FIBRETRACE
Forging a Future for Sustainable Fashion
It’s time
to believe
in transparency
Restore trust, share insight and inspire through education
A Story As Unique As The Clothes Themselves

FibreTrace allows brands to leverage their unique products in a powerful way.

By emphasizing the importance of the journey of the raw materials in the creation of beautifully crafted pieces, it adds depth and a level of integrity to your brand’s sustainability focus.
The Power is …

Undeniable

The World Economic Forum shows that supply chain transparency works:

- Cost reductions of 9-16%
- Revenue uplift of 5-20%
- Carbon emissions down by 13-22%
The Fashion Industry Can Improve

Fashion has a sustainability problem
• The apparel and footwear industries account for more than 8 percent of global climate impact (Quantis)
• Accounting for about 5.4% of global carbon emissions, second to the oil and gas industry

Circular fashion is the future
• Reuse and resale models are creating a new model for business

The twelve circular cities are responding to actionable steps published by Google and the EMF
• The ability to tag and track the condition and availability of products and materials
• Information on the flow of materials
• Connectivity enabling leasing and sharing
• Data aggregating patterns of human behaviour

FibreTrace helps businesses respond and prosper.
FibreTrace ensures complete transparency of supply chains; allowing customers to appreciate the journey from seed to their hands.
FibreTrace can follow and share the stories of ALL raw materials
FibreTrace: From Start To Finish

The ability to follow the entire life of a garment from fibre, to garment, to recycle, reuse or rebirth.
FibreTrace provides insight into farm and facility impact

- CO2 emission (kg): Reduced 40%, -316.6
- Energy used (kWh): Saved 60%, 0.01
- Water used (litre): Saved 70%, 0.03
What if Every Fibre Could Tell A Story?

FibreTrace embeds organic rare earth pigments into any fabric, right at the farm or spinning mill.

The pigments can be read and tracked at every stage of the supply chain... even by customers.

Each audit is recorded on the blockchain. It is secure, accessible and irrefutable.

This data works for you, creating actionable AI-Powered supply chain insights for your business.

The data builds a unique passport of the item telling the story of every item, from farm to shelf.
The Technology

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Access to one of the world’s largest databases of sustainable product manufacturing data.
Technology Overview

FibreTrace is one of the world’s largest databases of sustainable product manufacturing data. Allowing you to make informed choices that will enhance the success of sustainable product solutions.
Nobody Else Can Do This

- Instant Verification
- Physical Validation
- Customer Engagement
- Secure Platform
- Fashion Specialist
- Sustainability Specialist

Comparison: Provenance, Tagbond, TrusTrace, FibreTrace, BCI, GOTS, Applied DNA, Segura, Oritain
Business Interface
Consumers can appreciate, engage & share

Consumers are deeply educated and feel part of the positive change.

Social sharing abilities allows brands to leverage engagement with the story of the supply chain, and product development.

In-store and post-sale digital experiences available to enhance storytelling.

Gamification applications can be built via sustainability ratings.
Consumer Experience

Augmented reality from product labelling giving high impact visuals and tells the story better than a sales associate. With cross sell and up sell opportunities
Real-time verifiable insight allows for a single, reliable view of the truth

Honest, authentic and transparent.

Actively invite consumers to interact with your brand.

Enforce a sustainable change, through the power of accountability.