

YOUR BRAND LABEL WITH RFID BUILT IN.



**LEVERAGES YOUR BRAND IN MORE WAYS
THAN YOU COULD IMAGINE.**



Track products from manufacturing to point of sale?

SOURCE TAGGING.

Eliminate the black box?

STEER AND CONTROL PRODUCTION ON ITEM LEVEL.

Identify counterfeits and prevent grey market?

PROVEN AUTHENTICITY.

Sell without markdowns?

ITEMS ON SALES FLOOR INSTEAD OF STORAGE ROOM.

Know what is there and what is gone?

ACCURATE INVENTORY AND ELECTRONIC ARTICLE SURVEILLANCE.

Receive goods in a fast and automated way?

BULK READING.

Take customer interaction to the next level?

ENHANCED CUSTOMER EXPERIENCE.

Grow online and offline business without losing track?

SIMPLIFIED AND RELIABLE RETURN HANDLING.

WITH RFID IN YOUR BRAND LABEL YOU HAVE IT ALL. WITH STYLE.

Your brand label is sewn onto the garment, bag or accessory early on and stays with it throughout its life cycle. Integrate RFID and the label will provide added value from garment manufacturing through logistics to sales and after-sales management. Additional tags or labels for theft protection and identification are unnecessary. Since it is sewn on, your RFID label cannot fall off and deters unauthorised removal. RFID in your brand label means cost reductions along the entire value chain, incremental sales and higher margins, as well as increased customer satisfaction. Learn how.



- 1| Your brand design
- 2| RFID chip inside
- 3| Interwoven textile antenna

*Truly textile
Custom-made
All in one*

PROVEN AUTHENTICITY, REDUCED SHRINKAGE, MAXIMUM AVAILABILITY, ENHANCED CUSTOMER EXPERIENCE. THE WOVEN RFID BRAND LABEL MAKES IT HAPPEN.

BRAND PROTECTION AND AUTHENTICATION

The brand label shows the value of your product. The unique number stored on the label's RFID chip identifies the product beyond doubt as yours or a counterfeit. Your intelligent brand label gives you full transparency of your distribution channels and hence prevents the grey market. It proves the product's authenticity not only to you but also to your customer.

- Unique ID sewn on
- Source tagging
- Proof of authenticity



CUSTOMER INTERACTION

Your customers appreciate a high value product and great service. Info screens which identify the product by the RFID brand label are just one way to tell the customer about the product's origin, its quality or what would go nicely with it. At the same time your store personnel has more time to assist the customer, thanks to time savings resulting from the efficiency of RFID.



- Information & suggestions
- More time for customer assistance
- Cross-selling

We take your customers' privacy seriously.
Ask us about ways to protect it.

STOCK ACCURACY

The sewn-on RFID brand label is your most reliable way to achieve stock accuracy and product availability at all times, enabling omni-channel retailing. It stays with the product from manufacturing to the POS and does not fall off. Stock-taking in the warehouse, the back room and on the sales floor is done within minutes. You always know exactly what is there and what is gone – down to the colour, size and even the specific item.



ELECTRONIC ARTICLE SURVEILLANCE

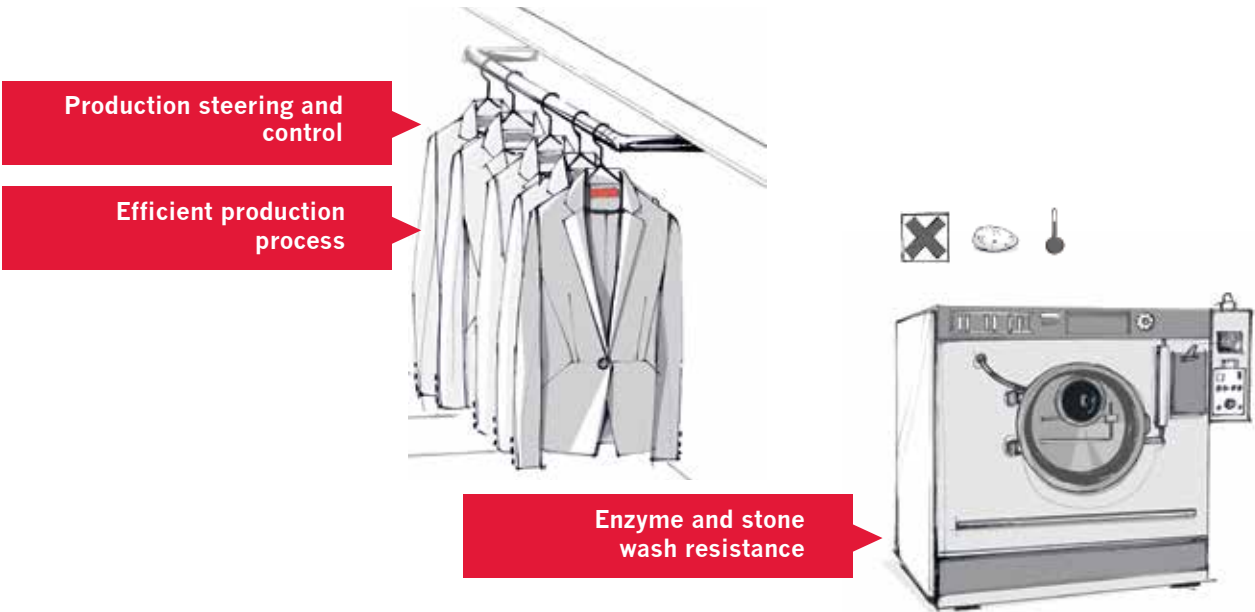
The time has gone when special EAS tags had to be attached to your products manually and removed at the POS while customers were queuing for the checkout: with RFID in your brand label, EAS is built in, too. Since the label is sewn on, your loss prevention is particularly reliable. Most importantly you know what exactly has gone and can replenish the shelves.



COUNTLESS OTHER BENEFITS ARISE AT EVERY STEP IN THE VALUE CHAIN.

PRODUCTION STEERING AND CONTROL

With RFID in your wash-resistant, sewn-on brand label, you can start benefiting from RFID technology already at the production sites. Complex production orders can now be managed efficiently, knowing the production status of every item within the order. Last but not least, quality assurance will be easier than ever before.



POS AND AFTER-SALES MANAGEMENT

We believe you should be able to use RFID beyond the sales floor. Thanks to the reliably attached RFID brand label, you can even handle returns in an efficient manner – be it from your online or the offline business. Fast check-out, enhanced warranty handling and customer service included.



**HAVE IT ALL. FOR YOUR BRAND.
WITH THE WOVEN RFID BRAND LABEL.**

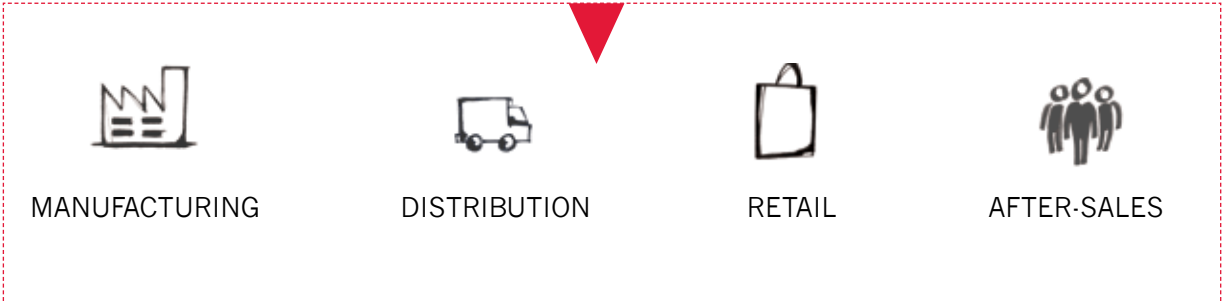


- Stone wash ✓
- Enzyme wash ✓
- Form & tunnel finishing ✓

- Dry cleaning ✓
- Domestic washing ✓
- Designed to meet Oeko-Tex® Standard 100 ✓

**TexTrace® Woven RFID Brand Label.
By patented TexTrace® Technology.**

*Truly textile
Custom-made
All in one*



More facts and figures of RFID compared to the traditional barcode and EAS* technology: Bulk reading takes 85% less time. Accurate inventory with time savings of 80 – 90%. Reliable and accurate deliveries. Prevention of OOS** and NOSBOS***. EAS*** built in and with 60 – 70% less handling time.

*EAS: electronic article surveillance

**OOS: out of stock

NOSBOS***: not on shelf but on stock

Contact us.

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**INNOVATION.
ROOTED IN A 125-YEAR-OLD SWISS FAMILY BUSINESS.**

TexTrace AG, located in Frick, Switzerland, is a leader in innovative processes and components for manufacturing reliable, high-quality woven RFID labels. TexTrace is a subsidiary of Jakob Müller Holding AG, inventor of the first machines for zipper and Velcro production and a pioneer in developing and implementing innovative technology for the ribbon and narrow fabric industry since 1887. Jakob Müller AG is the global market leader with a worldwide sales and service network.



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