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FibreTrace tech provides instant product verification

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Pic: FibreTrace Solutions

FibreTrace Solutions, a Singapore-based traceability solution provider, is paving the way for a completely traceable and transparent era of sustainable fashion. With supply chain traceability technology, consumers can view the complete journey of a piece of clothing, down to the bale of raw cotton their t-shirt was spun from, and the farmer who grew it.

The fashion industry is one of the biggest in the world, accounting for 2 per cent of global Gross Domestic Product (GDP) . It is only with a true and verified chain of custody that runs to fibre source that a brand can take accountability for improvements of its processes with integrity and make a positive impact to improve their waste offset, carbon emissions and water use.

FibreTrace is a unique fibre that uses patented technology to embed natural luminescent pigment as part of its structure, which then at a specific concentration level blends seamlessly into any natural, man-made or synthetic fibre. FibreTrace delivers end-to-end traceability and real-time results and data, housed on a FibreTrace platform that can be accessed via a mobile app.

“There have been a number of technology developments in the space, but FibreTrace has managed to bring instant verification and quantification of fibre content into play. Not only does it apply to natural and man-made fibres, it has been tested with cotton to last through recycling and reuse ensuring the future of circularity,” FibreTrace reported in a press release.

“The textile supply chain is so intricate that a brand will often not know the spinner of their yarn, let alone the source of their fibre. One of the key elements missing in supply chain management solutions has been the fibre impact data, from the raw source of the farm or synthetic fibre producer solving these two key elements and allowing any brand big or small the ability to have true chain of custody is what drove us to deliver FibreTrace,” Danielle Statham, founder of FibreTrace and owner of Good Earth Cotton the world's first carbon neutral cotton farm, said.

By revealing the entire lifecycle of a product, from fibre to retail boutique, brands reveal the legitimacy of sustainability claims such as the use of carbon positive raw materials and sustainable production methods. A transparent supply chain is proven to uplift revenue by up to 20 per cent, decrease supply chain cost by 9-16 per cent, and positively reduce carbon footprints by up to 22 per cent. Traceability translates to integrity for a brand who is willing to hold themselves accountable, and directly contributes to positive economic growth in a market that is more eco-minded than ever.

A new generation of consumers are increasingly attracted to brands with clear social and environmental responsibility. Not only are consumers more conscious than ever about product quality and sustainability issues , but according to a study by Futerra 88 per cent of consumers want brands to step up and assist them in being more environmentally savvy consumers . By implementing a transparent supply chain, companies can put consumer’s minds at ease while also earning and renewing consumer loyalty.

There is no longer a tolerance for false claims at the expense of the environment. FibreTrace offers the new industry standard, complete end to end supply chain transparency for the sake of a global shift to integrity and positive impact.

Australian owned and made denim brand, Nobody Denim will tell a unique Australian story including carbon neutral Good Earth Cotton from Australia, through to their very own laundry and manufacturing house in Melbourne, the Nobody Denim FibreTrace collection will be in stores and online in October 2020.

Fibre2Fashion News Desk (JL)

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