

RFID Brand Label is Key to Transparency and Sustainability

Today's informed consumer takes an active interest in the sourcing and production of the products they purchase. A growing desire for sustainable garments, material recycling and fair-trade production requires traceability and transparency throughout the entire retail supply chain.

These savvy 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. The use of advanced radio frequency identification (RFID) tracking technology provides this peace of mind, thanks to complete visibility from the source to the sale.

RFID source tagging offers the ultimate support for quality assurance and transparency, starting at production with the oversight of materials assembly in an efficient and fair manufacturing process.

[TexTrace](#) integrates RFID tagging into an innovative, woven brand label that is attached during manufacturing. The TexTrace solution enables items to be traced throughout their lifecycle because the sewn-on label is always with the product. Furthermore, the standard [Electronic Product Code \(EPC\)/ SGTIN](#) used in the woven label is easily scanned by a wide variety of mobile and fixed RFID readers that are readily available to retailers, distributors, customs agents and consumers.

Transparent Product History

Conscientious consumers are interested in how to consume with a clear conscience. They want to know everything about a product – from the quality and sustainability of raw materials, through respectful working conditions in manufacturing, to delivery to the retail outlet and product functionality – the entire history of their garment. This level of traceability requires a completely transparent supply chain.



With a [TexTrace® Woven RFID Brand Label](#) attached from the start, retailers and their customers can easily trace the origins of the product to verify its manufacturing location and materials sources, as well as brand authenticity and quality. This woven RFID brand label uses proven, standardized technology that cannot be faked, offering assurance of authenticity.



In addition to reassuring their customers, retail brands also need to verify supply sourcing to many government bodies and organizations. RFID technology is the fastest, most efficient and secure method available for this verification, since a large number of RFID-tagged items can be read in bulk with standardized readers, versus manual reading of every item's barcode, QR code or the like, which allow for random inspection only. This ability to speed products through the supply chain, including clearing customs, and into the store without delay can make the difference between selling out of this season's hottest fashion or putting it on the post-season sale rack.

Reuse and Recycling

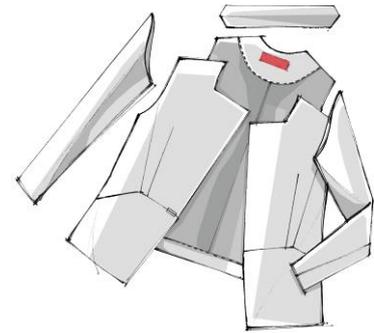
Millions of tons of textiles are produced every year from a finite source of raw materials. Given this fact, many consumers want to know how best to effectively reuse or recycle these materials. Garments, shoes and accessories in good condition that are still wearable can be resold and worn again, while those in poor condition can be recycled. The recycling process can be either downcycling, where waste materials are broken down to reduce consumption of fresh raw materials, or upcycling, in which a discarded textile is used to create a new product of equal or better quality.¹

Regardless of whether a product is recycled or resold and worn again, the sewn-on TexTrace woven RFID label links a unique product identifier with important information about the item, such as the raw materials used. This type of information is needed in order to disassemble the product into its single components in an effective and efficient automated recycling process. And because the RFID brand label is resistant to domes-

tic washing and dry-cleaning, this unique identifier will remain intact throughout the life of the product, unlike other labels that rip, fade or dissolve.

Garment Rental

Similar to recycling, the rental garment business also results in conservation of raw materials and energy, as a smaller number of new garments are being produced. In fact, the rental garment industry is expected to keep growing, as new brands such as Mud Jeans embrace the circular fashion industry as part of the broader sustainability movement.ⁱⁱ



Whether a consumer rents a pair of jeans, a uniform, other work wear or garments for special events, such as graduation ceremonies and weddings, efficiency is key to a successful business. The washable, woven TexTrace RFID brand label helps to streamline the rental process, making it quick and easy to check in, clean and check out the items without having to attach a new label.

Seamless Customer Satisfaction



The same conscious consumers interested in fair-trade production and overall sustainability are also socially networked consumers. These customers want more than just transparency – as they move from one retail channel or social media site to another, they expect a smooth and seamless interaction with the retailer and brand, which is enabled by the data provided by RFID. In addition, while customers are in the store, enhanced customer interaction, personal service and product suggestions are all made possible by RFID as well. These benefits of RFID technology will eventually lead to higher consumer satisfaction and improved consumer retention, resulting in increased sales for retailers as well as brands.

The reputation of your brand is the cornerstone of your business. For today's informed consumer, that reputation rests in large part on the ability to offer complete transparency about a sustainable garment across the supply chain, not only through the entire lifecycle of the product but beyond with efficient reuse or recycling of the product or its components.

The TexTrace woven RFID brand label delivers maximum visibility and transparency for each and every item for life. This advanced RFID solution is the key to enabling sustainability to the complete satisfaction of your discerning customers and retailers.

About TexTrace

[TexTrace](#) designs and produces woven RFID brand labels to match the look and feel of your brand. Consulting and services complete our offering - you can count on our full support in realizing your RFID vision. Our know-how in integrating electronics into textile is unique: TexTrace's leading proprietary technology is protected by more than 10 patents and trademarks.

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ⁱ <http://en.wikipedia.org/wiki/Upcycling>

ⁱⁱ www.mudjeans.eu/Lease-How-it-works/How-Lease-A-Jeans-Works