

German fashion brand uses woven RFID labels

Frick/ Switzerland, May 3 2013: An implementation in Germany with TexTrace's textile RFID solution went live earlier this year. In the meantime TexTrace has expanded the production capacity for woven RFID labels together with its production partner EE Labels and launched its new generation of RFID labels.

Mersmann Design works with woven RFID labels provided by TexTrace

Luxury apparel maker [Mersmann](#) launched its RFID system in the first quarter of this year, which was implemented by Austria-based Auto-ID and RFID specialist [Enso Detego](#). In its store in Münster, Germany, Mersmann uses RFID brand labels for stock management, in particular daily inventory counts, loss prevention and check-out procedures. Further applications such as item search are foreseen to be implemented in the near future.

- Mersmann store in Münster
- ↓ RFID brand label produced by TexTrace



The woven RFID labels are produced by TexTrace according to Mersmann's original brand design and sewn onto the high-quality merchandise at the company's production sites, instead of the previously used conventional woven brand labels. Mersmann thus benefits from RFID technology from production to the point of sale, and additional labels or EAS tags are unnecessary. According to Managing Director Tim Mersmann the combination of RFID with the brand label

has proven to be ideal: „With our sewn-on RFID labels we cover all the desired applications with highest reliability. Among them, theft protection is of particular importance to us. The labels have exactly the same look and high-value feel as our previously used brand labels. Besides, no extra effort is required on our side since we sew the labels on as usual.“

Production capacity expanded

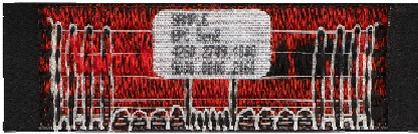
To meet the growing demand for woven RFID labels, TexTrace has expanded the production capacity together with its production partner [EE Labels](#). The cooperation with EE Labels builds on the company's long-standing relationship with TexTrace's affiliate Jakob Müller AG. EE Labels is an established 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.

New RFID label generation and programming service launched

One year after the launch of the woven RFID label TexTrace introduces its second generation of labels, which offer even better touch and feel. The advancement is based on a novel production process for the TexTrace® UHF Gen2 chip module, which allows producing very thin modules.

TexTrace and EE Labels provide industrially produced, high-value woven RFID labels with excellent performance at minimal size. As opposed to the manufacturing of conventional RFID labels or inlays, TexTrace's production process puts the labels not only to a functionality test but rather tests their performance in the entire global UHF frequency range. This ensures optimal and equal performance of all RFID labels in an application. Programming of EPC or other individual serial numbers, if requested by the customer, are part of the service. Furthermore, stored data and other information can be visualized on the backside of the label via print.

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, 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.

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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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TexTrace AG
Schulstrasse 4, 5070 Frick, Switzerland
Phone +41 62 865 51 30
info@textrace.ch, www.textrace.ch

Contact

Sybille Korrodi
Phone +41 62 865 51 30
sybille.korrodi@textrace.ch