tex.tracer

Lead with transparency

Why primary source data is key to authenticated transparency, streamlined operations, and trust.

● Why supply chain transparency is a critical business need

Today's global supply chains are under growing scrutiny. Brands are facing mounting pressure from regulators, conscious consumers, and investors to **back up sustainability claims with authenticated proof**. However, many still rely on outdated processes that fall short in addressing the complexity of modern supply chains.

It's no longer enough to know your tier 1 suppliers. true transparency means having a clear view of every tier, **from raw material to end product**. By leading with authenticated claims, brands can move beyond compliance to build lasting trust, and secure their place as industry leaders.

Raw material — Ginning — Spinning

Confectioning — Dyeing — Knitting

Packing — Warehousing — ⊕

● The power of primary source data

Primary source data is collected directly from the people and processes within your supply chain. It's not based on estimates or industry averages, but on real, traceable information from your value chain partners. On the tex.tracer platform, this data is authenticated through **digital handshakes**, timestamps, geolocation checks, and **blockchain notarisation**, ensuring its integrity every step of the way.

By contrast, secondary data, often found in spreadsheets or outdated software, carries significant limitations:

- Lacks scalability across global, multi-tier supply chains

- Prone to manual entry errors and versioning issues

- Delivers static snapshots instead of real-time insights

- Discourages active value chain partner participation

- Leads to unreliable reporting, eroding stakeholder trust

With **primary source data**, you can:

- Prove sustainability and ESG claims with confidence
- Align with regulatory requirements like CSRD, EUDR, and DPP
- Identify and act on risks across all tiers
- Build a resilient, future-proof value chain

Choose wisely. Choose primary source data. Choose tex.tracer

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	Spreadsheets
✅ Authenticated primary source data	❌ Manual entry errors & versioning issues
✅ Digital handshakes, geolocation & blockchain-backed	❌ Not scalable for multi-tier supply chains
✅ Real-time insights & dashboards	❌ Only static snapshots, no real-time updates
✅ Engages all supply chain partners	❌ Low supplier engagement
✅ Compliance-ready (DPP, CSRD, EUDR, etc.)	❌ Unreliable reporting

Learn how primary source data powers transparent supply chains

The tex.tracer platform

Transform your supply chain with tex.tracer. Our platform enables brands and retailers to map, analyse, and improve their value chains with confidence. Whether you're aiming to comply with upcoming EU regulations or build trust with conscious consumers, tex.tracer gives you the tools to lead with transparency.
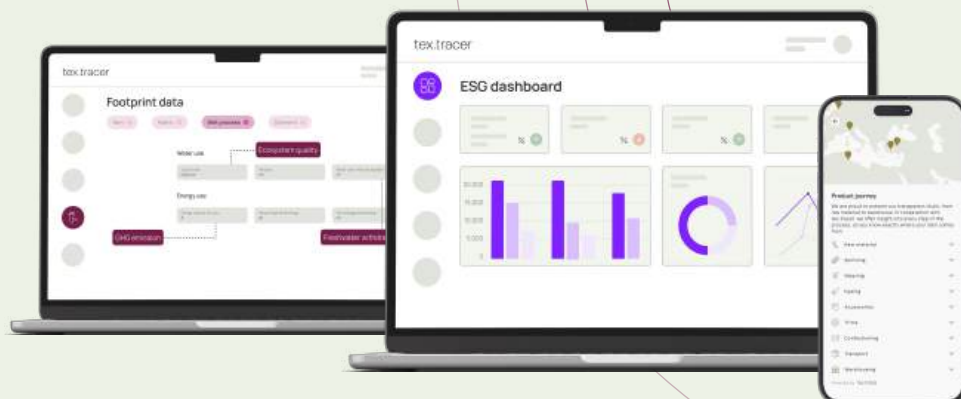
Supply chain mapping

Trace every tier, from finished product down to raw materials, with an intuitive mapping interface that engages your supply chain partners directly.

ESG risk analysis and performance

Get real-time insights into environmental and social performance indicators. Proactively identify risks and improvement areas across your supply chain.

Footprint and LCA automation

Automate the collection of environmental footprint data and connect with partners like bAwear to power your Life Cycle Assessments with verified data.

Digital Product Passport (DPP) + webshop plugin

Seamlessly integrate DPPs into your product pages using our ready-to-use plugin and showcase authenticated data to your customers and stakeholders.

Integrations with PLM, ERP, and webshop systems

Save time and reduce manual work with native integrations that connect tex.tracer to your existing tech stack, from product design to point of sale.

Benefits:

Primary source data

De-risk your business by making educated decisions based on primary source data.
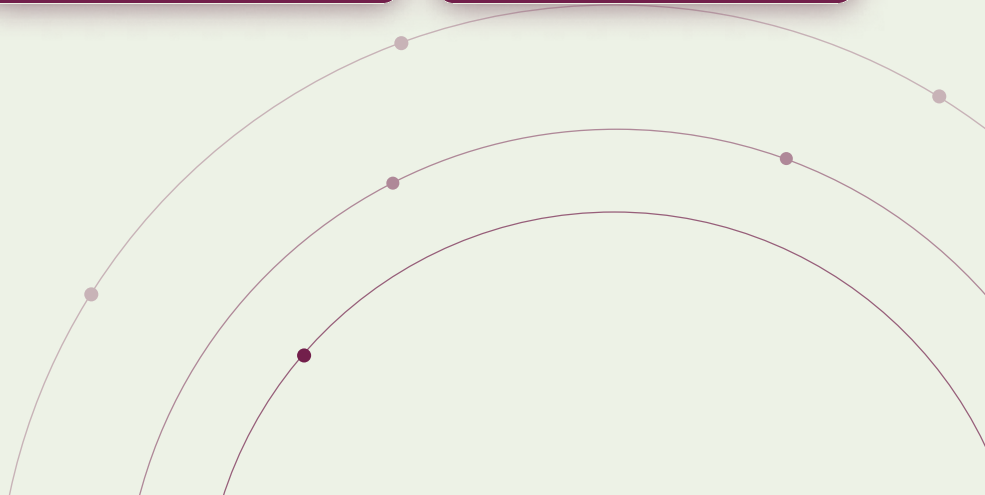
Compliance

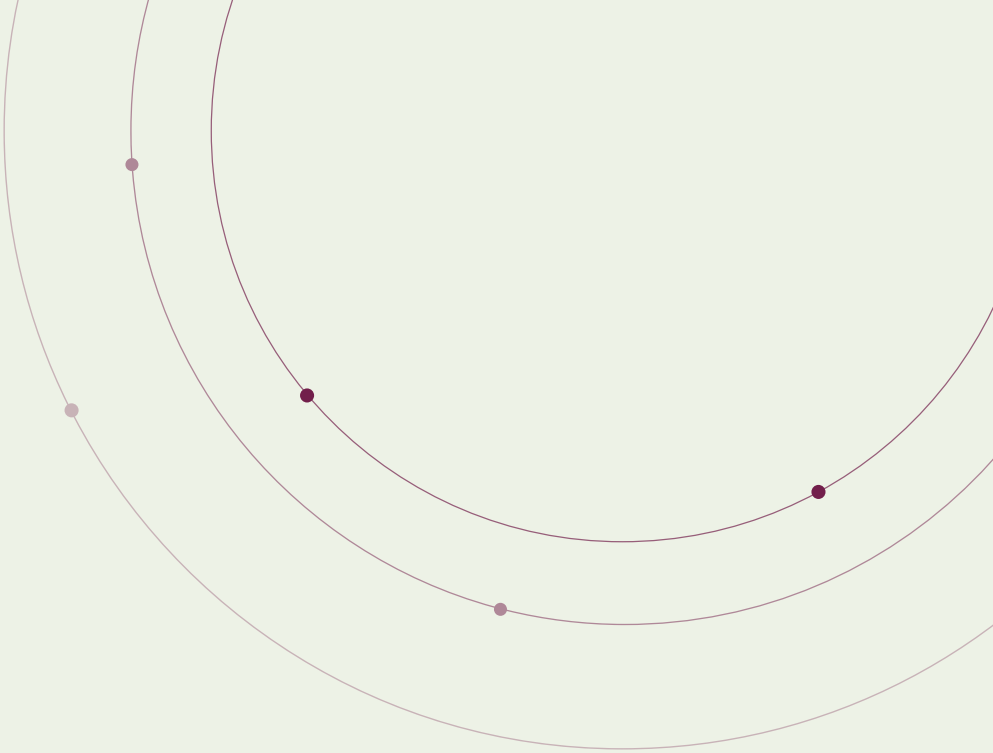Streamline operations and collect environmental and social product and facility data for compliance.

Trust

Build trust by communicating authenticated supply chain data with your end-consumer.

Future-proof your supply chain

The transparency revolution isn't coming, it's already here. As regulatory frameworks tighten and consumer expectations grow, brands that act now will lead tomorrow. Brands that lead will reap the rewards, those that lag, risk being left behind.

Are you ready to lead with trust and transparency?

Book a free demo today   Visit tex-tracer.com