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**TexTrace and Eximia Partner to Perfect Advanced Mobile Solution
"eBrand" for Fashion Brand Protection**

— Complete eBrand solution blends the best of RFID and mobile technologies to protect against counterfeits and grey markets —

Frick, Switzerland — April 15, 2016 — [TexTrace AG](#), a pioneer in advanced technology for the apparel industry, has partnered with RFID system integrator [Eximia Srl](#) to develop a revolutionary mobile brand protection solution powered by radio frequency identification ([RFID](#)) technology.

The complete [eBrand business solution](#) for brand protection allows fashion brands to securely verify the authenticity of their products throughout the worldwide supply chain, protecting their customers and their reputation from counterfeits and grey markets. This end-to-end product authentication solution blends TexTrace's expertise in the design and manufacture of woven RFID brand labels, with sophisticated algorithms and mobile system integration know-how from Eximia.

TexTrace discreetly incorporates RFID technology into woven brand labels with a genuine look and feel, which are shipped directly to fashion brand manufacturers for source tagging. Each label is encoded with a proprietary algorithm including a unique identification code, which can be easily checked and verified with the eBrand mobile app via the secure Eximia authentication server.

"The unique, end-to-end eBrand business solution is made possible by the collaboration of two RFID pioneers in the fashion industry, TexTrace and Eximia,"

said Sybille Korrodi, Head of Marketing, TexTrace. "With the TexTrace woven RFID brand label fully integrated into apparel and accessory items, brands and their retail clients can rest assured that they are protected from unauthorized resellers and return fraud."

"eBrand is the most advanced brand protection solution available combining RFID technology and mobile applications to address the global fashion industry's very real concerns over product authentication," said Mario di Floriano, CEO, Eximia. "Quick and simple product authentication enables distributors and brand owners to verify without a doubt that branded products are authentic, distributed through authorized channels and sold in the right stores."

To learn more about the leading-edge eBrand protection solution, visit TexTrace and Eximia at Booth #B3 at the [IT4Fashion](#) conference and exhibition in Florence, Italy, April 20-22, 2016.

About Eximia

Eximia's RFID solutions are the result of the integration of complex components aimed at delivering the best possible result, related to the sector and to the type of application. Eximia provides products, applications and solutions with an end-to-end approach, partnering with leading companies in the RFID and ICT industry. Visit www.eximia.it to learn more.

About TexTrace

TexTrace designs and manufactures reliable, high-quality woven RFID brand labels to match the look and feel of our customers' brands. Consulting and services complete our offering, and high-end brands rely on full support from TexTrace to realize their RFID vision. Our know-how in integrating electronics into textile is unique, with our leading proprietary technology protected by more than ten patents and trademarks. Brand labels with built-in RFID are an all-in-one solution for product branding, brand and theft protection, customer experience and omni-channel retailing. For more information, visit: www.textrace.com.