

## Launch of the textile RFID solution

**Frick/ Switzerland, March 20, 2012: TexTrace launched its textile RFID solution at the EuroCIS trade fair in Düsseldorf, Germany. With a new market appearance including a new website TexTrace is now introducing the textile RFID label to the fashion industry.**

### Booth at EuroCIS

EuroCIS, the leading trade fair for retail technology, took place February 28 to March 1 in Düsseldorf, Germany. At the TexTrace booth visitors could experience the benefits of the RFID brand label in the areas of brand protection, customer interaction, stock accuracy and electronic article surveillance.

With a great number of visitors from the fashion industry as well as from the RFID technology field TexTrace draws a positive review on its presence at the fair.



### The textile RFID solution



TexTrace is the first company to provide the technology to manufacture truly textile RFID labels for the fashion industry. They offer the look and feel of a regular brand label and at the same time resist the various processes textile products undergo during their life cycle. The textile RFID label uses UHF frequency and is particularly suitable for the source tagging of high value garments, handbags and other accessories. Sewn-on right at manufacturing it stays with the product throughout its life cycle, enabling anti-counterfeiting, efficient stock management, reliable theft protection and much more. The woven, sewn-on label with the individual brand design is therefore an

all-in-one solution offering RFID without any compromises on usability, reliability, wearing comfort and brand image.

### Test results and references

After first field trials with the labels in 2011, TexTrace had exhibited at ITMA in Barcelona, where the TexTrace® Technology was presented to label manufacturers and label traders from all over the world. Towards the end of the year the focus was on the field trial of the manufacturing line and the ramp-up of components and machines.

Numerous additional process and application tests in the areas of apparel, shoes and designer furniture confirmed the feasibility of the woven RFID label for a variety of applications. Most importantly, the resistance of the label against the processes garments undergo from manufacturing to the POS and beyond was proven, including the stone washing process.



### **Market introduction and outlook**

TexTrace is marketing the textile RFID label through various channels to create awareness of this highly innovative RFID solution within the fashion industry. Implementations will be realized together with partners. TexTrace will manufacture woven RFID labels in cooperation with production partners in a first stage and act as technology provider to label manufacturers in the medium term.

Application brochures as well as technology flyers can be downloaded from the TexTrace website. Samples, print material and further information is available on request.

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### **About TexTrace**

TexTrace AG, located in Frick, Switzerland is a subsidiary of Jakob Müller Holding AG. We develop innovative processes and components for the manufacturing of textile RFID labels. In close collaboration with Jakob Müller AG we guarantee highest quality, reliable service and technological support. The Swiss enterprise Jakob Müller AG has been a pioneer in developing and implementing innovative technology for the ribbon and narrow fabric industry since 1887. It is the global market leader with a worldwide sales and service network.

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