



“What’s the Price?” - January 27. 2026

Serious about product
compliance.



Special Guest



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WHAT'S THE PRICE?





WHY THIS TOPIC?

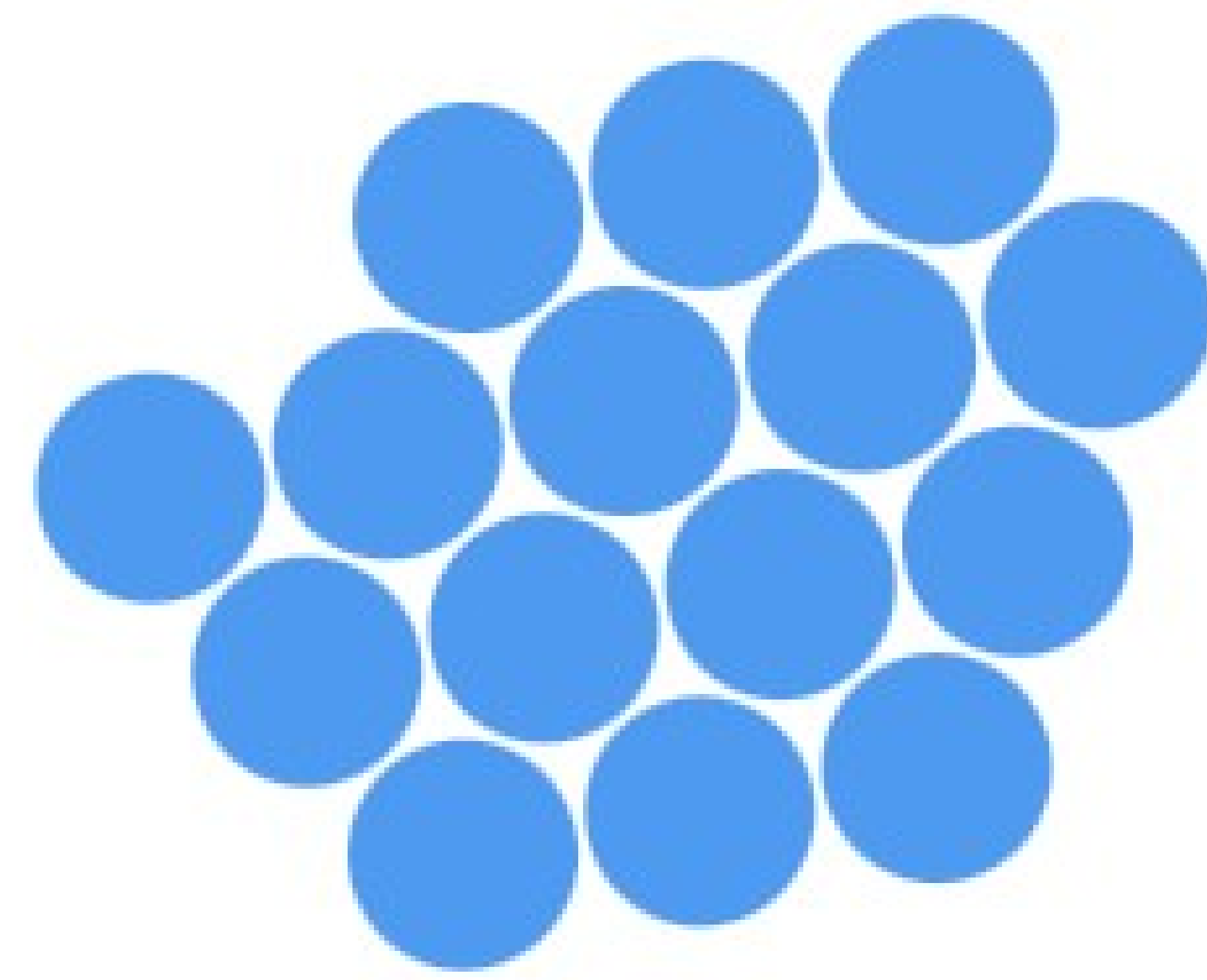
Because too many still see Compliance as COST

Not as *cost of doing business*

But as *waste: time, money, friction.*

That view is no longer compatible with reality.

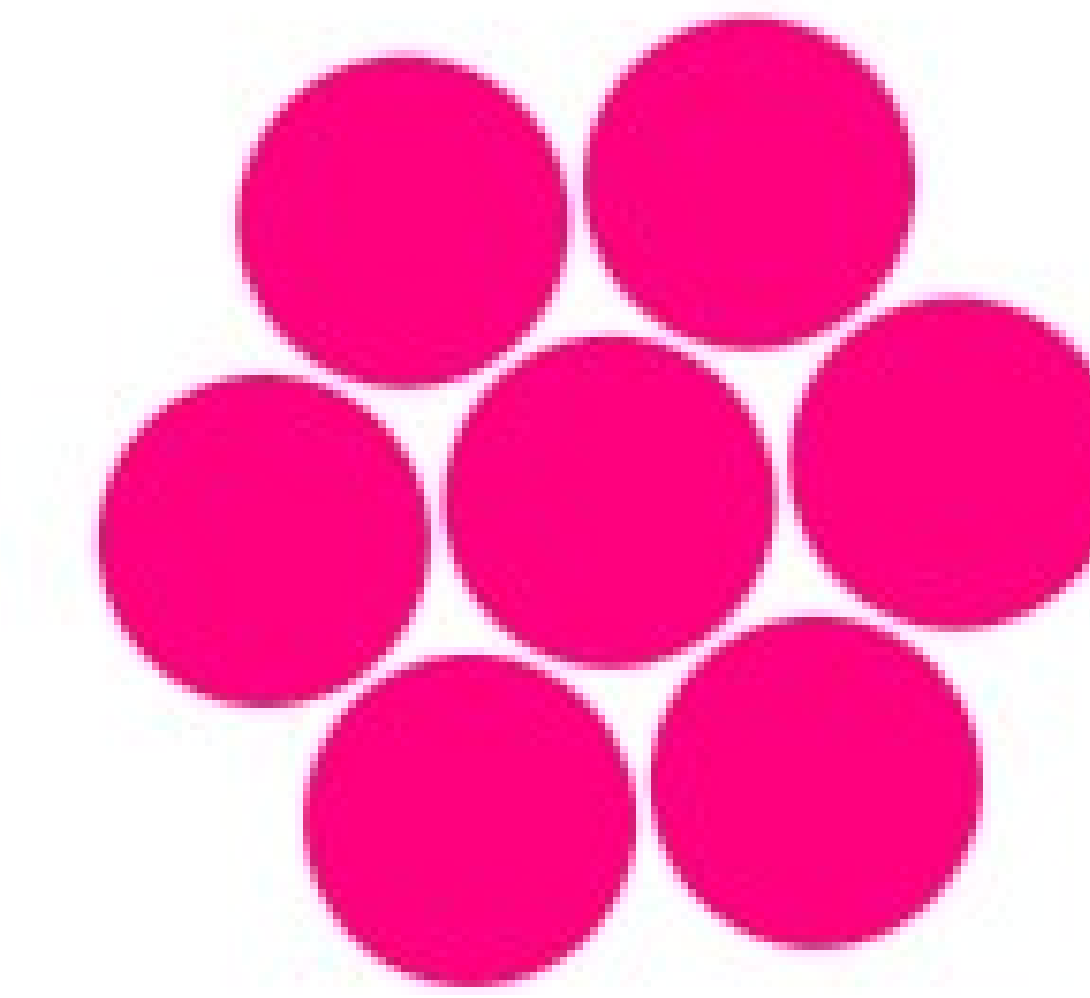
who owns product data in your organisation?



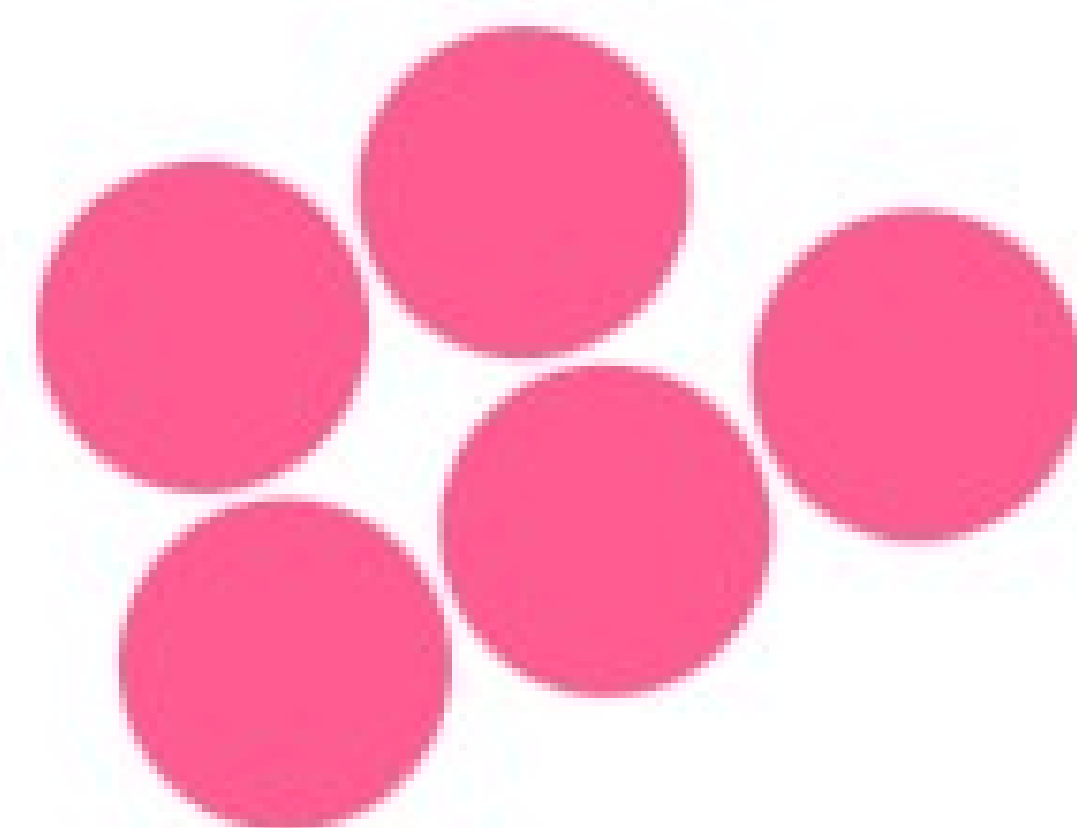
15 product/category
management



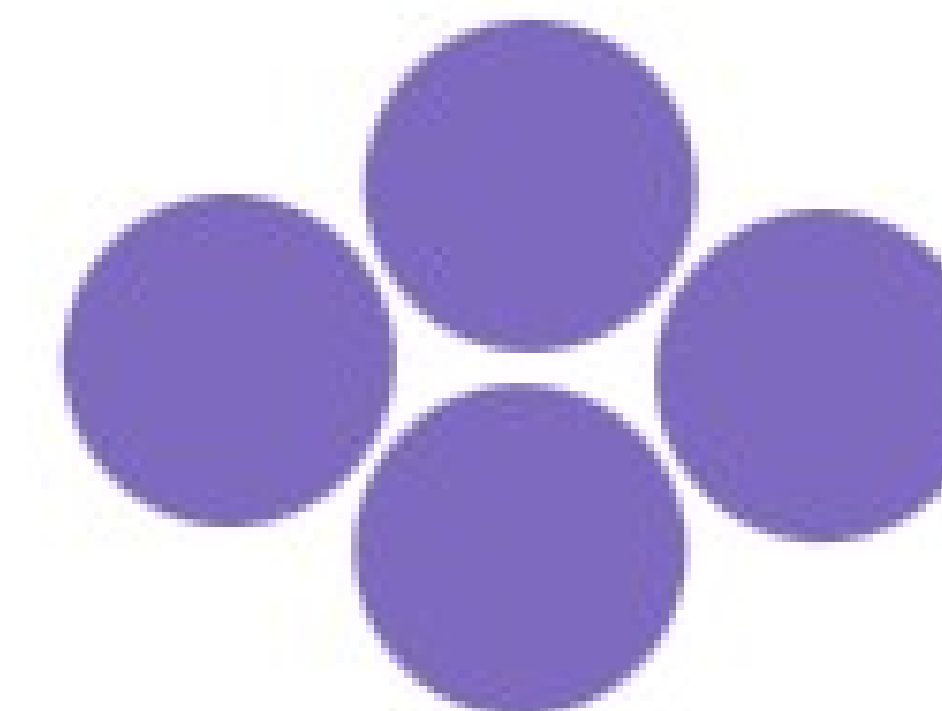
5 procurement/purchasing



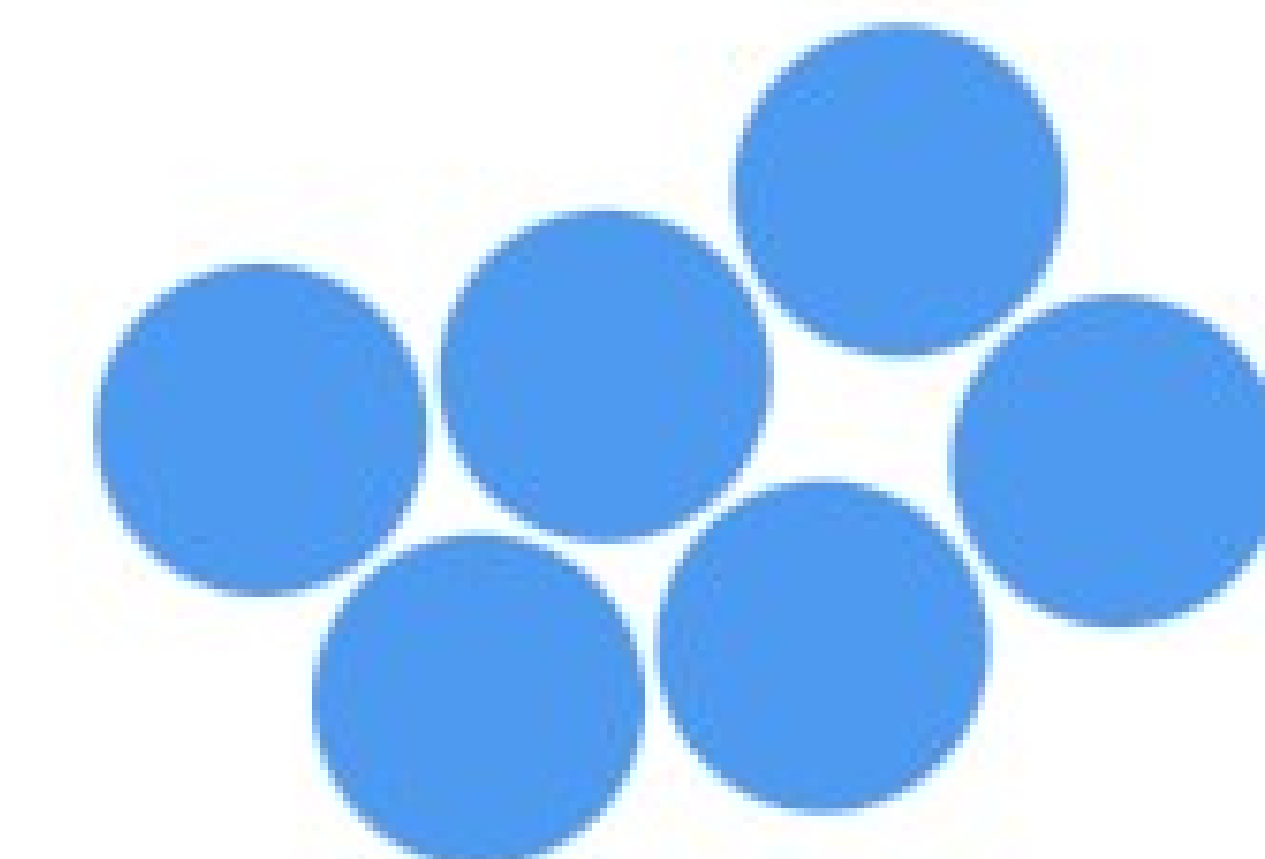
7 compliance/legal



5 IT/Data/PIM

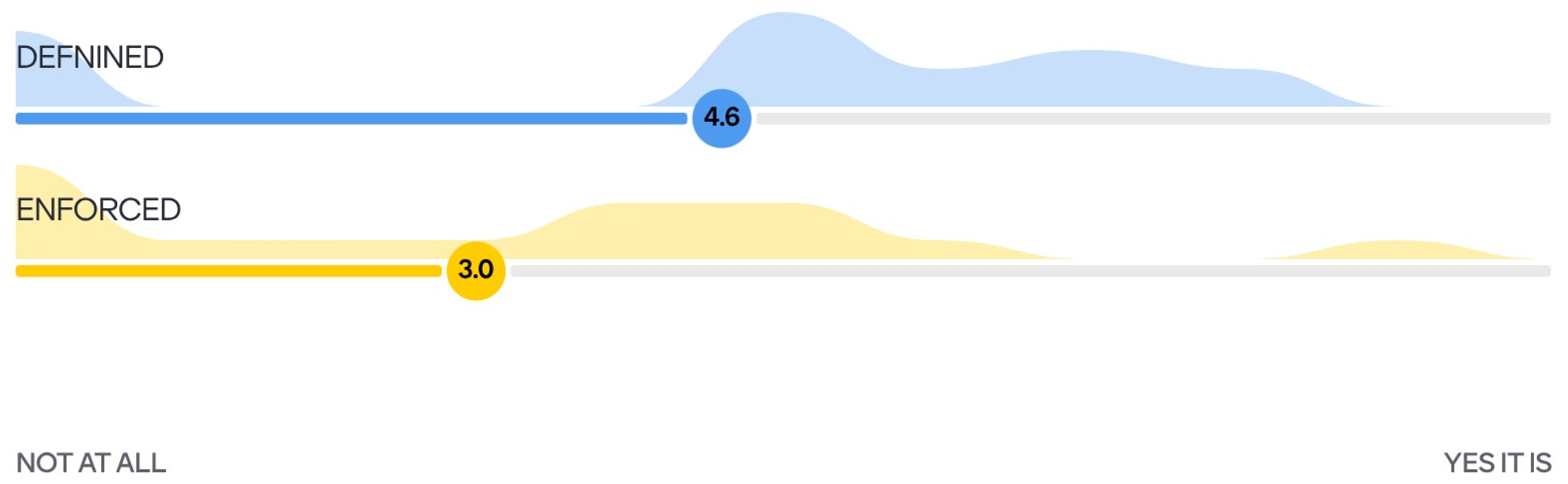


4 Marketing/E-commerce



6 No Clear Owner

Is data ownership defined AND enforced in daily operations?



COMPLIANCE IS NOW ACCESS TO MARKET

Compliance is no longer optional overhead.

It has become a **operational prerequisite to do business**

Brussels has made the direction unmistakable clear:

- more transparency
- more accountability
- more product-level data

No opinion. Just agenda.

WHAT IS CHANGING?

Product Compliance is moving beyond safety only:

- energy usage
- repairability
- substances used in production
- recyclability
- rare earths and precious metals in electronics
- % of used recycled materials

This is not future talk.

This is **where the market is going**

DATA IS THE NEW ENTRY TICKET

To show this information, you must be able to **ask the right questions.**

Some say: *"You need a PIM to store it."*

correct

But storage is meaningless
if you don't have **validated, structure data** to begin with

THIS IS A COMPLIANCE MATURITY ISSUE

Sending e-mails

Chasing spreadsheets

You and a whole supply chain working re-actively

That does not scale.

THIS IS A COMPLIANCE MATURITY ISSUE

What required is:

- structured compliance data
- ownership
- conversion of supplier input to usable information
- a move from re-active to **pro-active control**
- a move from **NonFo to Info**

That is compliance maturity

COMPLIANCE IS ALSO BUSINESS ACCESS

Let's take a step sideways.

If you want access to **roughly 15-20% of the EU/EEA & UK consumers** who have some form of visual impairment, your e-commerce environment must comply with the **EUROPEAN ACCESSIBILITY ACT**.

Information locked in images is not accessible!

Yes. Brussels literally wrote down a **market opportunity**

The irony is intentional

SO LET'S BE PRECISE WITH WORDS

Compliance is **not** just cost.

It is.

- cost of doing business
- cost of market access
- cost of being allowed to sell

And beyond that:

It is the **foundation for having data**

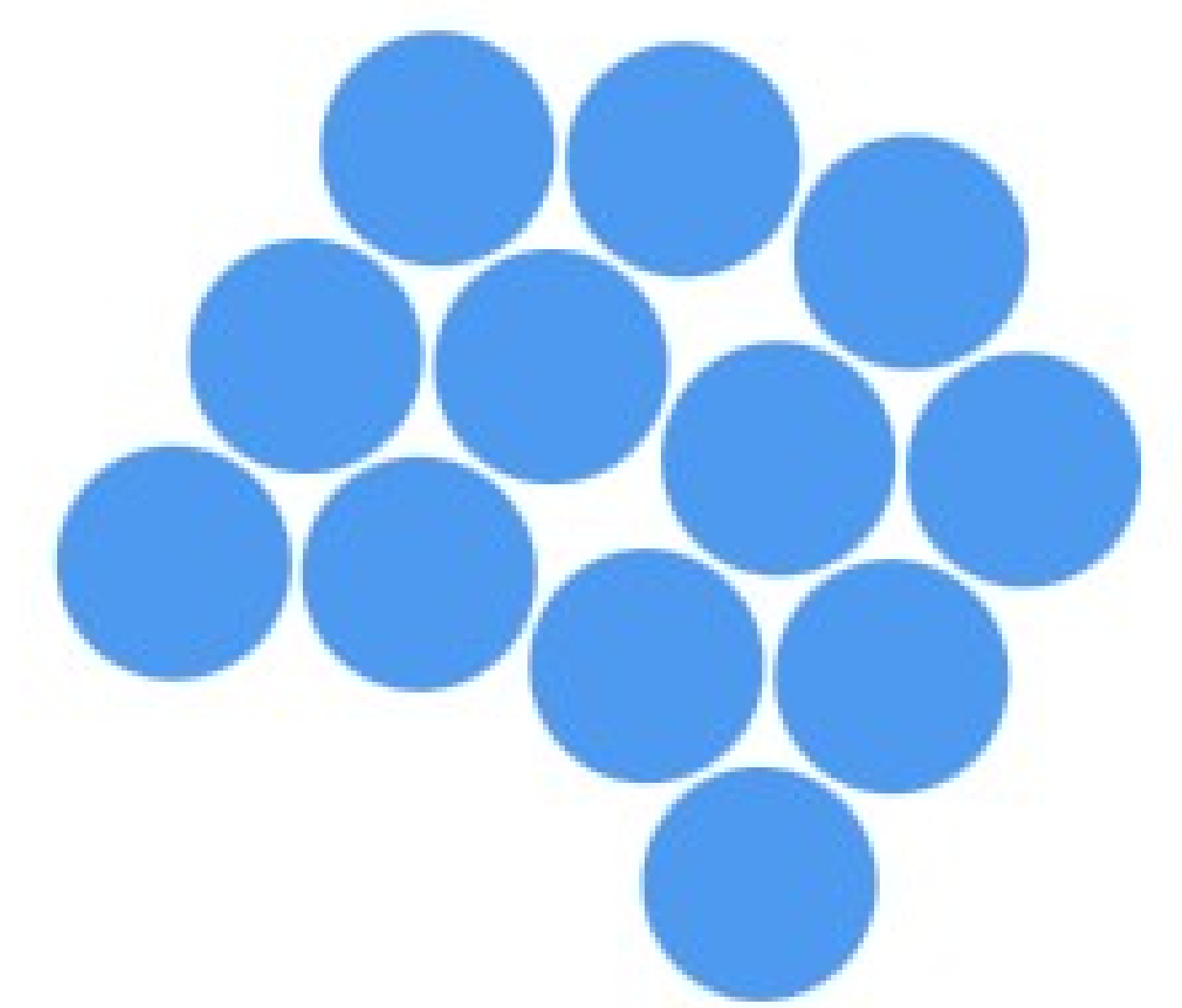
AND THEN SOMETHING INTERESTING HAPPENS

What if compliance data doesn't stop at compliance.

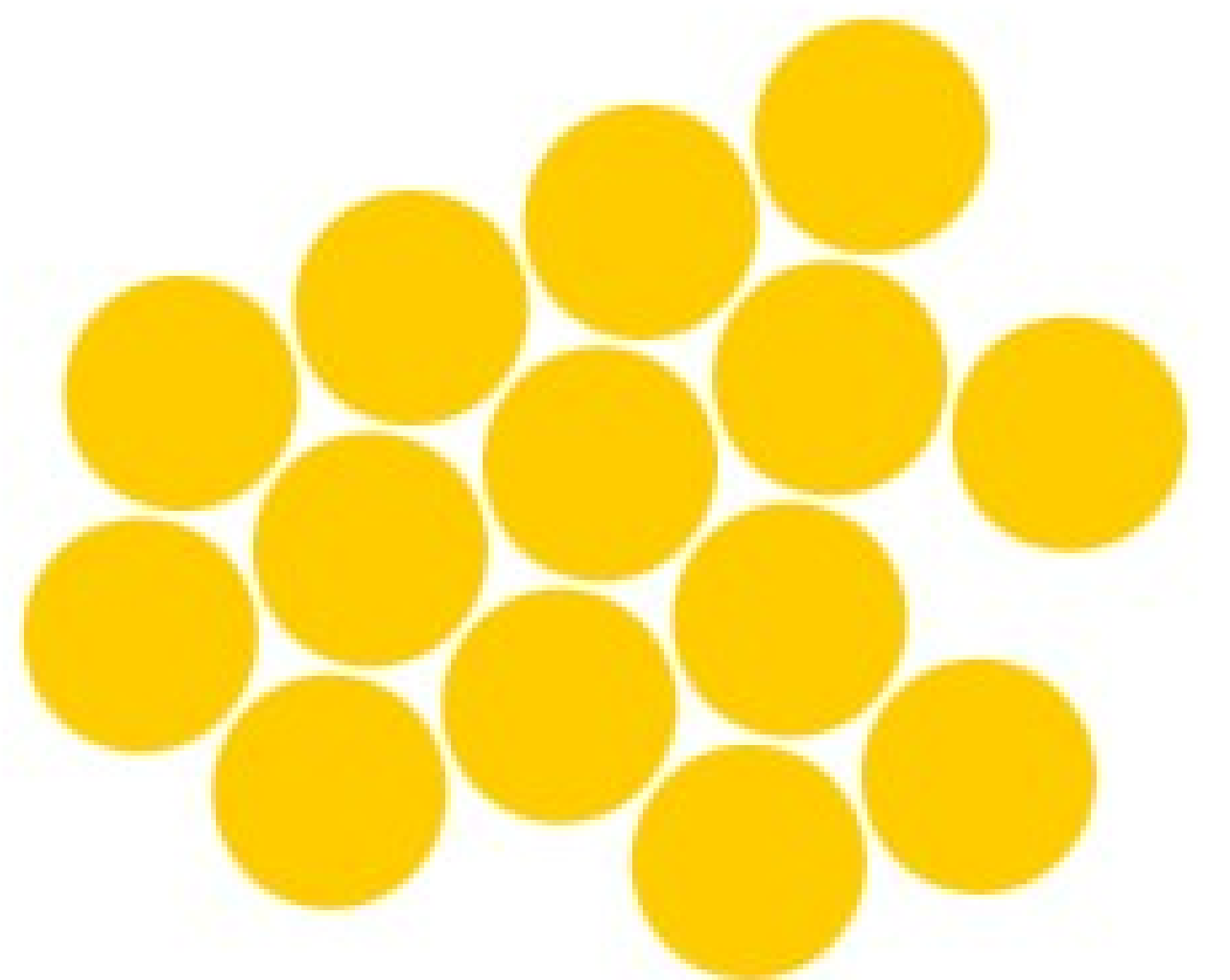
What if the same data:

- improves cost-price insight,
- explains margins,
- exposes anomalies,
- flags risks early?

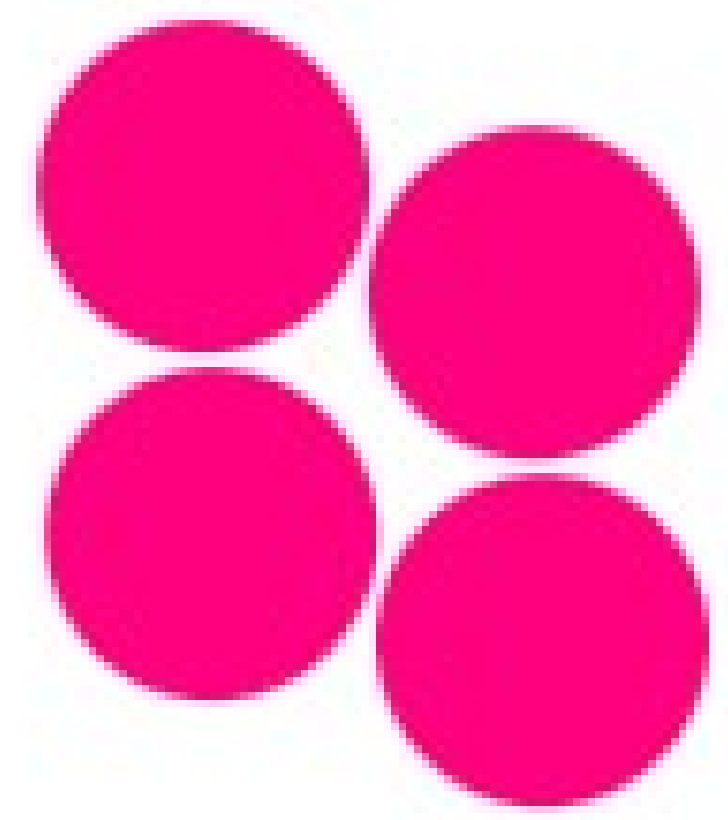
what does your organisation primarily measure? (product/supplier)



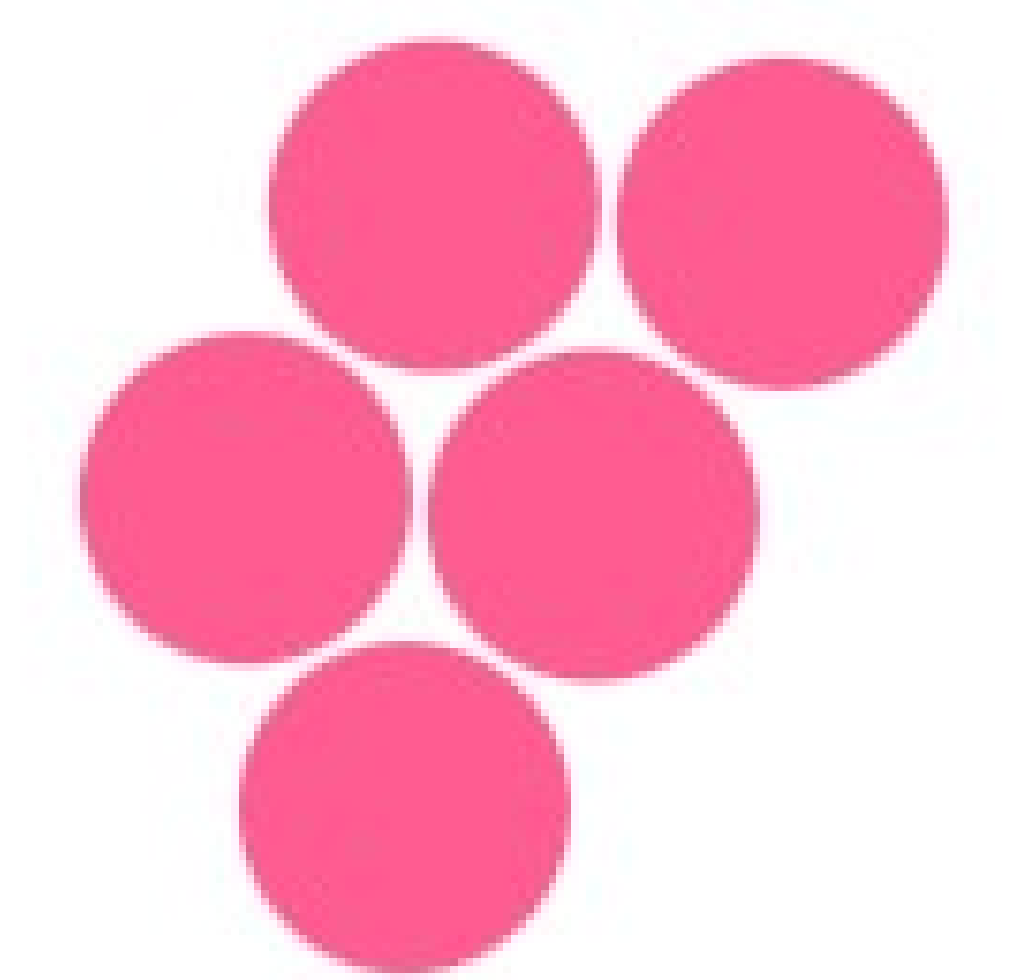
12 Cost Savings



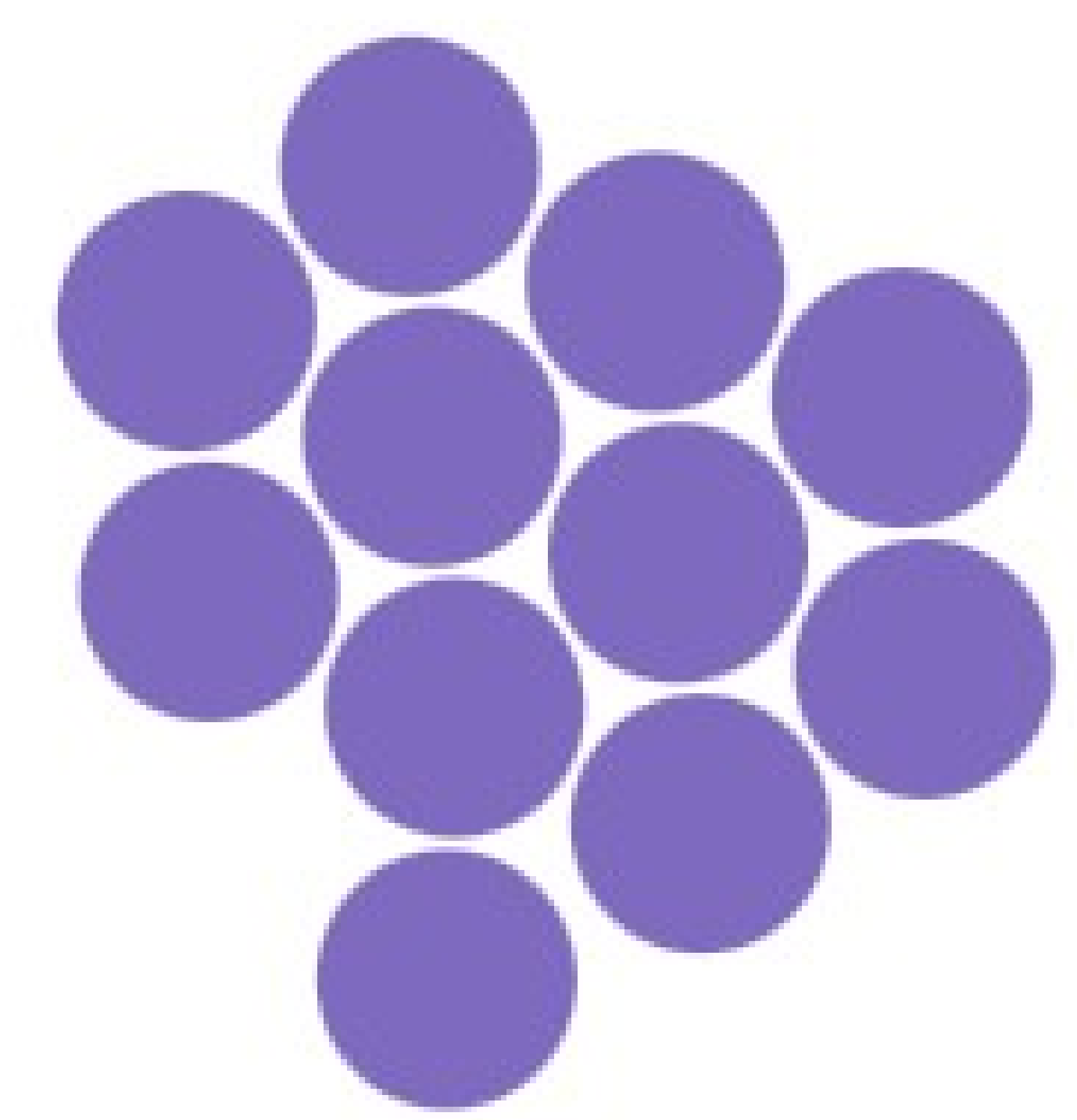
14 Margin Impacts



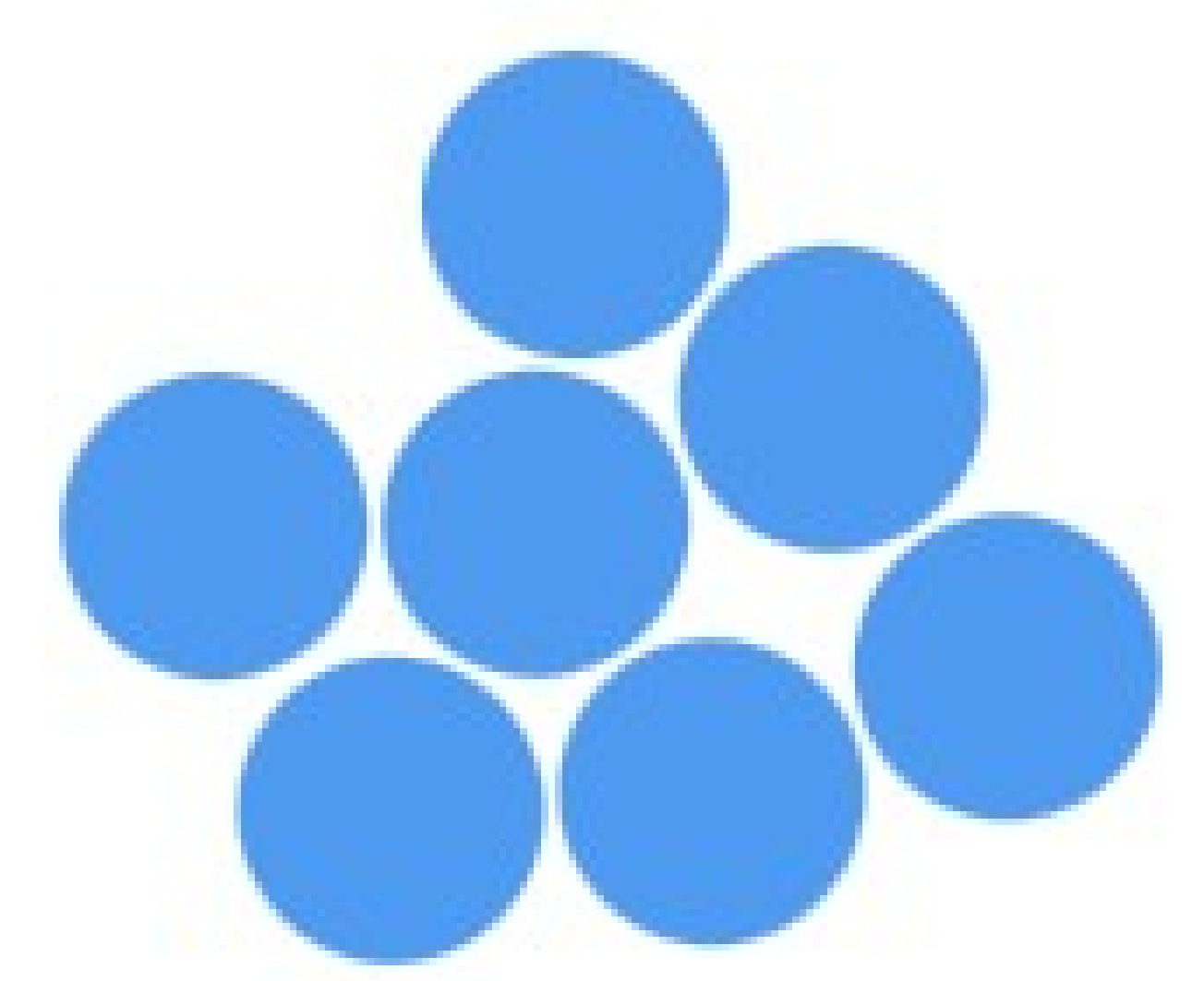
4 Supply Chain Continuity



5 Time to Market



11 Compliance & Risks



7 CSR performance



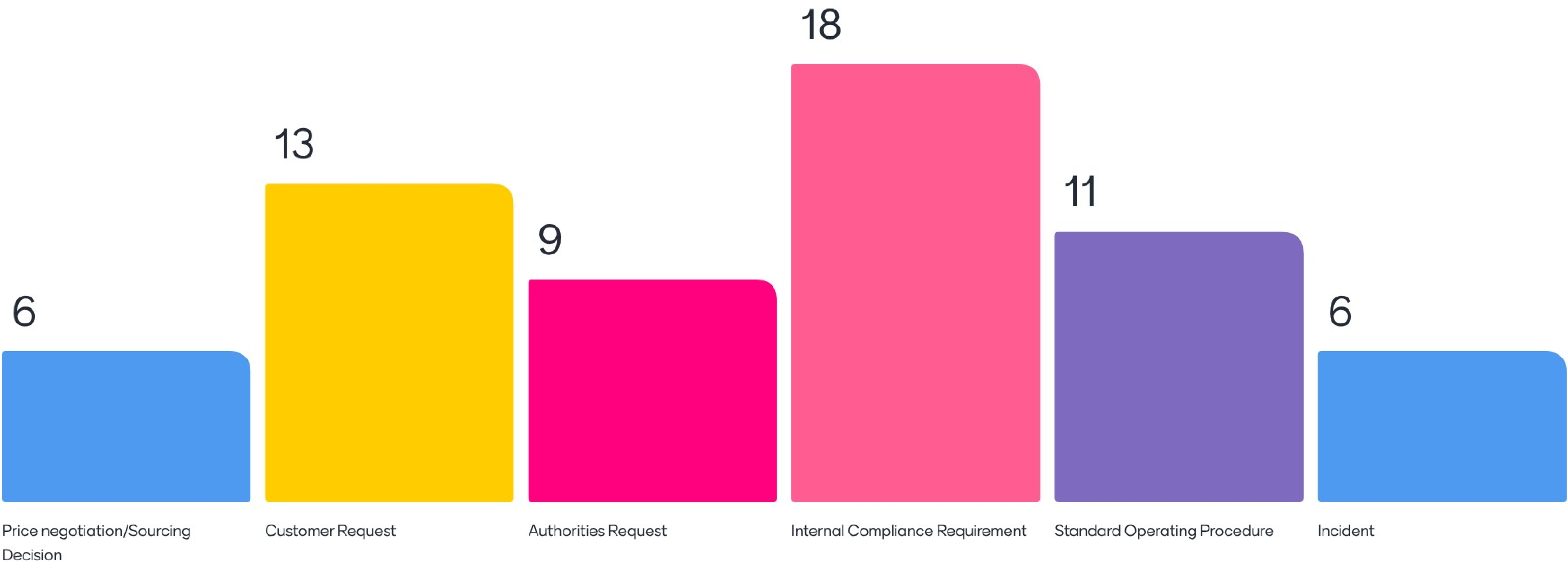
6 Supplier Relationship Quality

AND THEN SOMETHING INTERESTING HAPPENS

Suddenly, other parts of the organisation wake up

- management looks at the bottom line
- category managers question margins
- procurement asks different questions about supply chain partners

when product or supplier data is requested, what triggered it?



"IT IS THE ECONOMY, STUPID"

Different context.
Still true.

Access to market is **business**

Compliance is **access to market**

Data is one of the key factors connection these two.

PRICING INTELLIGENCE

Let me hand over to Jeroen Maas

what happens when (compliance) data answers a simple question:

What's the price?



 **We're buyers**



Jan-Paul Plieger
Founder | Purchaser

Previously
Director WIM
CEO Plieger Tech wholesale



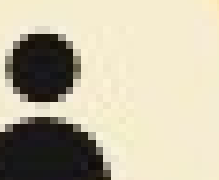
Jeroen Maas
CCO | Purchaser

Previously
Purchasing Director Euromaster (Michelin)
Purchasing Director Sodexo
Purchase Superunie
Purchase Manager Bastion Hotels



Robert Driessen
Founder | CEO | Purchaser

Previously
CPO Bruna
Director Quantore
Purchase Superunie
CPO Plieger Tech wholesale





Raw materials

Labour

Energy

Manufacturing

Profit

Office costs

Transport

Our customers



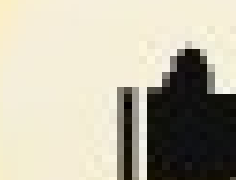
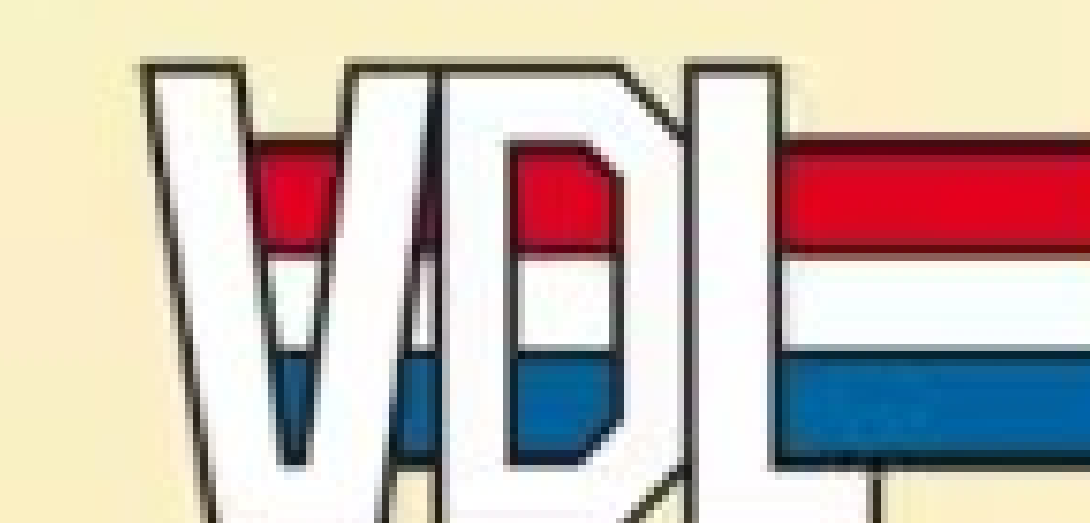
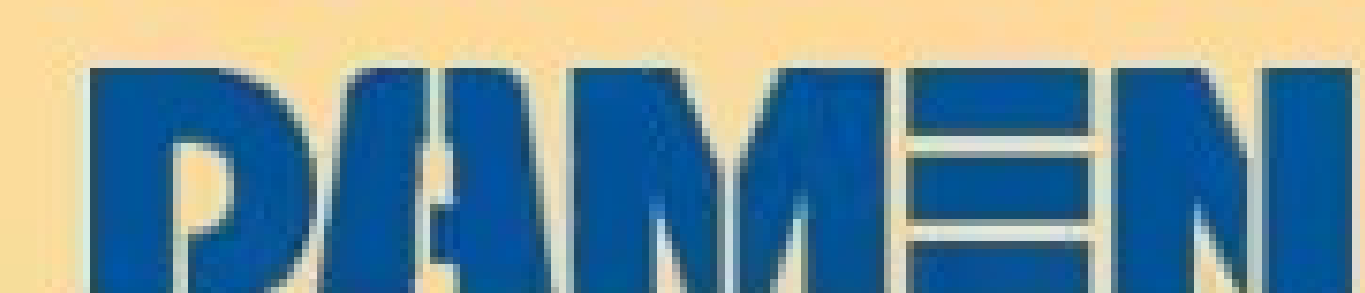
Wholesale



Retail



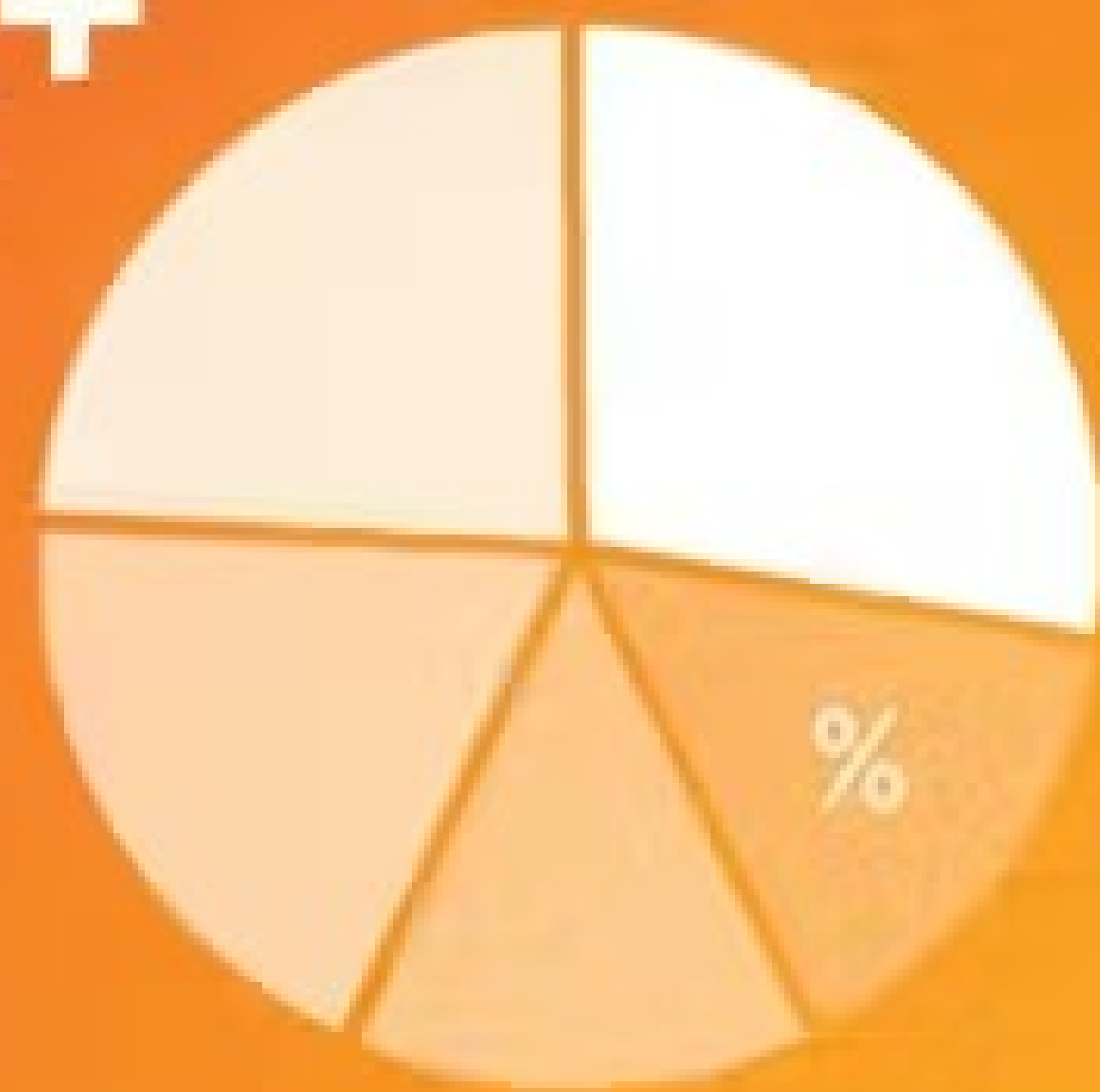
Manufacturing



Access essential data.



360+



Industry cost
structures

4000+



Commodity
prices

160+

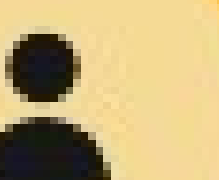


Currencies
supported

155+



Countries
covered



Take it apart

Lead acid battery



Cost Drivers

Direct Material Costs

Polypropylene	€3,19
Water (NLD)	€0,004
Lead	€27,60
Sulphuric Acid	€0,25
Antimony Ingot	€3,81
Glass	€0,07
Total Material Costs	€34,93

Direct Materials	71.3%
Direct Labour (China)	1.1%
Manufacturing Overhead	11.7%
Cost of Sales	84.2%
GSA & Other Expenses	6.3%
Profit before Taxes	6.9%
Total (ex works)	100%
	€48,99

BoM Data from suppliers: a shared need



Goal: Legal & regulatory assurance

- Digital Product Passport & product compliance
- Audit readiness
- Risk mitigation

Challenge: limited supplier relationship



Goal: Commercial value

- Savings opportunities (WTP)
- Better negotiations
- Fact-based purchasing decisions

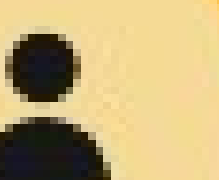
Challenge: Supplier sensitivity around commercial transparency



Legislation leverage + relationship leverage

=

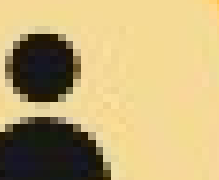
- Increased **supplier cooperation**
- **More complete BoM** data coverage
- **Consistent supplier communication**
- Shared "**single source of truth**"







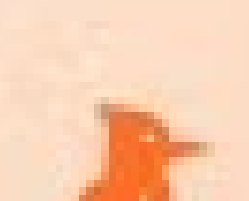

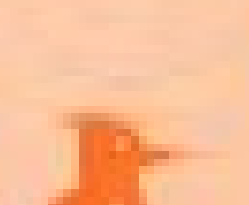
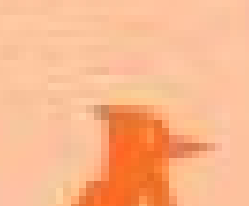
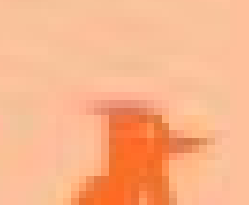
Where compliance meets costs



Compliance-question (ProductIP)	Cost-question (WTP)
What is the product made of?	Which component drives the cost price?
Where does it come from?	Which origin increases risk & costs?
Who is responsible?	Where is the negotiating power?
Is it demonstrably compliant?	Is the price explainable?

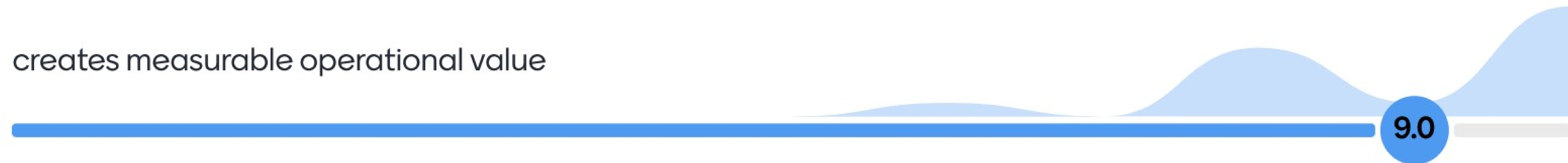


Some possible questions

-  Isn't this just extra work on top of compliance?
-  How much time does this take to set up properly?
-  What are the sources you use in WTP?
-  What is the real business benefit (in margin or euros)?
-  What if supplier data is incomplete or not reliable?
-  Is this only relevant because of the Digital Product Passport (DPP)?
-  Does this help in supplier negotiations, or is it only internal reporting?
-  What's The Price?
-  What happens if we don't connect compliance data to cost control?

The right data, at the right time,

creates measurable operational value

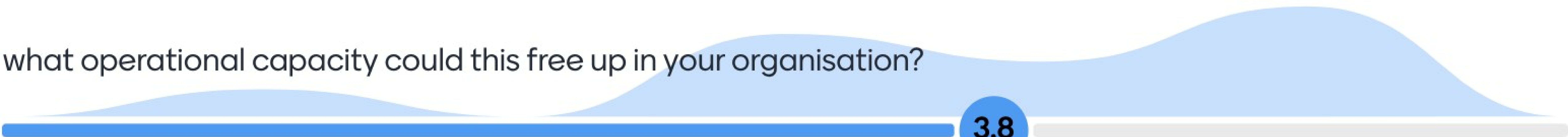


Strongly disagree

Strongly agree

If implemented properly,

what operational capacity could this free up in your organisation?



No meaningful impact

5+ FTE

FROM COMPLIANCE TO COMMERCIAL LEVERAGE. AND BACK

Compliance Data -> Cost Insight

Cost Insight -> Negotiation Power

Negotiation Power -> Margin Control

Margin Control -> Risk Visibility

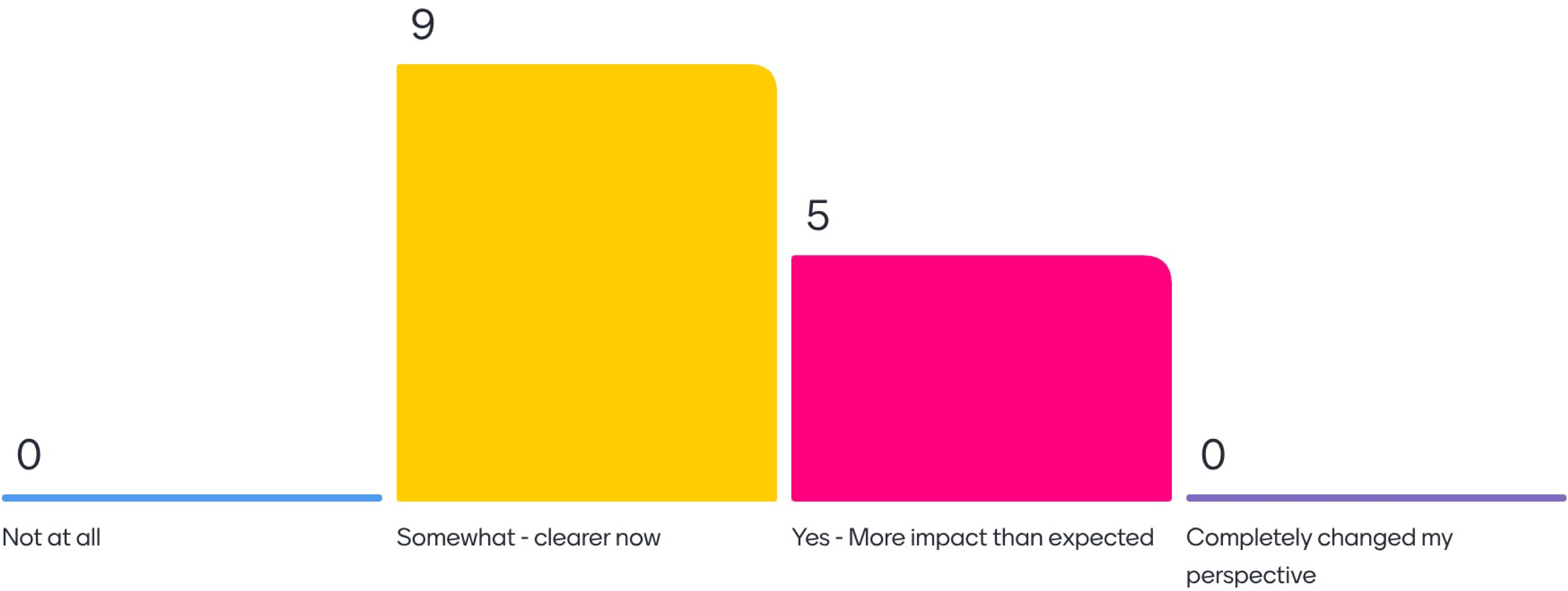
AND THIS IS WHERE IT BECOMES CIRCULAR

- if a product sells for €1
- but based on data (compliance data) the real price should be €2
- or even €3 if your CSR story is accurate

That is not a pricing issue

That is a compliance signal

Was this connection between product compliance data and commercial value surprising to you?



What is the one practical step your organisation should take next?

Start issuing a PIM system

Collect more BoM info, as tied to so many things

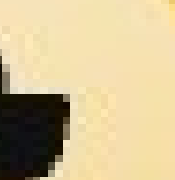
Tell suppliers the essential demand of data.

Investigate which data is already available internally

ONE MORE THING



Two birds, one stone



 Let's put it in **practice!**



Jeroen Maas

CCO | Business Development

Let's connect!

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THANK YOU



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