



# Anti-Counterfeiting and Product Authentication

Impinj + TexTrace

Ensure the authenticity of your products and protect your brand from counterfeiting and criminal activities using RAIN RFID technology from Impinj and TexTrace

## Challenge

When your brand is your greatest asset, you need to protect it. Counterfeiting operations and return fraud techniques are becoming increasingly sophisticated. Grey market goods undermine the value of your products and create confusion amongst your customers. Solutions that manually track serialized numbers to identify grey market goods are labor intensive and prone to errors. This makes manual brand protection processes slow, costly and difficult to scale.

## Solution

Textrace and Impinj provide a fully integrated solution that identifies and authenticates items using RAIN RFID. This technology protects your products against counterfeiting and return fraud. Brand owners use it to validate the authenticity of items and can then take action against unauthorized resellers.

During the manufacturing process a special brand label is added to your products. This TexTrace woven RAIN RFID labels features the high-performing Impinj Monza<sup>®</sup> tag chip. Each label is encoded with a serialized unique identification number so it can be individually tracked through the supply chain to the point of sale.

The TexTrace eBRAND portal allows associates and brand scouts to use mobile devices to verify and validate the origin and authenticity of products in the field.



A TexTrace woven RAIN RFID label is sewn into a product during manufacturing.



Store employees or brand scouts use a mobile device to read the RAIN RFID label data and run a verification process to check the authenticity and credentials of the product.

## Solution Capabilities:

- The eBrand software enables businesses to identify and authenticate products at any time, any place.
- Identifying items using the sewn-in RAIN RFID brand labels is fast and highly efficient
- When items are sold, the RAIN tag can be switched to short-range mode to protect customer's privacy while still allowing close-range item authentication in the future.



## Your Benefits:

- Ensure the authenticity of your branded products and protect their value
- Monitor your sales channels and goods as they move through markets
- Protect your resellers and customers from fraud and criminal activities
- Identify grey market goods and the source of those products entering the market

### About TexTrace

TexTrace AG, founded in 2010 and located in Frick, Switzerland is part of Jakob Müller Group. TexTrace the leader in textile RFID technology, designs and manufactures woven RFID brand labels to match the look and feel of your brand. Consulting and services complete our offering – you can count on our full support in realizing your RFID vision. Our know-how in integrating electronics into textile is unique. Brand labels with built-in RFID are an all-in-one solution for product branding, brand and theft protection, customer experience and omni-channel retailing. [www.textrace.com](http://www.textrace.com)

### About Impinj

Impinj (NASDAQ: PI) is a leading provider of RAIN RFID solutions. The Impinj Platform connects billions of everyday items such as apparel, medical supplies, automobile parts, drivers' licenses, food and luggage to applications such as inventory management, patient safety, asset tracking and item authentication, delivering real-time information to businesses about items they create, manage, transport and sell. The Impinj Platform wirelessly delivers information about these items' unique identity, location and authenticity, or Item Intelligence™, to the digital world, which Impinj believes is the essence of the Internet of Things. [www.impinj.com](http://www.impinj.com)

Impinj, xArray and ItemSense are trademarks or registered trademarks of Impinj, Inc. Other brands and names may be claimed as the property of others.

With an interwoven textile antenna and an integrated Impinj Monza chip, the TexTrace brand label acts as a passive RAIN RFID transponder that complies with ISO/IEC 18000-63 and the EPCglobal UHF Gen2 standard.

**TexTrace**  
THE TEXTILE RFID SOLUTION

**IMPINJ™**