

New implementations in Italy and Austria and big showing at Retail Business Technology Expo and IP Protect Expo

TexTrace recently exhibited their innovative Woven RFID Brand Label technology together with leading RFID providers at Europe's largest retail event RBTE as well as at IP Protect Expo, the exclusive brand protection event. More activities are planned for the upcoming RFID Journal LIVE show in Orlando and the IT4Fashion symposium in Florence. Meanwhile two new implementations with TexTrace's integrated RFID technology are up and running in Europe and a second sales office was opened in Florida.

RFID Zone at Retail Business Technology Expo

TexTrace was on display in the "RFID Zone" at [RBTE](#), Europe's largest retail event with close to 9'000 visitors, on March 11-12 in London. The well-attended RFID Zone was a fully RFID-equipped store-type environment, set up to give visitors the opportunity to experience first hand how RFID adds value for fashion brands, retailers and consumers. In addition, attendees could exchange ideas with the established, leading experts who have successfully implemented RFID at Macy's, Zara and more brands and retailers. Our partners in the RFID Zone booth: [Tyco](#), [Smartrac](#), [Nordic+](#), [British Telecommunications \(BT\)](#), [Toshiba](#), [TRC solutions](#), [Retail Response](#) and [CitiXsys](#).



"The RFID Zone is extremely well received by all our clients and visitors from the fashion industry, who are looking for overall solutions rather than single products," said Mark Tailford, Managing Director Nordic+ UK. "They are excited about experiencing RFID's applications and benefits live and discussing their needs and ambitions with all the experts required for tagging solutions, software, hardware and system integration together. We are very enthusiastic about this joint approach with our partners with a view to offering comprehensive, full solutions. In terms of item-level tagging I believe TexTrace's integrated woven RFID label technology is among the most innovative and comprehensive solutions for fashion brands and retailers today."

"RFID Zone" including [TexTrace Woven RFID Brand labels](#) is now open for interested clients at the Nordic+ UK headquarters in Stratford Upon Avon. [Contact us](#) to inquire about planned events and to make an appointment with us. Consult as well our white papers on [customer experience](#) and [anti-theft](#) to learn more about RFID's applications, potentials and advantages.

Italian luxury brand and Austrian protective clothing manufacturer work with woven RFID labels

An Italian producer of luxury men's and women's fashion has been managing their sample collections with TexTrace labels since Q4 2013. Accurate tracking of sample collections is of particular importance since every single item is a unique piece being presented in countless locations around the globe. The brand therefore decided for the reliable, sewn-on RFID solution from TexTrace, which enables accurate item-level tracking without compromise on look and feel.

More implementations with TexTrace's RFID labels are underway, one of them with an Austrian protective clothing manufacturer that has been working with TexTrace's technology since early 2014. Sewn into the clothing, the woven RFID labels are used for internal logistics and return handling. The company's clients subsequently manage their own inventory with the RFID labels. Extended applications such as item tracking in the cleaning process are planned.

Seminar on brand protection and authentication at IP Protect Expo



In parallel with RBTE, TexTrace hosted a seminar on tracking products throughout the supply chain to a broad audience at [IP Protect Expo](#). The seminar addressed how to protect and authenticate your brand with RFID technology and why RFID is key to staying ahead in the retail industry.

The event was hosted by the [Anti-Counterfeiting Group ACG](#) and brought together intellectual property rights holders (brands, content owners and designers) from different industries, as well as law enforcement and intellectual property protection experts from around the world.

The TexTrace woven RFID brand label was also featured in the March issue of the [Product & Image Security Newsletter](#). Learn [more about brand protection and authentication](#) with RFID.

TexTrace goes global

Our recent switch to the new global domain [textrace.com](#) went along with an expansion of our global presence to the US with a local sales office in Florida. Wherever you are – we assign the right expert to you with in short.

Upcoming events: RFID Journal Live USA and IT4Fashion Italy

You are cordially invited to a hands-on demonstration of retail inventory tracking with [TexTrace Woven RFID Brand labels](#) and [Technology Solutions'](#) Bluetooth enabled RFID readers at [RFID Journal LIVE](#) Show in Orlando/ Florida, April 8-10. [Contact us](#) to schedule a meeting at the Technology Solutions UK Ltd booth (no. 119) and try out the latest in RFID reader technology – using your very own smart phone! Download "RFID Explorer" from your app store and you are all set for a demo.

To meet us at [IT4Fashion](#) in Florence in Italy, April 3, [contact us](#) now. More information about TexTrace is also available at the booth of our partner [Temera](#).

RFID JOURNAL LIVE!
track and manage everything
APR. 8-10 2014 12TH ANNUAL CONFERENCE AND EXHIBITION
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLA.



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: <http://www.textrace.com/en>.

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