



# From Catwalk to Compliance

Digital ID and the Fashion Industry



# Fashion's Digital Transformation

The fashion industry stands on the edge of a transformation. Since the advent of the barcode in the 1970s, supply chain and security leaders have dreamed of a more granular method of running the business. Since the introduction of the Internet in the 1990s, marketing have imagined a world where every product they made was a digital sensor, creating new relationships and delivering a whole new dataset. Now that moment is here, and the industry is moving quickly to adopt.

## The Ground has Moved Under the Fashion Industry

The game has changed, for good. After decades of a linear supply chain, manufacturing garments and moving them on with no need to worry about the wardrobes and landfills filling up with unwanted clothes at the other end, suddenly the industry is under a microscope. Consumer concern gets louder every day, and governments are moving to regulate at pace. The EU Green Deal is a profound change in an industry used to burning unsold goods or selling garments designed to be worn once - but it is only one set of laws in an increasingly complex global legal environment that manufacturers have little choice but to adopt.

## From Anonymous Transactions to Connected Experiences

That same legislation is helping to drive a change that is proving to make apparel brands more profitable. Relationships with customers are deeper than ever. Connected Experiences are making personal what were once anonymous, abstract transactions. Until very recently everything post-sale was completely the responsibility of the customer: want to know what this garment is made of? Tough. Want to repair it? Figure it out. Want to sell it on? Fine - you're on your own. Want to check if it's genuine? Challenging. Want to return it? OK, maybe, but you better be happy with a credit.

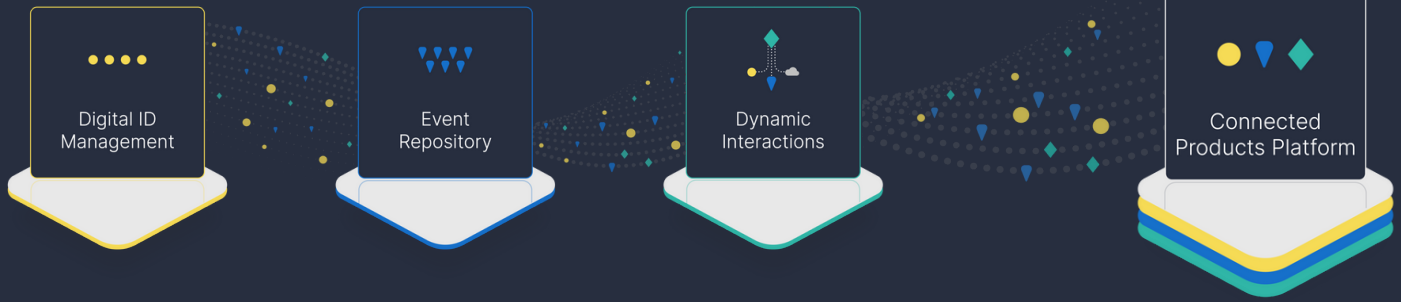
## Enhancing Loyalty, Visibility, and Brand Value

No more - digitally enabled garments with their own unique identities support and enable all of those, and many more. The garment itself becomes a channel between the brand and the customer - and the customers are loving it. Loyalty and brand value is growing again, while in the background visibility into complex contract manufacturing partnerships is growing like never before. Grey market parallel processing is quick to trace and control.

## Kezzler Connected Products Platform

The changes being delivered by Digital ID are significant and permanent. In this document, we have provided a high level introduction into the business cases that are changing the industry. To address these opportunities, Kezzler have delivered an integrated Connected Products Platform designed for the fashion industry. Get in touch to understand the opportunity at your brand.





# Connected Products Platform

## Unlocking the Potential of Digital ID

The future of the apparel industry lies in the adoption of platforms that can handle the complexities of supply chain transparency, provenance, and consumer experience.

Kezzler equips brands with a suite of essential tools to flourish in the era of sustainable and circular fashion.

With the power of our Connected Products Platform at their disposal, brands can harness the true potential of digitised apparel.

Through the seamless integration of digital identities, a standards-based event repository, and dynamic interactions, our platform empowers brands to delve deeper into data-driven insights, foster stronger connections with consumers, and propel the industry towards a more sustainable and circular future.



# The Garment as a Connected Experience

Connected Product  
Brands can harness the full potential of digitised apparel with our Connected Products Platform.

We live in a world where the social media giants and Amazon have created a new era of personalisation and targeting. Where once an ad was a brightly painted sign hanging over a doorway, now it is a digital content delivery with imagery and messaging optimised for you as an individual, created from demographic information collected from you, and delivered at the exact moment you are considering a purchase.

Digital ID takes that experience off your phone and puts it in the hands of your customers. At the moment of scanning, Kezzler will potentially know if the customer is standing in a shop, if they need a repair, what language they prefer, how many garments they already own, or indeed whether they are a customs official holding up a delivery while they find the right certificate - and will deliver the right connected experience in less than a second.

For fashion brands, Digital ID presents a groundbreaking opportunity. Garments become digital channels, establishing direct communication links with their customers. This transition adds an important string to the marketing bow, and offers an unrivalled opportunity that should not be overlooked.

Product Journey  
Creating a digital thread from creation to consumption.





## The Power of Product-Driven Digital Channels

Each product will serve as a digital channel that connects the brand with the person who has the product in their possession. Context-based scanning refers to using attributes like scan location, time, device, frequency of scans, and user demographics (if shared) to personalise the consumer experience. Interacting with physical items has great potential for various purposes such as registration, warranty, returns, repurchases, refills, loyalty programs, and recycling.

## Beyond Cookies: Unlocking Insights with Digital IDs

Since cookies have become less reliable, brands have reverted back to traditional market research methods. By using Digital ID data, it is possible to collect valuable 1st party data by observing who interacts with products, and when and where those interactions occur - all without the need to survey customers, and leveraging your products as an owned media channel.

## Safeguarding against Bad Actors

Kezzler's managed Digital ID is linked to a garment's data carrier, such as a QR code on a label or an in-seam NFC tag. This Digital ID enables validation of authenticity to customs officials, brand inspectors and consumers via dynamic interactions. Via the same ID, brands can also identify distributors, wholesalers, and factories that are diverting their products to unauthorised markets.



## The Questions that Run the Business

Kezzler Digital ID revolutionizes the way the questions that run the business are answered. Traditional methods fall short, but with Connected Products Platform, businesses automate the process and needed answers are a click away.

Will the collection arrive on time for the campaign?

Can we authenticate for recommerce?

### Are we preparing for DPP?

Are we delivering on our sustainability commitments?

How do I reach my customer in 2023?

Where is that pallet now?

Is this garment from third shift production?

Why is the Japan collection showing up in Mexico?

Why is profitability so bad in Korea?

## Use Cases & Data Sets

### Manufacturing

Real-time production view

Chain of Custody

PO progress reporting

Factory assessment

Provenance & recycling

### Consumer experience

Dynamic experience

Product story

Loyalty, wishlist, locker

Geofenced self checkout

1st party data dashboard

### Care & repair

Proof of warranty, NFT

Dynamic repair

### Authentication

Code is valid

Crowdsourced journey data

Counterfeit warning

Trace grey market

Brand protection

### Regulatory compliance

Dynamic garment label

ESPR mandatory information

DueDil, FLPA, Unsold Goods

Market entry/exit data

Digital Product Passport

### Resale & recycle

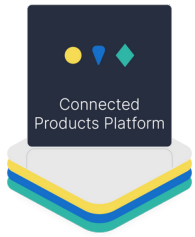
One click listing

Brand authentication

Localised recycling guide

Embracing connected products and innovative technologies will be essential for brands looking to stay ahead of the curve. By implementing a Connected Products Platform and leveraging the power of digital identities, serialisation, interoperability, and supply chain transparency, brands can future-proof their operations and meet the growing demands for sustainability and transparency.





## Item-Level Traceability Solutions, at Scale

Kezzler's Connected Products Platform is designed to manage the trillions of live data points generated by item-level traceability. Our partnership with GS1 and Microsoft Azure, provides customers with future-proofed technology solutions that optimise supply chain operations, improve customer satisfaction, and increase profitability.

## Seamless Integration

Our Connected Products Platform is the game-changing solution that seamlessly integrates into your existing enterprise IT architecture. By leveraging our platform, the CTO/CIO gains the ability to streamline data management, orchestrate device communication, and gain real-time visibility into the entire connected ecosystem.

## Data Analytics & Reporting Mastery

Harness advanced data analytics to gain valuable insights into customer preferences, product performance, and growth opportunities, driving data-driven decisions for business success.



# Digital ID Management

## The Key to Connected Apparel

Digital ID management is a critical aspect of our platform. We generate and manage trillions of unique, cryptographically secure digital identities for products ensuring each item has a distinct identifier throughout its lifecycle.

With flexible metadata enrichment, the platform captures essential data at the right time, resulting in granular visibility, regulatory compliance, and an interactive experience. This leads to intelligent and circular products.

Our advanced cryptographic algorithm prioritises trust and traceability. The platform is designed for scalability, flexibility, and seamless integration with various GS1 standard primary identification keys.



# Event Repository

## Streamlined Data Management

The Event Repository in our Connected Products Platform manages events and interactions throughout a product's life cycle using its unique Digital ID. It follows the EPCIS 2.0 standard for compatibility and data integrity and utilises advanced compression technology for scalability and flexibility.

This central hub provides valuable insights into the supply chain and first-party data on interactions, enabling better decision-making and improved performance.



# Dynamic Interactions

## Enhancing the Consumer Journey and Advancing Sustainability

Dynamic Interactions provide rapid, sub-second item query response times to a product's life history using GS1 digital links. This enhanced transparency improves customer experience and supports sustainability initiatives like repair, resell, and recycle, adhering to circular economy principles.

The platform fosters seamless communication, transforming touch points into meaningful conversations that build trust and loyalty, ultimately strengthening brand affinity. Brands can create tailored experiences that support product- and location-based redirections for a truly personalised customer experience.



# 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](http://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

**46bn**

USD value of goods digitized last 12 months

Flexible & Fast

**5m**

daily platform interactions on one single client's software

Integration Friendly

**25bn**

connected products as of 2022

Purpose Built

**>35**

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



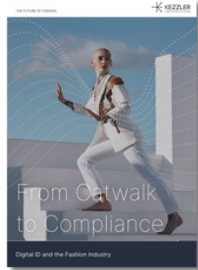
# Additional Resources

[View All](#)

## Solution Briefs & Partnerships



Dealing With Billions



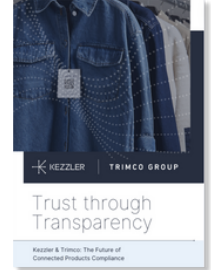
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Fashion MRI

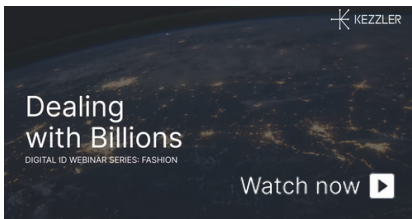


Digital ID: The CLV Accelerator



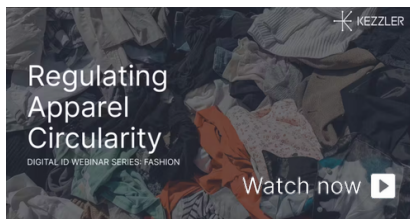
Kezzler & Trimco Partnership

## Digital ID Webinar Series: Fashion



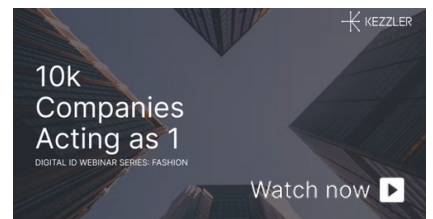
Dealing with Billions

Watch now



Regulating Apparel Circularity

Watch now



10k Companies Acting as 1

Watch now



GS1 Digital Link in the Real World

Watch now



The New Enterprise Architecture

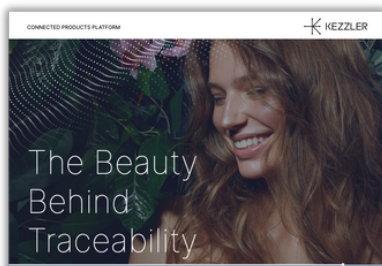
Watch now



Tracking the Journey

Watch now

## eBooks, Guides & Whitepapers



The Beauty Behind Traceability



EU policy developments for the textile and fashion industries.

KEZZLER



Six Steps to Digital Products Passport Readiness

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