

Implementation with woven RFID labels live by end 2012

Frick/ Switzerland, November 8, 2012: The first implementation with TexTrace's textile RFID solution will go live by end 2012. Details will be disclosed in early 2013. In the meanwhile TexTrace adds value for fashion brands by bringing them together with RFID-experienced peers. Last but not least: TexTrace expands its production and partners with EE Labels for the production of woven RFID labels.

RFID for fashion in Milan

TexTrace was invited by [Nedap](#) Italy Retail and [All4Retail](#) to hold an event which specifically addressed the needs of fashion brands and retailers as well as the potentials for growth, increased margins and customer experience. The event was hosted on October 24-25 in Milan, Italy, at the facilities of the local independent GS1 organization Indicod-ECR as part of the Nedap International Fashion Tour.

The attendees had the opportunity to discuss with peers who presented their own, current experience with the implementation of RFID in their stores and warehouses: In his joint presentation with TexTrace, Marc Bakker, owner and managing director of the Dutch multi-brand retailer Coccinelle spoke about the importance of RFID to fulfill his e-commerce ambitions. Coccinelle is the leading high-end children's wear retailer in the Netherlands, carrying such brands as Moncler, Monnalisa, Burberry, Armani and Gucci. A second experience was presented by Cisalfa Sport, the Italian subsidiary of Intersport and number one sport retailer in Italy. Cisalfa has been using RFID for stock taking, replenishment, product search, check-out and logistics with an impressive return on investment. The retailer looks forward to the roll-out at all 160 stores and to improved customer experience through RFID in a next step.



With enthusiastic feedback from the brands and retailers present as well as high interest into similar events, all parties draw a positive review on the two days and look forward to the next RFID implementations.

Global Secure Summit Istanbul

The Global Secure Summit represents a platform and global meeting point that aims at enabling its attendees to design, develop and implement customized solutions against consumer product counterfeiting and diversion. TexTrace participated in the event which was held in Istanbul, Turkey, on October 2-4, thereby taking the opportunity to advise various fashion brands on their needs in the area of brand protection.

Implementation with woven RFID brand labels live 2012

A European luxury apparel maker will go live with its RFID implementation by end 2012. [Enso Detego](#) leads the implementation, while TexTrace provides the intelligent brand labels with built-in RFID. Details will be disclosed in early 2013.

Production partnership with EE Labels

TexTrace has established a production partnership for woven RFID labels with [EE Labels](#) in Heeze, Netherlands. This cooperation builds on EE Label's long-standing relationship with TexTrace's affiliate Jakob Müller AG. EE Labels is an established single address for the design, production and marketing of high quality labels as well as jacquard and technical ribbon. It is a global player with in-house production facilities. Both parties look forward to a successful cooperation.

The textile RFID solution



In March 2012, TexTrace launched the first and only truly textile RFID label for the fashion industry. It offers the look and feel of a regular brand label and at the same time resists the various processes textile products undergo during their life cycle. These include enzyme and stone wash. The textile RFID label uses UHF frequency and is particularly suitable for the source tagging of apparel, shoes, handbags and other accessories. Sewn-on right at manufacturing it stays with the product throughout its life cycle enabling brand protection, efficient stock management as well as return handling, reliable theft protection and improved customer experience. The woven, sewn-on label with

the individual brand design is therefore an all-in-one solution offering the benefits of RFID technology without any compromises on usability, reliability, wearing comfort and brand image.

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

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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