Digital identities and the product lifecycle

Every construction product traced from specification to site — so teams know what was specified, what arrived and what was installed.

The specified product and the delivered material

A project begins with requirements, but construction proceeds with particular materials delivered to a particular place. The description of a product type and the record of a manufactured batch answer different questions. Keeping them connected lets the people reviewing the material see what was selected, what arrived and what evidence supports the comparison.

Every product and every batch can be traced from specification to site. The product identity is the way in to its records; the records and a responsible review support the decision.

Retain the specification that shaped the decision

A product specification can contain product and manufacturer identity, technical characteristics and supporting documentation. When an update is made, the new version should be distinguishable from earlier requirements. A project can retain the version it used so that a later change does not silently alter the original design basis.

This matters beyond document organisation. A review of a delivered item needs a clear comparison point. If the selected specification is ambiguous, the reviewer may find information without knowing whether it is the information relevant to that project. Version context connects the product's general identity with a particular design or procurement decision.

Follow the actual batch or item

What matters on site is the particular batch or item that arrived. Its production information, quality documents and site records belong together, so the team reviewing it is not left searching across separate files and inboxes.

Origentity works with existing production lines and labelling. Manufacturers keep the processes they already run, and the record follows the material from the factory to the site.

Make each handover carry context

At delivery, the material identity helps a reviewer find the relevant record and compare it with the project requirement. At site review, inspection decisions stay alongside the relationship between supplied and installed material. At handover, product records remain connected with the project, including its model and bill of quantities.

A scan alone does not settle a missing document, a conflicting batch reference or a question of suitability. The manufacturer provides the product and production information; design consultants retain the specification context; supervision teams review the delivered material and record their decisions. The digital journey is useful when these responsibilities remain visible.

Connect people and products without confusing them

People and products need different kinds of identity. AXpress gives people one trusted identity for many services, starting with faster, safer healthcare — private by default. Origentity gives every construction product a record that follows it from specification to site. Keeping the two distinct keeps product ownership, record access and authority to approve an engineering decision clear.

Construck's manufacturing, product-development and project work provides a natural setting for product identity. TEICO Overseas and Marmol Integrated add design, consultancy and field-delivery perspectives.

Let evidence travel further than the label

The right people see the right records. Environmental or lifecycle information travels with the product where supporting evidence exists, so it is available when it is needed rather than rebuilt at the end of a project.

The long-term value of a product identity therefore lies in the continuity of the record. A receiving team should be able to understand which product was installed, which specification applied, which evidence was reviewed and what remains open. A label makes a record discoverable; a coherent, versioned and accountable information journey makes it useful.