



KEZZLER



TRIMCO GROUP

Trust through Transparency

Kezzler & Trimco: The Future of
Connected Product Compliance

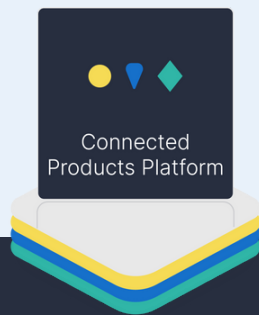


Enterprise-Class Solution

In the ever-evolving landscape of the fashion industry, a revolution is brewing, one that merges technology with sustainability, authenticity with traceability, and innovation with pragmatism.

As leaders in this field, Kezzler and Trimco Group have partnered to create an enterprise-class solution that addresses the industry's pressing need for transparency, efficient labelling, and Digital IDs, all from a single platform.

Kezzler, a pioneer in product digitization and traceability, offers brands a platform to elevate their product experience. Kezzler's Connected Products Platform empowers businesses to provide industrial-strength code, event, and interaction management throughout a garment's life. As a champion of product digitization, Kezzler recognizes the inherent value in every piece of information associated with a product. By transforming analog data into digital form, Kezzler empowers brands to harness and respond to this valuable information, resulting in cost reductions and revenue growth.



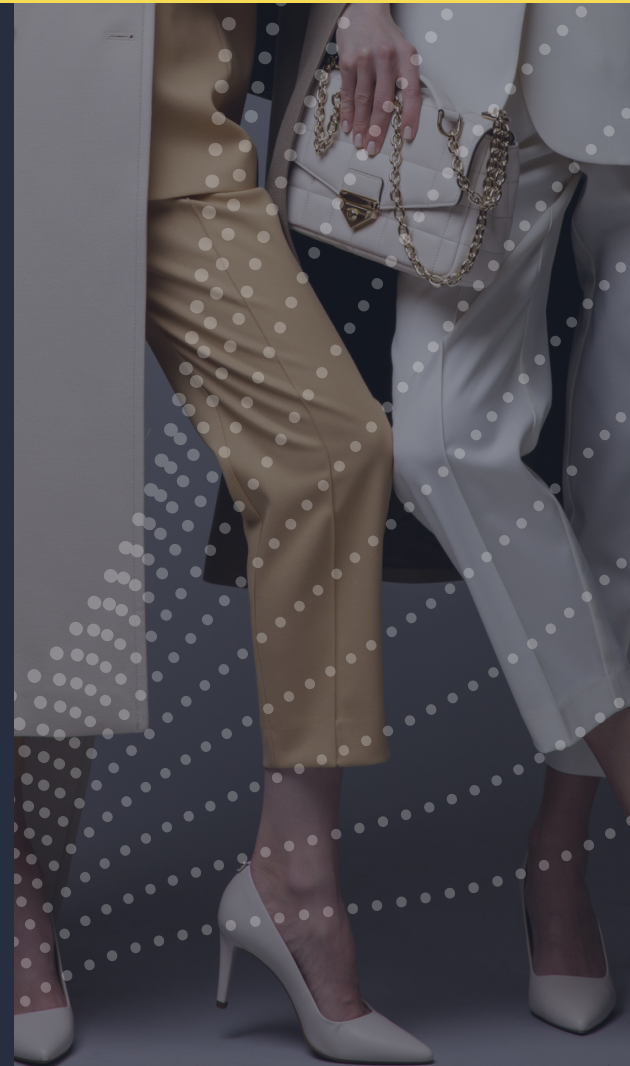
Kezzler & Trimco | A Fashion Tech Powerhouse

- Single, comprehensive platform that addresses transparency, labelling, and Digital IDs
- Monitoring of social and environmental compliance
- Product authentication to high volume, high complexity traceability enhanced, personalized, and context-aware consumer experiences



“At Kezzler, we believe that true progress lies in collaboration, and our partnership with Trimco Group exemplifies this belief. Together, we are delivering on the vision for true product traceability, and helping shape the future of product digitization. With Trimco Group by our side, we are poised to deliver real and important value for our clients and our industry”

Cyrus Gilbert-Rolfe, SVP Retail & Apparel, Kezzler





Upstream and Downstream Traceability

Kezzler's Digital ID infrastructure extends to enabling both forward and backward traceability, which is critical for fashion brands. Downstream traceability allows brands to track materials and finished garments throughout the supply chain, right to the end consumer, optimizing the supply chain and ensuring no deviations. Upstream traceability, on the other hand, allows consumers to verify the authenticity of their products, providing information on its provenance and history.

To achieve upstream traceability, Kezzler partners with Trimco Group, a company that integrates design and innovation to create unique products tailored to brands' needs. As an expert in data management, Trimco ensures seamless connection and accurate, up-to-date output data. Their traceability solutions empower brands to gather clear information, support green claims with data, and make responsible sourcing decisions. Moreover, Trimco's ProductDNA® platform allows monitoring of social and environmental compliance across the supply chain while offering real-time data and reporting.

Transformative Leap

The partnership between Kezzler and Trimco Group is a transformative leap forward for fashion brands seeking a comprehensive solution for transparency, labelling, and Digital IDs. The union of these two industry leaders forms a robust and versatile platform that combines Kezzler's digitization and traceability expertise with Trimco's creativity, data management prowess, and traceability solutions. This amalgamation of technologies and expertise forms a powerful platform that can meet the changing requirements and future needs of fashion brands, from basic product authentication to high volume, high complexity traceability scenarios.

United in Meet the Challenges, Head-On

The pressing need for such a platform is evident, as 2023 sees a broad adoption of Digital ID in apparel, driven by regulatory pressure from the European Green Deal, new consumer engagement opportunities, item-level supply chain visibility, and the constant pressure to reduce cost and increase quality. The Kezzler-Trimco partnership is poised to meet this demand head-on.

The platform offers a unique value proposition to fashion brands. By digitizing products, brands can seamlessly deliver an enhanced, personalized, and context-aware consumer experience across multiple sales channels and geographies. Furthermore, the platform's ability to provide accurate and secure data management, coupled with supply chain traceability digital solutions, is unparalleled. This not only enhances the product experience but also builds trust and fosters loyalty among consumers.

The New Way Forward

The partnership between Kezzler and Trimco Group forms a powerful alliance that will revolutionize the fashion industry. By offering a single, comprehensive platform that addresses transparency, labelling, and Digital IDs, the partnership helps brands meet regulatory pressures, engage consumers in new ways, gain supply chain visibility, reduce cost, and increase quality. It's more than a solution – it's a new way forward for the fashion industry.

productDNA®

"The synergy between our companies allows us to harness the power of technology and innovation to address the urgent need for transparency, traceability, and sustainability within the fashion industry. This collaboration represents a new era in fashion, where brands can confidently make informed decisions, meet regulatory requirements, and foster consumer trust, all while promoting environmentally responsible practices."

Camilla Mjelde, Sustainability Director, Trimco Group





Kezzler

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.

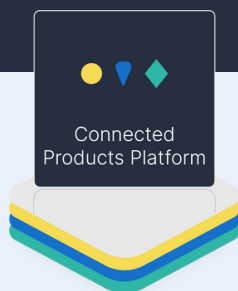
Through the Kezzler Connected Products Platform, companies can digitize products to collect, structure and share secure, real-time value chain data at scale. This enables traceability throughout the product's lifetime to achieve regulatory compliance, gain supply chain visibility, enable circular solutions and create dynamic end-user experiences.

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

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Trimco Group

Trimco Group is the global leader in supply chain traceability, data management, and RFID solutions, with comprehensive expertise in brand identity optimization, such as trims, packaging, and store deco, for apparel and footwear brands worldwide. Trimco Group is the brand guardian and trusted partner, supporting brands with innovative and creative product designs and production techniques powered by deep expertise in data and technology. We provide innovative product designs and production techniques, manage and advise on care label regulations for international markets and operate world-class logistics centers, all while complying with high ethical standards.

With more than 1,700 employees in 22 countries, serving more than 800 brands, and 8,600 manufacturers worldwide, Trimco Group strives to deliver a trouble-free supply chain for all our brand owners to meet market demands for quality, timelines, and sustainability.

Learn more at www.trimco-group.com

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