



(<https://servedbyadbutler.com/redirect.spark?>

MID=175424&plid=1544690&setID=420509&channelID=8562&CID=562919&banID=520449860&PID=0&textadID=0&tc=1&mt=1627624012017431&sw=1920&sh

ragtrader

(.)



Aussie textile traceability technology patented in Europe

By Imogen Bailey | 30 July 2021

0 Comments

2 / 3 free articles left.

Australian textile traceability firm FibreTrace has been awarded a European patent.

The businesses received the patent for its 'Photon Marker System in Fibre Material' which gives brands full transparency and traceability of their textiles.

FibreTrace works by embedding a natural, non-toxic, scannable luminescent pigment into any natural, man-made or synthetic fibre.

The pigments can be read and tracked at every stage of the supply chain through the use of a handheld device which scans and reads the brands individual signature created in the luminescent pigment.

FibreTrace co-founder Danielle Statham said that the patent gives the business recognition of its efforts.

"It's encouraging to see the rapid pace at which the global fashion and interiors industries are moving towards complete transparent and traceable solutions.

"Finalising the European patent for FibreTrace is recognition for the hard work, research and development of our team which provides brands and manufacturers full confidence in the origin of fibre and integrity in their claims," she said.

The European patent follows the US patent of the technology, which was awarded to FibreTrace in April 2019.

In Australia, FibreTrace worked with Nobody Denim in 2020 to create a capsule collection of completely traceable garments.

Consumers were able to scan the Nobody Denim swing tickets and follow the journey of the garments, giving them complete transparency into the supply chain.

Consumers were also able learn about how Australia has led the way in carbon positive cotton farming.



(<https://servedbyadbutler.com/redirect.spark?>
MID=175424&plid=1548566&setID=420511&channelID=85

Newsletter Signup

Sign-up to receive the daily email newsletter highlighting our best content.

Sign up

FibreTrace CEO Shannon Mercer added that the technology gives consumers the clearest picture of the garment's supply chain and its social and environmental impact.

"Consumers want the ability to make informed choices when it comes to their purchases.

"The continued growth of technology patents allows solutions like FibreTrace to offer brands real change with global impact," he said.

FibreTrace is currently applicable to cotton, responsible viscose and recycled polyester.

The business expects to complete trials on wool, leather and bast fibres this year.



(<http://servedbyadbutler.com/redirect.spark?MID=175424&plid=1544687&setID=420516&channelID=85>)

ALSO ON RAGTRADER

<p>Decathlon facing Federal Court over ...</p> <p>a year ago • 1 comment</p> <p>"We are very concerned that consumers were allegedly not warned."</p>	<p>12 Signs Your Business Could Be Going Bust</p> <p>9 months ago • 1 comment</p> <p>Here are the warning signs - and how you can act now to avoid issues.</p>	<p>This is how you go beyond click and ...</p> <p>6 months ago • 1 comment</p> <p>A large NZ retailer implemented this solution and year on year (yoy) ...</p>
--	---	---

0 Comments Ragtrader Disqus' Privacy Policy Login

Recommend Tweet Share Sort by Newest

Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS

Input field for Disqus login/signup

Be the first to comment.

Subscribe Add Disqus to your site Add Disqus Do Not Sell My Data

Latest Comments

Jul 14 The other loss is all of our wholesale businesses. In QLD we are open for business but we can't get ...
Sacha Drake on [Mosaic Brands CEO Scott Evans talks NSW lockdown: \"I don't understand why retail's open\"](http://www.ragtrader.com.au/news/mosaic-brands-ceo-scott-evans-talks-nsw-lockdown-\)
 ([http://www.ragtrader.com.au/news/mosaic-brands-ceo-scott-evans-talks-nsw-lockdown-\"i-don-t-understand-why-retail-s-open](http://www.ragtrader.com.au/news/mosaic-brands-ceo-scott-evans-talks-nsw-lockdown-\))

Jul 14 Good luck ! The last Puma store at Chadstone lost \$500k per year and Puma had to cut a cheque for ~\$...
Anon on [Puma reveals largest Australian flagship at Chadstone](http://www.ragtrader.com.au/news/puma-reveals-largest-australian-flagship-at-chadstone)
 (<http://www.ragtrader.com.au/news/puma-reveals-largest-australian-flagship-at-chadstone>)

Jul 01 Boys looking after boys back pockets and never looking at real strategic changes required - short te...
Louise Lorkin on [How The PAS Group could have avoided administration](http://www.ragtrader.com.au/news/how-the-pas-group-could-have-avoided-administration)
 (<http://www.ragtrader.com.au/news/how-the-pas-group-could-have-avoided-administration>)

May 20 Wouldnt it be a great thing if Ted Baker extended the offer to take clothing until the end of winter...
Ioretta on [Ted Baker opens up Australian stores for donations](http://www.ragtrader.com.au/news/ted-baker-opens-up-australian-stores-for-donations)
 (<http://www.ragtrader.com.au/news/ted-baker-opens-up-australian-stores-for-donations>)

Apr 19 Thank you so much Retail Express. I have managed to get clarity on most retail business issues . It...
Sandra Chen on [How to survive and thrive in the COVID-19 next normal](http://www.ragtrader.com.au/insights/how-to-survive-and-thrive-in-the-covid-19-next-normal)
 (<http://www.ragtrader.com.au/insights/how-to-survive-and-thrive-in-the-covid-19-next-normal>)

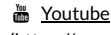
0 0 **Subscribe** Learn **Connect**
 • [Membership \(/membership\)](#) **f** [Facebook](#)



Ragtrader magazine has been providing comprehensive news, analysis and opinion on the Australian clothing, footwear and accessories sector since 1972.

Subscribe (<https://greatmagazines.com.au/magazine/RTF/>) (<http://www.yaffa.com.au/b2b/ragtrader/>)

- [Daily Newsletter](https://www.facebook.com/Ragtrader) (<https://www.facebook.com/Ragtrader>)
(<https://confirmsubscription.com/h/1D3AB0DD53F0D3D88>)
- [Contact Us \(/footer/contact-us\)](https://www.instagram.com/ragtrader_au/) (https://www.instagram.com/ragtrader_au/)
- [Advertise](https://twitter.com/ragtrader/) (<https://twitter.com/ragtrader/>)
- [About Us \(/footer/about-us\)](https://www.linkedin.com/company/ragtrader-magazine/) (<https://www.linkedin.com/company/ragtrader-magazine/>)
- [Privacy Policy](/footer/privacy-policy) (</footer/privacy-policy>)
- [Terms & Conditions](/footer/terms-and-conditions) (</footer/terms-and-conditions>)
- [Mobile Site](#)



Sign up

(<http://www.yaffa.com.au/>)

(<http://www.daemon.co>)