TrusTrace 'strengthens' clothing traceability solution, Adidas becomes early adopter

By Nigel Taylor - 16 March 2022

Global Software as a Service (SaaS) provider TrusTrace has launched Certified Material Compliance, "a one-stop solution that enables near real-time traceability at the material level for Fashion & Apparel.

And Adidas has become an early adopter of the tech. Katja Schreiber, Senior Vice President Sustainability, said it will "create even more transparency of our sustainability efforts".

Claiming to cover the broad spectrum of requirements for material compliance, TrusTrace Certified Material Compliance gives brands "granular visibility into product sustainability metrics, ensuring compliance with standards and regulations, and enabling streamlined decision-making and tighter integration with suppliers worldwide".

This includes documenting the percentage of certified vs non-certified material content, supporting different chain of custody models, and covering single component products to multi component products. This will serve “as a single source of truth that bolsters brand confidence in their compliance journey, and supports their own commitments to move to more sustainable portfolios”.

It says the solution "directly addresses emerging industry methodologies and pending government regulations" that will require brands to base sustainability claims on verifiable and precise data.

“In the midst of global greenwashing and challenges with unsubstantiated claims, brands and regulators are moving quickly to instil confidence among consumers that products are, indeed, as sustainable as they claim to be,” said Shameek Ghosh, CEO of TrusTrace.

“Brands that want to establish near real-time traceability at the lot level by mapping the movement of raw materials to finished goods – and automatically calculate the sustainability metrics of those goods – now have a proven
solution in TrusTrace Certified Material Compliance."

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