

TexTrace Textile RFID Solution Featured at Tyco Retail Experience Center

Frick/ Switzerland, October 11, 2013: TexTrace's innovative brand protection and authentication solutions are featured in the newly opened state-of-the-art Tyco Retail Experience Center in Dusseldorf, Germany.

TexTrace delivers a brand tracking solution that discreetly incorporates RFID technology into an apparel manufacturer's woven brand label. The TexTrace woven RFID label enables seamless and secure brand protection and authentication, while helping retailers track inventory in real time for quick and accurate replenishing of stock.



The [Tyco Retail Experience Center](#) includes live demonstrations of the latest innovations in inventory visibility, safety and security, loss prevention and traffic intelligence solutions – displayed in a retail environment to create an authentic customer experience. Displays include TexTrace technology showcased on apparel such as shirts, sweaters and ties from top fashion brands, featuring woven RFID labels that offer the same look and feel to which consumers are accustomed.



“We are pleased to partner with Tyco Retail Solutions, an established, trusted solution provider to retailers worldwide,” says Stephan Bühler, CEO, TexTrace AG. “We invite customers to tour the center and experience for themselves the TexTrace woven RFID labels that are as sleek and sophisticated as the top fashion brands themselves, delivering revolutionary brand protection for the apparel industry.”

The inclusion of TexTrace in the Retail Experience Center represents an expanded partnership between TexTrace and [Tyco Retail Solutions](#), a global provider of retail performance and security solutions used by many of the world's top retailers in more than 70 countries worldwide.



TexTrace has developed a unique solution for RFID source tagging with a woven label that resists all the processes garments undergo during their lifecycle, enabling accurate item tracking from start to finish throughout the retail value chain. Consumers attach a great deal of value to brands and logos, particularly in the fashion arena. Protecting those brands is vitally important to both garment manufacturers and retailers.

Unlike other solutions, the woven brand label with built-in TexTrace Technology eliminates the need for RFID swing tickets and bulky electronic article surveillance (EAS) tags that need to be removed at point of sale. This all-in-one solution offers the real-time tracking benefits of RFID technology without any compromises in usability, reliability, wearing comfort and brand image.

About TexTrace

TexTrace AG, located in Frick, Switzerland, is a leader in innovative processes and components for manufacturing reliable, high-quality textile 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 technology for the ribbon and narrow fabric industry since 1887. Jakob Müller is the global market leader with a worldwide sales and service network. For more information, visit: www.textrace.ch/en.

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