

.TRACY.

Empowering Trust Through Traceability

Innovative solutions for transparent and sustainable product journeys.

TRACY delivers a patented physical marking and tracing solution to ensure product origin, traceability and authenticity along the entire supply chain of commodities and products.

Tracy is an innovative solution that incorporates an element-level tracer in extremely small quantities, detectable with specialized equipment. This cutting-edge technology ensures unparalleled traceability, enabling the tracking, securing, and authenticating of products throughout their entire lifecycle.

Luxury materials and valuable products

(precious metals, leather, high-value polymers, diamonds, ceramic, etc.)

The luxury market is one of the most challenging in terms of innovation and the creation of valuable products. Consumer trends, limited natural resources, new materials, and stricter regulations (such as CSR) have compelled the luxury market to adopt rigorous rules in handling the origin of materials, traceability, and authenticity.

Methodology

Patented Traceability Technology

Our patented traceability technologies based on atoms (elementary/isotopic solution) can be applied to any material with a personalized implementation, ensuring a robust and sustainable solution.

Each material is processed and regulated through a specific supply chain:

- Precious metals used in jewelry
- Leather used in bags, shoes, belts, watches, and bracelets
- Ceramic
- Diamonds
- Polymers and textiles

After an initial assessment, our marking solution will be integrated from the most upstream to the most downstream stages. For some supply chains, we've innovated new techniques to ensure the successful exploitation of our traceability technologies.



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Results

Targeted Business Issues and Challenges

- **Provide the true local origin of materials**, including where they have been extracted, manufactured, or recycled (such as precious metals and certain plant-based materials).
- **Facilitate verification of material/product origin**, ensuring labor rights and fair trade practices. Our unique markers will identify the location where the work occurs.
- **Measure low percentages of material dilution at any stage of the supply chain**, identifying mixed materials from different origins.
- **Detect counterfeit products through material analysis or direct product reading**, utilizing a unique code physically integrated into the material.
- **Strengthen current traceability/authenticity schemes** by adding a physical fingerprint that is immutable over time. This protects the brand, even after products are sold in second-hand markets.
- **Ensure product specifications are respected throughout the supply chain**, with verification at any stage to check for the presence of one or multiple unique markers.

Client Benefit

Enhancing the Traceability Framework

Our physical traceability is considered the «missing link» of blockchain technology, offering a hash code that can be verified at any stage of the supply chain. As traceability becomes a commodity, it's crucial for companies to rely on robust and evolving solutions for both the present and future.

Our traceability technology, based on atoms (elementary and isotopic), is already present in the material, offering scalability according to the client's business needs.