

Sign up for TraceBale:

A robust traceability solution for your supply chain

What is TraceBale?

TraceBale, CottonConnect's bespoke software tool, is a traceability platform that can be customised to a retailer's supply chain mapping needs, providing greater visibility and support for building more resilient raw material supply chains.

Based on 'bottom-up' data gathering, TraceBale provides visibility into the cotton supply chain, from farm group level through to the finished product, including the last-mile journey from farms to ginners to spinners. It includes the profiles of the processors involved, allowing brands to better understand where their products come from.

TraceBale helps retailers gain greater visibility into their supply chains supporting their sustainability efforts and enabling them to substantiate claims about products and practices communicated to the 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.
- Transactions at every key stage are recorded.
- System monitors loss percentage at every key stage.
- Interacts with other platforms and data sources offering flexibility and access where possible.
- Data is updated in near real time.



580,000
farmers registered



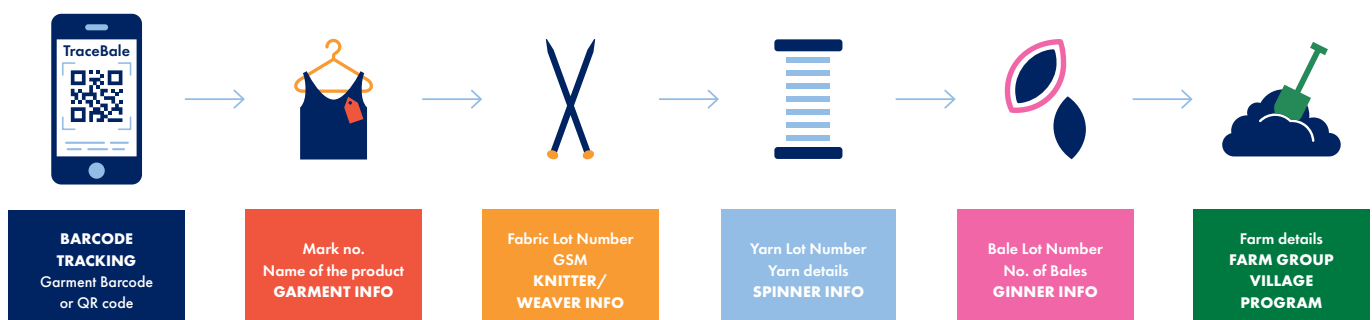
Equivalent of **1.77 billion***
t-shirts mapped
(*Equivalent to lint produced and managed)



18 retailers on board



Over **593,473.68 MT**
of sustainable cotton processed
(Lint cotton produced and managed)



Why work with TraceBale ?

FOR BRANDS AND RETAILERS

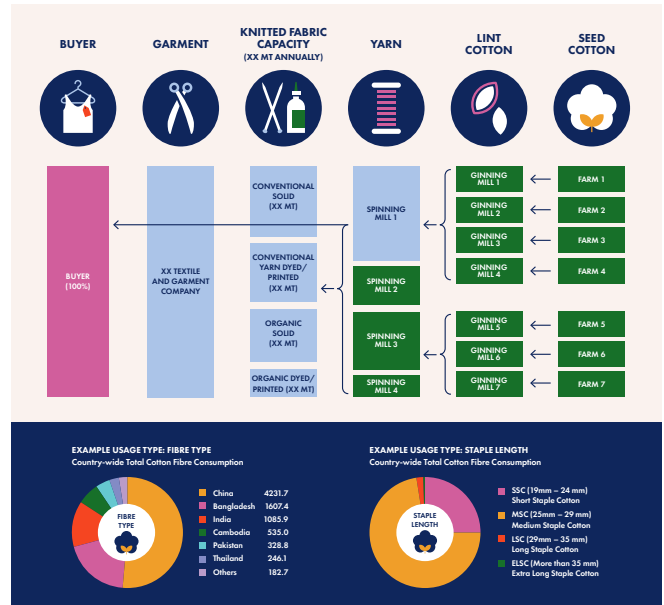
- Gain greater visibility into your supply chain.
- Trace garments back from Tier 1 suppliers to earlier stages in the supply chain, helping you connect with the producers along the supply chain.
- Secures primary data – place of origin and place of manufacturing.
- Supports product documentation.
- Enhance supply chain and risk management, and minimise waste.
- Supports your sustainability efforts and uphold claims on garments, on products, at POS, online and in store.

FOR SUPPLIERS AND PARTNERS

- Helps builds traceability and transparency of textile supply chains, supporting trust and secure supply.
- Enhance supply chain and risk management, and minimise waste.
- Helps planning and management of orders.
- Provides support and improvement programmes targeted to enhance effectiveness.

FOR FARM GROUPS

- Easy clear registration and accessibility on mobile and online.
- Supports transition to greener farming.
- Targeted improvements and training can help increase productivity.
- Can support in getting better access to markets 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.
- Supports 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, Turkiye.

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.tracebale.com

Talk to our team about a demonstration.

Contact Pramod Sonune at pramod.sonune@cottonconnect.org



CottonConnect's purpose is to reimagine cotton supply chains in order to help textile producers and farmers enjoy better livelihoods.

www.cottonconnect.org • info@cottonconnect.org

Information correct at Aug 2024. TraceBale was launched in 2017 ©2024 CottonConnect