



PRESS RELEASE

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Stimulus international trade thanks to digital technical file

Where is the box file with the technical file? How do I get information regarding my product to my customer as soon as possible? How do we know for sure that the inspection bodies get the most recent information? Can I check data after closing time? By using the ProductIP digital files, the information never gets lost.

ProductIP is specialized in making complete technical files for products that are exported to the European market. These technical files are important for a solid registration. Inspection bodies need to have prompt access to the accurate information when facing issues with defective products. Not easy, for there are many kinds of products, the information has to come from far away and there are many requirements coming from various directives. In reality this information is secured in different formats and in different places.

Innovative ProductIP software now makes it possible to create technical files in an internet environment, as well as to manage and share these files with other parties. A manufacturer could share his file with an importer, wholesaler or retailer. In the web based system files can be updated and adjusted according to the confidential character of the information. The program is available in both English and Chinese and is therefore able to build a bridge between the Asian and European markets. Thanks to these digital files it is also possible to alert the owner of the data about coming changes in relevant legislation, expiry of the validity of documents etcetera.

“Reliable registration of data is a must in a global economy. If something happens to a product, that reliable information can play a vital part in the limitation of possible reputation damage. The EU system RAPEX shows examples of withdrawals, import rejections and sales bans every week. It is not surprising that various European trade organizations as well as the Dutch government have already shown their interest for the smart application and storing possibilities ProductIP has”, says Marius Prins, manager of PPM Oost.

The investment of PPM Oost in ProductIP has been partly made possible with financial support from the European Union EFRO-sources and a contribution by the province of Gelderland. East Netherlands Participation Company (PPM Oost) was formed through the merger of the development companies of the provinces of Gelderland and Overijssel. The participation activities of both companies were incorporated into PPM Oost.

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