

TrusTrace is an impact tech company that offers a market-leading platform for supply chain transparency and product traceability.

About TrusTrace

TrusTrace is a B2B SaaS platform that empowers fashion, food and retail brands to fully understand and take responsibility for the social and environmental impact of their supply chains. It was founded in 2016 by four software veterans, who had personally seen the devastating effects of the fashion industry supply chains on their local environment and community in Coimbatore, India, and set out to fundamentally change the way fashion is produced and consumed around the globe.

Headquartered in Stockholm with offices in Coimbatore, India; TrusTrace is uniquely positioned to be a one-stop platform for brands aiming to solve major challenges of sustainability, compliance and transparency in the supply chains. Stockholm provides access to the pioneers in traceability in fashion, with whom the product is co-created, and Coimbatore provides deep insight into the fashion supply chain, and is a fast-growing major SaaS hub in India, providing access to the best talent in the industry.

TrusTrace currently has a portfolio of more than 40 customers, including well-known brand and sustainability leaders like Adidas, Fjällräven, Filippa K, Decathlon, Coop, ETAM and ba&sh. It recently closed a \$6 million Series A to accelerate international expansion and help even more fashion brands in the transformation towards more sustainable supply chains.

The Solution

TrusTrace works on four different pillars to achieve end-to-end, actionable transparency. The further you go through the pillars, the more detailed and actionable the data, and the easier it is to manage compliance, supply chain risk, footprint calculations, product claims and communicating easily and credibly with consumers about product origin and impact.

1. **Traceability** provides a full view of their entire supply chain in a single place, allowing users to identify and analyze suppliers across tiers to ensure that sustainability standards are met, managed and enhanced. You can record and verify third-party audits and custom assessments to ensure supplier compliance to your unique criteria
2. **LoT Traceability** moves beyond 'just' mapping the supply chain for even greater control. It traces each batch of products from raw materials to finished goods, providing all data necessary for proof of compliance or sustainability claims. You can record material movements and transaction certificates to ensure material integrity in your supply chain
3. **Footprint & Compliance** automates the compliance checks of your products, making it effortless to meet your sustainability criteria and work towards continuous improvement. With verified data in place, you can confidently share it with consumers.
4. **Sustainable Retailing** helps retailers to transparently share product sustainability footprint and nudge customers to choose products with better sustainability performance. It also helps retailers to work with their suppliers to source more sustainable products

The Technology

The TrusTrace platform is built on AI, Blockchain and BOTS. Through its open architecture, the platform integrates seamlessly with retailer, manufacturer and supplier systems, as well as those of 3rd parties such as certification agencies, lifecycle datasets and other sustainability solution providers. With more than 8,000 suppliers, 250,000 products and over \$12 billion worth of goods tracked on the platform, TrusTrace is a business-critical platform for companies who see sustainability not just as a passing fad but fundamental to their DNA.

What Makes TrusTrace Different?

What makes TrusTrace's approach different to the other traceability SaaS providers out there?

While we may all seem the same, we stand out in three ways. One is that we are built for the scale of ultra-large and complex supply chains. There are other companies that focus on the same traceability aspect, but many of those have a lot of manual processes, and no one is able to manage the depth of data that TrusTrace has. This means that brands and retailers can fully understand and provide evidence for each step of the supply chain, simplifying and enabling everything from compliance, risk management and footprint calculations to claims support and communicating easily and credibly with consumers about product origin and impact.

Secondly, a lot of traceability solutions focus on just one piece of the puzzle, like naming suppliers or tracking each part of the chain. There are others that deliver on more, but focus exclusively on small and medium-sized brands. TrusTrace provides a connected ecosystem of key stakeholders across the industry such as brands and retailers, suppliers, certifying bodies, lifecycle datasets and other sustainability solution providers. You can do comprehensive deep dives into supply chains of all sizes. It's truly a one-stop-shop for all traceability and transparency needs.

Third, and linked to the first part about scale, is the ease of implementation. Large and ultra-complex supply chains have hundreds of thousands of data points, which are often sitting in existing systems, but stored in a number of formats like excel sheets and pdfs. Achieving comprehensive transparency in those cases requires technology that can take what already exists and automatically add it into the platform, as manually doing so would be far too time and resource intensive; not only for the retailer but for all of their suppliers. The TrusTrace platform does exactly that, which is unique. And the specific focus on food and fashion industries also means that we understand their specific challenges and can provide tailor made solutions better than those that cater to a broader audience.

A fourth difference, not in approach but in the motivation for starting the company is the personal experience the founders have from seeing the effects of unsustainable supply chains in their local communities. What started as grass-root actions to de-pollute the river in Coimbatore, a southern city of India, has now turned into a market leading platform that is fueling some of the most ambitious traceability programs in the world.

What's the rationale behind integrating with other platforms?

We believe that fundamental, structural change can only be achieved through industry-wide collaboration and having high quality data. That's why we connect stakeholders throughout the ecosystem in one central platform. Having too many solutions and systems would mean that valuable time is lost updating several systems and trying to calibrate between different ways of measuring. This time should be spent fixing the real challenge; creating real, deep and verified transparency and giving brands, retailers and suppliers a baseline from which to create positive change. It's a win-win for all involved, and we are thankful to have great and ambitious relationships with our customers, suppliers and ecosystem partners.

Recognition

TruTrace has received significant international attention and has or is participating in several international accelerator programs, notably LVMH (FR), Retail Plug & Play (FR), Fashion for Good (NL), Bloomer (SE) as well as the Tillvaxtverkets Access Germany and Access US programs. The company has also received numerous awards within sustainability, including the Nordea Social Impact Award (2019), the Loomish award (2020), and latest the Solar Impulse label (2021) which is given only to companies which adhere to the highest standards in sustainability and circular economy.