

## Singapore's FibreTrace gets European patent for traceability tech



August 02, 2021 - Singapore

FibreTrace, Singapore-based supply chain traceability solution for the textile industry, has been awarded a European patent issued for 'Photon Marker System in Fiber Material'. The company had received the US patent for the same in April 2019. FibreTrace combines physical and digital traceability with the power of authentication to drive sustainability.

Receiving the European patent is an opportunity for FibreTrace to accelerate traceability efforts across the global fashion and textiles industry and ensure brands are being held accountable for their sustainability claims, the company said in a media release.

FibreTrace offers reliable and trusted data that allows both brands and consumers to understand the true social and environmental impact of their products as it moves throughout the global supply chain.

"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," said **Danielle Statham, co-founder of FibreTrace.**