

Fibretrace launches fibre benchmarking tool

Published: 02 February 2021

Written by [Simon Glover \(/simon-glover.html\)](#)



SINGAPORE - Technology company Fibretrace has released an integrated benchmarking tool that collects and aggregates previously uncaptured impact data from farms including carbon emissions, water use and energy consumption.

The Fibre Impact Module (FIM) - which is billed as a global first - claims to capture primary farm impact data and invites users to capture, verify and trace GHG emissions in raw materials.

Starting with the farmer, the FIM collects and aggregates previously uncaptured data including water use, energy consumption, chemical use and soil carbon content.

Fibretrace's unique luminescent pigment is then applied to the raw fibre, which is traced and audited in real-time throughout the global textile supply chain.

This means brands and consumers can not only verify fibre content and trace its supply chain journey, but also see the impact of the raw fibre from farm level.

The FIM can be deployed so far on cotton, Better Cotton, e3 and organic cotton. This will be extended in the near future to other natural fibres including wool, linen, hemp, viscose and leather.

All impact data is third-party verified by an internationally-recognised certification body that verifies the integrity of the application of the methodologies, as well as the consistent application of assessments.

Fibretrace partnered with Australian consultancy and carbon farming pioneer Climate Friendly to develop the FIM and engage directly with farmers around the world on the project.

“As an industry, apparel and retail have really struggled to cohesively measure and explain what a preferable fibre choice actually is, truthful data capture is imperative to solve this issue,” said Danielle Statham, founder and CEO of Fibretrace.

"By allowing brands to see the true measure of their impact, the FIM provides an essential pathway in creating meaningful and measurable partnerships for brands striving for improvement."



Fibretrace was established in 2018 and specialises in providing brands and consumers with marker technology for textile supply chain traceability.

