

TAZAAR has been selected by show-organiser High End Society to feature in the Start-Up Zone at this year's HIGH END audio show in Munich, which begins on 9 May. This invitation coincides with TAZAAR's commercial launch and underscores the innovative nature of the company's digital logbook solution, giving event attendees an opportunity to see how TAZAAR is setting new standards in product management and customer engagement within the high-end audio market.

Lisa Stafford, CEO of TAZAAR, said: "Our digital logbook technology enhances ownership and reflects our commitment to sustainability, ensuring well-crafted products have longer, more valuable lives. The

HIGH END show in Munich is the ideal showcase for our innovation and a great opportunity to connect with industry leaders who would like to learn more about our solution and explore future strategic partnership opportunities.”

Ms Stafford is available for interviews and to answer any questions about TAZAAR, Digital Product Passports and sustainability in consumer electronics. Please contact Tim Bown at Hashstar PR for further information.



Left TAZAAR is the brainchild of entrepreneur Lisa Stafford, the company's CEO



TAZAAR is a technology company focused on enhancing the ownership and lifecycle management of premium-quality electronic products through innovative digital solutions. With a commitment to sustainability and customer engagement, TAZAAR is leading the way in the development of digital product passports and asset management in the electronics sector.

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