

## TRANSPARENCY INTO SILK PRODUCTION



Haelixa

## TRUDEL INNOVATION

### FULL SILK TRACEABILITY FROM RAW MATERIAL TO FINAL PRODUCT

Trudel Group, the worldwide market leader for sustainable organic and recycled silk products has partnered with Haelixa, the leading company for physical traceability solutions. This collaboration will bring traceability and transparency to silk production, providing consumers with peace of mind and assurance of the ethical practices used in making their products.

"Trudel's partnership with Haelixa marks a milestone for our sustainability strategy. Ensuring full traceability and transparency along the whole silk production chain is a key requirement from our customers and their consumers," commented Riccardo Pfenninger-Fabro, President of Trudel Group.

Trudel and Haelixa are collaborating to improve silk's robust and consistent traceability. As the demand for validation of the silk value chain increases, they have partnered with groups from Italy and Asia to develop a unique solution that uses DNA markers to trace the entire supply chain of silk production.

The partnership between Trudel and Haelixa is a significant step towards promoting best practices for luxury brands. By providing full traceability, consumers can make informed choices about the products they purchase while supporting companies like Trudel and highlighting ethical supply chains. This relationship is a testament to Trudel's dedication to sustainability and sets a new standard for the industry.

The cocoons and silk fibers are marked with a specific DNA per producer at origin. Throughout the supply chain, samples of yarn, fabrics, and finished products undergo testing to verify the presence of original silk fibers. Based on the reporting, the brand can trace the finished accessories or garments to the selected factory.

"The work with Trudel represents a significant step in the provenance of their silk," said Gediminas Mikutis, CTO of Haelixa. "Trudel's deep know-how of the silk value chains and commitment to innovation drives the future of the silk industry." Using Haelixa's advanced solution, Trudel provides consumers with detailed information about the origin and circularity of the silk they purchase.

The collaboration between Haelixa and Trudel showcases their shared dedication to monitoring and verifying every supply chain step. It gives luxury brands the power to choose the most transparent and sustainable materials for their fashion houses.

