KEZZLER
CONNECTED PRODUCTS PLATFORM

Fashion MRI

A New Era of Manufacturing Visibility for Apparel Brands

In the ever-evolving fashion industry, visibility is paramount

Not just the kind on runways or glossy magazine spreads, but visibility into the intricate process of bringing designs to life - from production to delivery. Pioneering the industry's future, Kezzler introduces an important application of Digital ID technology for the apparel sector, creating an unprecedented level of manufacturing visibility.

Connected product → product journey → encoding → commisioning → aggregation → dispatch → receive → sale → interact → post sale

The Potential of Digital ID

Digital ID technology holds tremendous promise for the fashion industry, introducing a level of precision and control previously unimaginable. By incorporating a QR code or RFID tag into every garment during its creation, each item is given a unique digital identifier in the cloud. This identifier is commissioned as the garment passes quality assurance, initiating a stream of data that offers a wealth of real-time, actionable insights.

Real-Time Purchase Order Fulfillment

Our solution provides fashion brands with the capabilities to monitor purchase order fulfillment in real-time. As garments successfully complete quality assurance, the data from the Digital ID is channelled into an intuitive dashboard, providing a comprehensive, clear picture of the manufacturing process. Brands can track the progress of their orders, anticipate potential delays, and mitigate the risks associated with inventory mismanagement.

Comparative Supplier Performance Analysis

In an industry where timing, quality, and consistency are paramount, the ability to compare the performance of different suppliers is invaluable. Our solution offers this by analyzing the data from the Digital ID, providing brands with a clear perspective on which suppliers are fulfilling their commitments and which are falling short. This data-driven approach empowers brands to make informed decisions about supplier relationships, fostering a more accountable, transparent supply chain.

Seamless Integration Across Departments

With Digital ID, marketing teams can sync their campaigns with the actual progress of manufacturing. Knowing exactly when collections will be ready for launch enables brands to time their announcements perfectly, maximizing impact, minimizing resource wastage, and hopefully completely removing the need for air freight.

Financially, payment schedules can be synchronized with the actual orders shipped, ensuring that funds are allocated appropriately. We have seen many projects where brands stop paying based on a quoted number in an ASN, and start paying for the actual number of items shipped based on a list of individual IDs.

Enriching Adjacent Systems

The Digital ID doesn't stop at providing manufacturing visibility. Item level data can be integrated into various adjacent systems, enriching ERP, QMS, Supply Chain, MarTech, Security, post-sale systems and much more, thereby enhancing overall business operations. Every department within the organization, from marketing to finance, benefits from the granularity and accuracy of data that Digital ID provides.

Unlocking Comprehensive Downstream Use Cases

The core principle of our Digital ID solution is that once a QR code or RFID tag has been associated with a garment, it enables a host of downstream use cases. These include the Digital Product Passport (DPP), Returns, Recycling, Resell, and Repairs, among others.

The DPP provides a detailed history of the garment, including its origin, materials used, and journey through the supply chain. This level of transparency not only satisfies the new regulatory requirements arriving in 2026, growing consumer demand for sustainable and ethical practices, but also fosters trust and strengthens brand loyalty.

By helping to enable seamless returns, recycling, resell, and repairs processes, our solution allows brands to manage these essential aspects of customer service efficiently. Additionally, the ability to create connected experiences means that brands can engage with customers in meaningful ways, enhancing the customer-brand relationship.

Propelling the Apparel Industry Into the Future

The apparel industry stands on the brink of a new era, one where data-driven decision making, real-time visibility, and consumer empowerment are not just desirable, but standard. At Kezzler, we are leading this transformation with our innovative Digital ID solution. We invite you to join us in this journey towards a more efficient, transparent, and sustainable future for the fashion industry.

Experience the power of Digital ID. Revolutionize your operations. Enhance your customer interactions. With Kezzler, you can not only reimagine your brand but also redefine the future of apparel manufacturing. Welcome to a world of comprehensive manufacturing visibility and beyond.

Company

Kezzler is a software company and technology leader specializing in providing Digital ID solutions for connected products. Since 2010, Kezzler has powered product digitization and helped build sustainable value chains for global businesses across industries as varied as food and beverage, retail and apparel, industrial goods, OTC pharmaceuticals and consumer packaged goods.

Kezzler is headquartered in Oslo, Norway with a global footprint. Learn more at www.kezzler.com.

Platform

Kezzler's Connected Products Platform is a managed SaaS solution that enables businesses to manage, control and add value to their products throughout their entire journeys. By assigning unique Digital IDs to individual items, the platform provides real-time visibility, authentication, and connected experiences. With its agnostic approach to systems and platforms, Kezzler's platform seamlessly integrates with existing IT infrastructure, offering a scalable and flexible solution configurable to their needs.

- Designed to meet the requirements for scale, flexibility, and speed of any customer, industry or market
- Delivered to customers as managed SaaS on a dedicated instance hosted on the cloud vendor of choice

Massively Scalable	Flexible & Fast	Integration Friendly	Purpose Built
46bn	**5m**	**25bn**	**>35**
USD value of goods digitized last 12 months	daily platform interactions on one single client's software	connected products as of 2022	countries with activated products in the market

HQ | Norway
Schweigaards gate 15b
0191 Oslo

The Netherlands
Gamerschestraat 47
5301 AR Zaltbommel

USA
One Marina Park Drive
Suite 1410, 02210 Boston

Singapore
11 North Buona Vista Drive
Singapore 138589

China
Room 805,7/F No.1 Building
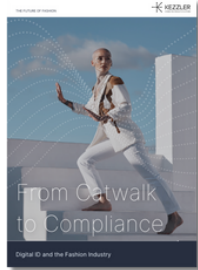Chaoyang District, Beijing

India
Level 4 MBC Infotech Park
Maharashtra

Additional Resources

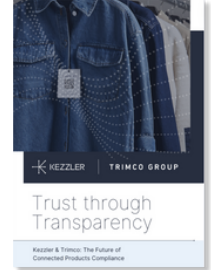## Solution Briefs & Partnerships

**Dealing
With Billions**
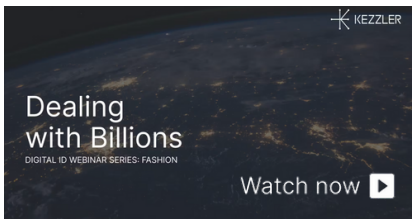

**From Catwalk
to Compliance**

**Fashion
MRI**

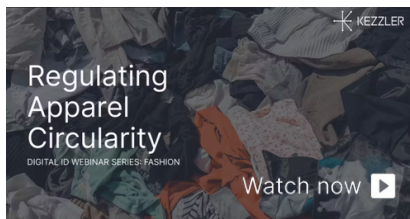

**Digital ID: The CLV
Accelerator**

**Kezzler & Trimco
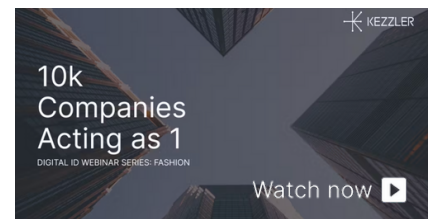Partnership**

Digital ID Webinar Series: Fashion

Dealing with Billions
DIGITAL ID WEBINAR SERIES: FASHION
Watch now ▶

Regulating Apparel Circularity
DIGITAL ID WEBINAR SERIES: FASHION
Watch now ▶

10k Companies Acting as 1
DIGITAL ID WEBINAR SERIES: FASHION
Watch now ▶

GS1 Digital Link in the Real World
DIGITAL ID WEBINAR SERIES: FASHION
Watch now ▶

The New Enterprise Architecture
DIGITAL ID WEBINAR SERIES: FASHION
Watch now ▶

TRIMCO GROUP
Tracking the Journey
DIGITAL ID WEBINAR SERIES: FASHION
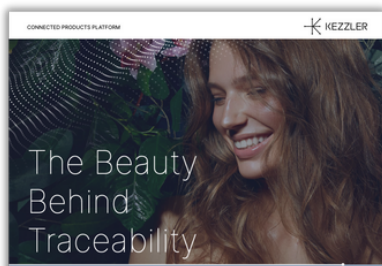Watch now ▶

eBooks, Guides & Whitepapers

The Beauty Behind Traceability

EU policy developments for the textile and fashion industries.

Breaking down EU policy and legislation on sustainable textiles and apparel for circular economy initiatives.

Six Steps to Digital Products Passport Readiness

EU Green Deal as a Profit Center