

FibreTrace announces raw fibre data tool

By **Otis Robinson** 02 February 2021

FibreTrace, a traceability technology company, has announced the release of an integrated benchmarking tool that captures primary farm impact data.

The tool, titled the Fibre Impact Module (FIM), is said to invite brands, retailers and suppliers to trace and capture the impact of fashion and interior products at raw source.

According to the company, the FIM collects and aggregates previously uncaptured impact data from farms, including carbon emissions, water use, energy consumption and other environmental performance data as shared by farmers, agronomists and third-party verification systems, strengthening transparency and traceability in industry.

All impact data is third-party verified by an 'internationally recognised' certification body that verifies integrity and consistent application when assessments are carried out, the company claims.

Access to the tool will be available through the company's platform.

"The FIM is integrated directly into the FibreTrace platform," the company says. "It allows farmers to demonstrate their commitment to environmental excellence through farm-level impact as [a product] makes its way from the farm to finished production to the consumer through the traceability technology of FibreTrace.

"The FIM improves global farming practices through transparency, primary data collection and a commitment to implementation. It takes a step beyond transparency – to ensure integrity, impact and the opportunity for improvement, on the farm and throughout the supply chain."

According to FibreTrace, the announcement of the FIM is a 'strong progression' from the company's core offering.

FibreTrace was established in 2018 and provides brands with tools for transparency and traceability.

In [an interview with Textile 4.0](#) in October 2020, co-founder Danielle Statham described its initial offering as a luminescent technology solution for the cotton, garment and home textile industries.

The patented technology, a trackable, luminescent pigment, is an earth mineral that is 'encapsulated within a fibre' before joining the ginning or spinning process.

Down the supply chain, as the fibres are transformed into textiles and garments, the pigment can be sensed by proprietary and calibrated scanners to mark its position and log the information into FibreTrace's software platform and a third-party blockchain.

The release of FIM follows ongoing trials to implement the luminescent pigment into wool, leather and bass fibres.

Statham suggests the company's technologies can help support industry on its journey to transparency.

"As an industry, apparel and retail have really struggled to cohesively measure and explain what a preferable fibre choice actually is," she says. "Truthful data capture is imperative to this issue."

“Utopia for my team and I would be a future where all brands can take full ownership of their supply chain and therefore the full impact on individual goods.

“The FIM is our next step towards utopia.”

The FIM will be launched to market in March 2021.

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