

# Sign up for TraceBale:

## A comprehensive traceability solution for your supply chain

### What is TraceBale?

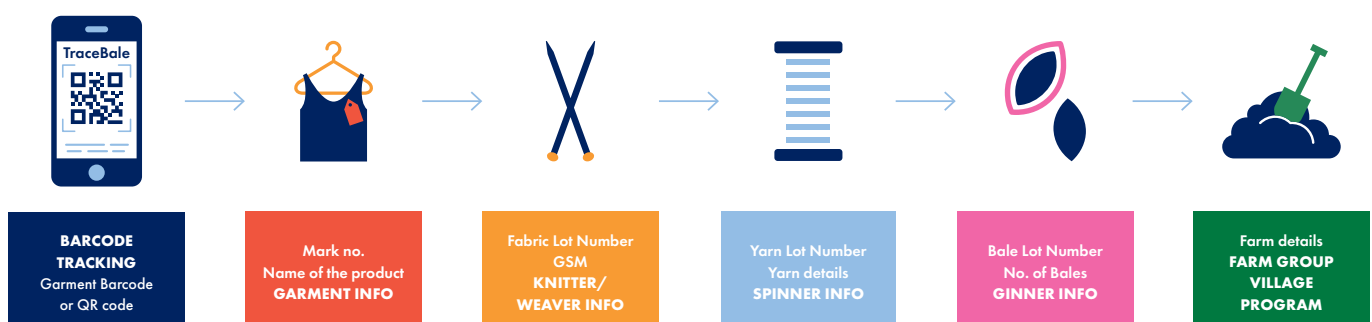
CottonConnect's bespoke, software tool, **TraceBale**, is a traceability platform, customisable to a retailer's supply chain mapping needs, that creates robust, resilient and traceable cotton and raw material supply chains.

Based on 'bottom-up' data gathering, TraceBale provides visibility of the whole cotton journey from farm group to finished product - including the difficult-to-track last mile from farm to ginners to spinner. It includes the profiles of the processors who have handled the material throughout, so a brand can see where their products come from.

TraceBale is helping retailers get to know their supply chains in order to target sustainability improvements and validate claims about products and practices that they communicate to customers.

### Benefits of TraceBale

- Farm land and production information captured 'on the field' and entered into TraceBale.
- Segregation-based platform
- Regular data intake at farm and gin provides real-time availability of seed cotton and lint.
- Bale tracking back to farm group level through unique IDs.
- Every transaction at every stage is recorded.
- System monitors loss percentage at every stage.
- Interacts with other platforms and data sources ensuring flexibility and access.
- Data is updated in real time.



# Why work with TraceBale ?

## FOR BRANDS AND RETAILERS

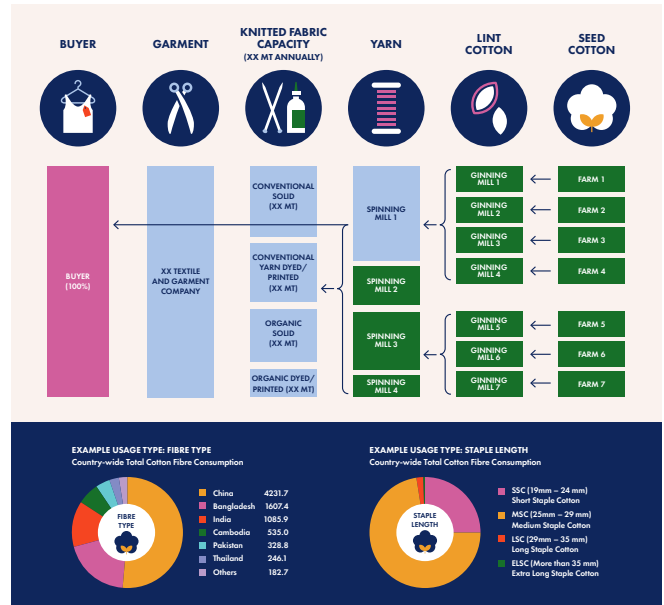
- Get to know your supply chain.
- Trace garments back from Tier 1 suppliers all the way to the farm, helping you connect with producers along the supply chain.
- Secures primary data – place of origin and place of manufacturing.
- Supports accurate product documentation.
- Improves supply management and risk management, and minimise waste.
- Helps you target sustainability improvements and uphold claims on garments, on products, at POS, online and in store.

## FOR SUPPLIERS AND PARTNERS

- Builds traceability and transparency of textile supply chains to increase trust and secure supply.
- Improves supply chain management with production update at each stage – gin, spin, knit/weave and garment.
- Helps planning and management of orders.
- Ensures support and improvement programmes are targeted to maximise effectiveness.

## FOR FARMERS

- Easy clear registration and accessibility on mobile and online.
- Supports transition to greener farming.
- Targeted improvements and training can increase productivity.
- Can support get better access to markets and services like finance and education.



Supply chain mapping example

## FOR CONSUMERS

- QR code takes the shopper right to the source of the sustainable cotton used in the garment.
- Enables informed and transparent purchasing.
- Increases trust in claims and the brand.

## ABOUT COTTONCONNECT

- Award-winning proven approach to improving supply of sustainable cotton since 2013.
- In-depth understanding of the cotton production, procurement and manufacturing process.
- Relationships with all links in the chain in order to trace garments back from Tier 1 suppliers all the way to the farm.
- Dedicated supply chain specialists in key cotton origin markets, India, Pakistan, China, Bangladesh, Egypt, Turkey.

## Why now?

With more and more regulations coming from the EU and the US, there is pressure on brands to ensure compliance. Make the investment in traceability now, to future-proof your businesses. Establishing cycles of data that can be benchmarked and compared can take three to four years.

## Data capture takes time. Invest now for the future.

For more information visit [www.cottonconnect.org/traceability](http://www.cottonconnect.org/traceability) Talk to our team about a demonstration. Contact Pramod Sonune at [pramod.sonune@cottonconnect.org](mailto:pramod.sonune@cottonconnect.org)



CottonConnect is a company with a social purpose to re-imagine the cotton supply chains and help textile producers and farmers enjoy better livelihoods.

[www.cottonconnect.org](http://www.cottonconnect.org) • [info@cottonconnect.org](mailto:info@cottonconnect.org)

Information correct at April 2023. TraceBale was launched in 2017 ©2023 CottonConnect