FibreTrace®

The future of fashion is transparent.

Removing the barrier to Transparency New Digital Blockchain Solution Introduced by Fibretrace® at no cost for the Global Industry

One of the global leaders in traceability technologies, FibreTrace®, are set to release a free[1] digital traceability solution to the textile industry, which maps the global textile supply chain from fibre to retail.

Launching on the 17th January, 2023, the platform provides transparency in one easy to use, globally accessible platform with no fees attached[2], eliminating the barrier to transparency for producers, manufacturers, brands and retailers.

While policymakers, consumers and investors continue to apply pressure for transparent supply chain mapping, 50% of the world's largest fashion brands continue to disclose little or no information about their supply chain and only 12% of brands worldwide publish any insights into their raw material suppliers[3].

The shift in consumer consumption behaviours and growing demands for greater ethical and environmental responsibility has been a key driver for change. 60% of fashion consumers want more transparency about the production journey of their clothes and more than 40% of consumers surveyed in the U.S., more than 50% in Europe, and almost 70% in China say they want access to more information about how their clothes were made[4]. Governments and governing bodies are listening, and transparency has become a priority on political agendas and legislative development from the USA's FABRIC Act to the UNECE's The Sustainability Pledge.

The world is demanding tighter regulation and FibreTrace® MAPPED enables the industry to create a future that champions sustainable and ethical creation and consumption.

"The lack of accountability within the textile industry has left the door wide open for social and environmental neglect and misconduct. Brands have an obligation to look at their supply chain, identify issues, and address them. At FibreTrace® we believe that transparency shouldn't cost the earth, so we decided to launch FibreTrace® MAPPED free of charge in the hope that we can encourage the industry to claim accountability and responsibility for their supply chains and be the change for a better future." - FibreTrace® Chief Executive Officer, Shannon Mercer.

FibreTrace®

Powered by Blockchain technology, FibreTrace® MAPPED provides a digital centralised chain of custody for unlimited users. Accessible anywhere, anytime, on any device due to the cloud based software solution, with the functionality to upload order and shipping documentation, and incorporate existing environmental and social compliance credentials.

The platform is system agnostic and can integrate with various product and data management systems and tools and allows users to set up their company profile, add colleagues, register their own sites, and invite partners across the supply chain.

FibreTrace® MAPPED works with any fibre, any material, any certification, any document, any data and any integration, in one intuitive system where all information is protected, private and secure.

Transparency needs to be the cornerstone of any serious environmental or social responsibility strategy.

For enhanced traceability, FibreTrace® VERIFIED combines physical tracing technology with the digital platform to provide trust, verification and authenticity of fibre.

Global fashion and interior businesses can take the first step towards a transparent and responsible future by signing up for a free MAPPED account online at fibretrace.io today.

ABOUT FIBRETRACE®

FibreTrace® gives textile brands and suppliers 20/20 vision of their supply chain at every step from raw fibre to store.

FibreTrace®'s mission is to ensure every member of the textile supply chain has the ability to take direct accountability to reduce the environmental impact of the global industry. In doing so, they aim to ultimately provide the consumer the opportunity to choose a transparent and sustainable supply chain to follow and purchase from.

The core of the FibreTrace® VERIFIED technology is a patented luminescent pigment that is embedded in raw fibres and is traced, verified and audited in real-time at each step of the global textile supply chain. This is achieved via a proprietary handheld FibreTrace® Bluetooth Scanner that identifies and quantifies pigments in fibre, yarn, fabric and finished goods that send encrypted data into secure blockchain and software that was specifically designed and engineered for the textile and apparel supply chain.

FibreTrace® VERIFIED is applicable to cotton, wool, recycled polyester and other synthetics, responsible viscose, linen and is under research and development for application to leather, other bast fibres and beyond.

FibreTrace® MAPPED is a digital transparency solution which maps the global textile supply chain from fibre to retail, allowing brands, manufacturers and fibre producers to power transparency across all materials today.