



tex.tracer

Client case

Wibra

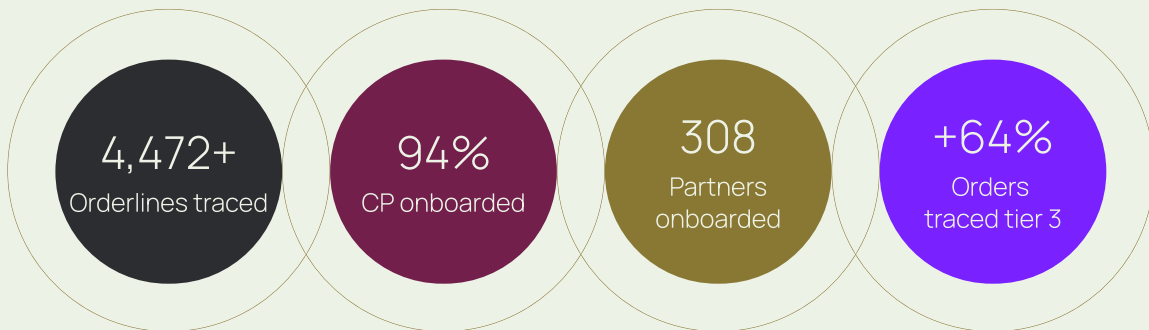


A seamless path to transparency

Wibra is a volume retailer with a product assortment spanning textiles and non-textiles, sourced across Bangladesh, India, and China. Full value chain transparency across that complexity means managing multiple product categories, multiple sourcing regions, and multiple regulatory obligations simultaneously. For Wibra, authenticated value chain data is not just a compliance requirement. It is the foundation for a responsible and resilient business that can continue to offer affordable products that households rely on.

The impact

With 4,472 orderlines traced, Wibra is building authenticated traceability at scale. 94% of their contractual partners are onboarded, reflecting strong value chain engagement and effective collaboration between Wibra and its direct partners. The remaining percentage is linked to newly invited non-textile partners, currently in the onboarding process. 64% of orderlines have been traced to Tier 3, supported by a network of 308 onboarded value chain partners. These numbers confirm that Wibra's transparency efforts extend beyond direct suppliers further into the value chain.



Each data point is submitted directly by the value chain partner responsible for that production step. Company and facility data is time and geolocation stamped to confirm authenticity, peer-to-peer validated, and notarised on blockchain. Evidence documents are linked to specific products, making the data verifiable and actionable across every team that relies on it.



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The complexity behind the numbers

Wibra's product range spans textiles and non-textiles, sourced across multiple regions, with value chain partners whose obligations and data requirements differ depending on what they produce and where.



“As a discount retailer, we want to take steps to improve our supply chain both on environmental as well as on social aspects. Everything starts with supply chain transparency and this is why we invest in automating the data collection.”

- Hayley d'Hollosy, CSR Manager at Wibra

As Wibra embarked on the journey towards supply chain insights with tex.tracer, the company started with textiles and is expanding towards all product categories. The process differs between textile and non-textile products, but the principle remains the same: each value chain partner submits data directly into the platform, from facility information to production process data, certificates, and ESG assessments.

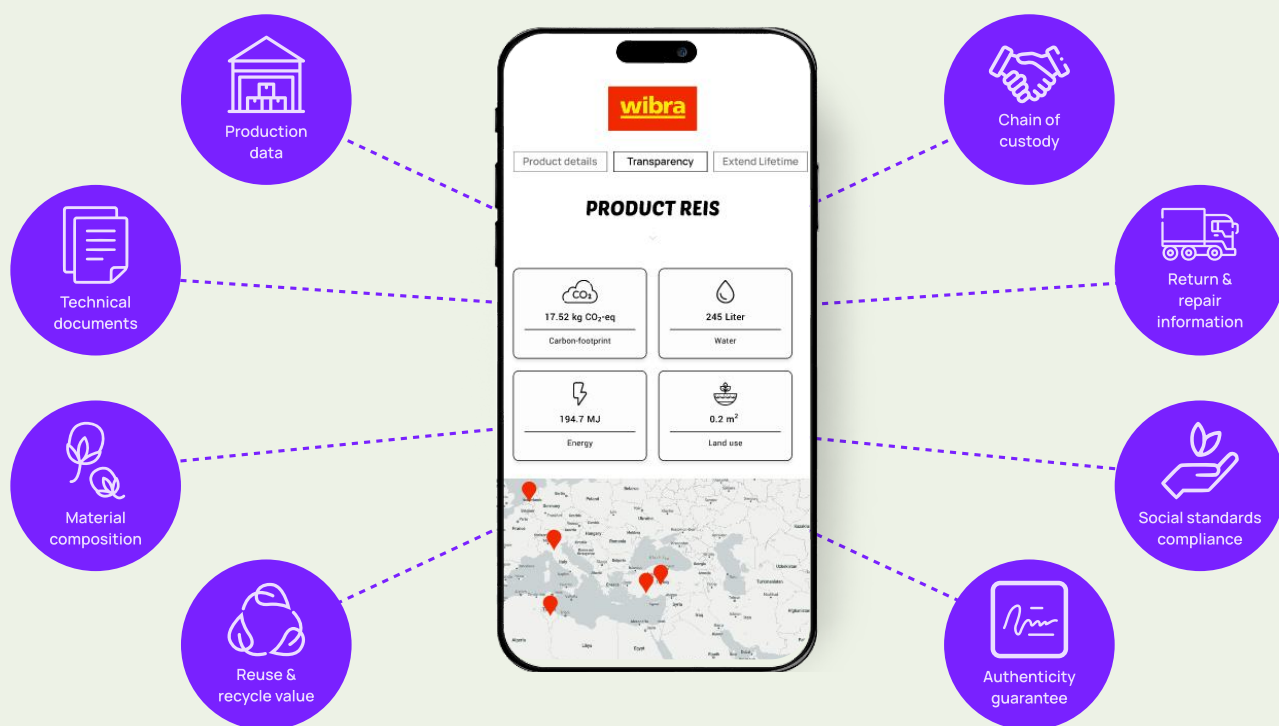


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The result of this focus on collecting authenticated primary source data is not just better data. It is confidence. The [Corporate Sustainability Reporting Directive](#) (CSRD) requires authenticated ESG data. The [Corporate Sustainability Due Diligence Directive](#) (CSDDD) asks for verified facility-level insight. The [Ecodesign for Sustainable Products Regulation](#) (ESPR) requires product-level proof. Wibra is building that foundation now, on authenticated primary source data, collected at every tier, notarised on blockchain. At scale.

Getting ready for the Digital Product Passport (DPP)

Wibra's Digital Product Passport (DPP) for textiles is in preparation. Under ESPR, a compliant DPP must contain material composition, origin and production data, carbon and environmental footprint, durability and repairability information, and end-of-life guidance. The EU DPP registry is estimated to be in place by July 2026, with practical compliance for textiles expected from 2028 onwards as delegated acts are finalised.



The authenticated primary source data Wibra is collecting now is the foundation a compliant DPP is built on. A DPP populated with estimated or self-declared data will not meet ESPR's technical requirements. A DPP built on authenticated primary source data, collected at product level and notarised on blockchain, is proof and meets the requirements.

A resilient value chain

Wibra is not waiting for regulation to force the question. Their data foundation is being built now, across every product category, because a resilient value chain is not a compliance outcome. It is a business decision. Jeroen Markink, Director Procurement and Merchandising at Wibra confirms: "tex.tracer enables Wibra to meet regulatory requirements, whilst reducing the workload of our CSR and buying teams. And allows us to communicate with confidence, so our customers know they can rely on us."

Compliance is the minimum. This is what moving beyond compliance looks like.



tex.tracer

Future-proof your value chain

Book a session to learn more about tex.tracer and start acting based on facts.

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