

# TexTrace to Speak at Global Secure Summit in Amsterdam

*Advanced technology supplier to the apparel industry will present expertise on RFID technology for brand authentication*

AMSTERDAM, THE NETHERLANDS, October 3, 2013 /EINPresswire.com/ -- TexTrace AG, a pioneer in advanced technology for the apparel industry, will present at the fourth annual [Global Secure Summit](#) taking place October 2-4 in Amsterdam.

The Global Secure Summit offers a complete approach to [brand protection](#) by focusing on the key elements of a leading-edge protection strategy, such as the TexTrace radio frequency identification ([RFID](#)) brand tracking solution. TexTrace delivers a unique solution that discreetly incorporates RFID technology into an apparel manufacturer's woven brand label, offering secure protection with the same look and feel that consumers know and trust.



Sybille Korrodi, Head of Marketing  
TexTrace

A company's brand is its most valuable asset, and brand protection is a growing problem worldwide. During the Global Secure Summit, Sybille Korrodi, Head of Marketing for TexTrace, will speak on the topic "Woven brand labels with built-in RFID - Beyond brand protection" from 3:30-4:00 p.m. on October 4, 2013.

"We are pleased to have the opportunity to share our expertise with the prestigious group convening at the Global Secure Summit," said Sybille Korrodi, Head of Marketing, TexTrace AG. "Based on our expertise as a technology supplier to apparel manufacturers, we have developed a reliable solution for brand protection that is tailor made for the fashion industry."

## About TexTrace

TexTrace AG, located in Frick, Switzerland, is a leader in innovative processes and components for manufacturing reliable, high-quality textile RFID labels. TexTrace is a subsidiary of Jakob Muller Holding AG, inventor of the first machines for zipper and Velcro production, and a pioneer in technology for the ribbon and narrow fabric industry since 1887. Jakob Muller is the global market leader with a worldwide sales and service network.



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*Sybille Korrodi*

Press release courtesy of Online PR Media:

<http://bit.ly/1c9rStz>

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