

## Happy Holidays

As we prepare to bid adieu to 2014 and ring in the New Year, we would like to send best wishes for a wonderful Holiday Season from our TexTrace family to yours.

### Meet TexTrace at Retail's BIG Show in NYC

We look forward to meeting customers and industry professionals at the National Retail Federation's annual [Retail Big Show](#) the week of January 11, 2015 in New York City. To arrange an in-person meeting to discuss the latest technology innovations, contact us by phone +41 62 865 51 30 or via [email](#).



### TexTrace featured in apparel industry report

The unique technology behind the TexTrace® Woven RFID Brand Label is featured in Apparel Magazine's exclusive report on "[Straight Talk about RFID](#)". This informative report identifies the year's most pertinent developments from industry leaders. Visit Apparel Magazine's website to [download](#) the report.

### Experience TexTrace in RFID ZONE at RBTE 2015

TexTrace is pleased to once again participate in the RFID ZONE at the [Retail Business Technology Expo](#) (RBTE), Europe's leading retail technology exhibition to be held March 10-11, 2015 in London. In the [RFID ZONE](#), visitors can explore a fully interactive retail environment to experience first-hand how RFID adds value for fashion brands, retailers and consumers.



Our partners in the RFID ZONE will include [Nordic+](#) and [SMARTRAC](#), among other technology providers. A visit is sure to help retailers enhance customer interaction and improve stock accuracy, availability and traceability to boost sales and profitability.

### Coming up in 2015: RFID Journal Live USA and IT4Fashion Italy



Be sure to visit TexTrace at [RFID Journal Live 2015](#), April 15-17 in San Diego, California. We will exhibit our technology at our booth, #927 as well as being featured in the [Keonn](#) booth, #930, along with Keonn's AdvanLook interactive display, the

product recommendation and cross-selling system for fashion retail. The AdvanLook system is the perfect complement to TexTrace technology, creating a whole new level of customer experience with product authentication enabled by TexTrace Woven RFID Brand labels.

Don't miss TexTrace at [IT4Fashion](#) in Florence, Italy on April 24, 2015. Mingle with senior executives from the Italian luxury brands at this exclusive event that highlights the use of new technologies to improve supply chain management and customer experience. IT4Fashion focuses on real-world case study presentations, as well as an exhibition of breakthrough and innovative products to support the complete luxury goods lifecycle.



## RFID ideal for protecting fashion sample collections

Protecting fashion sample collections presents some unique and high-stakes challenges. Learn how to efficiently manage and protect sample collection items with RFID in our latest white paper "[Safeguard Sample Collections Everywhere with RFID Brand Labels](#)".

## Next-generation RFID technology

As demand for the TexTrace Woven RFID Brand Label continues to grow, we are continuously researching the latest cutting-edge technologies, with the goal of delivering new and improved authentication and encoding features in higher performing RFID labels. We are also working towards ramping up volume production of our label products and integrating the latest generation of RFID chips in 2015. Watch this space for exciting updates!



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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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TexTrace AG  
Schulstrasse 4, 5070 Frick, Switzerland  
Phone +41 62 865 51 30  
[info@textrace.com](mailto:info@textrace.com), [www.textrace.com](http://www.textrace.com)

## Contact

Sybille Korrodi  
Phone +41 62 865 51 30  
[sybille.korrodi@textrace.com](mailto:sybille.korrodi@textrace.com)