

## TexTrace Woven RFID Brand Label Summer Travels

TexTrace recently received certification for applied tag performance for its TexTrace® Woven RFID Brand Label by the European EPC Competence Center (EECC), with excellent results. The TexTrace solution is now showcased in supply chain specialist Li & Fung's showrooms in Hong Kong and London, as well as in Tyco's Retail Experience Centers in Spain. TexTrace RFID labels have reduced a fashion brand's shrinkage in sample collection items from over 60% to less than 10%.

### EECC Certificate for TexTrace

TexTrace recently received certification by the [European EPC Competence Center](#) for the applied tag performance of its [TexTrace® Woven RFID Brand Label](#). Based on excellent performance with special strength for proximity situations, the tag is tailor made for apparel use cases, such as inventory taking with an RFID handheld device. Production consistency was found to be excellent, in the same range as printed and etched labels.



Certification by the [University of Arkansas Radio Compliance \(ARC\) center](#) is targeted for August 2014.

## TexTrace labels featured at Li & Fung showrooms in Hong Kong and London, and Tyco Retail Experience Centers in Spain



Supply chain specialist [Li & Fung's CatLook](#) solution is a suite of in-store technologies which enable the retailer to grow sales by transforming the customer experience into something interactive, personalized and engaging. Li & Fung's showrooms in Hong Kong and London now feature the [TexTrace Woven RFID Brand Label](#), which is perfectly suited to support all RFID applications in the retail environment and beyond. TexTrace offers a unique and seamless solution for RFID source tagging with a customized woven RFID label that resists the processes fashion items undergo

during their lifecycle, enabling accurate item tracking from start to finish throughout the retail value chain – without compromising the items' look and feel.

Following its inclusion in [Tyco's](#) Retail Experience Center in Düsseldorf, Germany, the TexTrace woven RFID brand label is now also integrated in Tyco's showrooms in Madrid and Barcelona, Spain. The [Tyco Retail Experience Centers](#) include live demonstrations of the latest innovations in inventory visibility, safety and security, loss prevention and traffic intelligence solutions. [Contact us](#) to make an appointment.



## Eliminated shrinkage of sample collections

An Italian producer of luxury men's and women's fashion has been able to reduce their internal shrinkage of sample collection items from more than 60% to less than 10% since 2013 with the help of TexTrace labels. Accurate and reliable sample tracking is of utmost importance for fashion brands, as every single item is a unique piece being presented in countless locations around the globe within a short timeframe. Therefore, the loss of sample items first and foremost means lost sales and delays, as well as significant extra effort for getting replacements – both financially and with respect to labor.

## White papers on brand authentication and sustainability

Today's informed consumers not only expect confirmation that the branded product they purchase is authentic – they also want to know where and how the product was produced, the source of the materials used, and the work conditions in which it was manufactured. A growing desire for sustainable garments, material recycling and fair-trade production requires traceability and transparency throughout the entire retail supply chain. Learn [more about brand protection and authentication](#) with RFID and see how [sustainability](#) is transformed utilizing TexTrace Technology.

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## 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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