

Empowering Consumers through Transparency and Traceability

Need for Transparency and Traceability

Today, consumers are becoming sustainability conscious and want to know more about the sourcing and sustainability aspects of the product they buy. Amidst various sustainability claims made by brands, currently, the consumers do not have sufficient information on sustainability credentials of the product to help them make informed purchasing decisions. Hence, it is important for brands and their supply chain partners to provide transparency about their sourcing practices and sustainability of the product.

Brands want to ensure that the products they order for their garments are made using sustainable materials, respecting human rights, and do not violate the principles of sustainability. In a complex and long process, with limited visibility beyond tier 1 and tier 2, brands find it difficult to implement their sustainable sourcing and human rights policies.

In the viscose industry, wood from sustainable forests goes through a complex chain, from pulp production, fibre processing viz. spinning, weaving/knitting, wet processing, garmenting, to distribution, before becoming a fashion product. This long textile value chain is mostly unorganised and spread out. It is mostly opaque to the retailers and their consumers on how a fibre has changed hands in the entire supply chain from spinner, fabricator, processor to apparel manufacturer. Only a comprehensive and robust traceability tool designed to handle all complexities of textile processes can provide reliable transparency and traceability that brands and consumers are looking at today.

Traceability helps provide information related to social or environmental issues or risks in the supply chain. It can be a tool to improve for all stakeholders. Global brands are shifting their portfolios to fibres with established credentials so that consumers are not only aware of new fashion, but also well informed about the origins and sustainability credentials of the garment they are buying. The traceability tool also helps the brands to do data analytics for improving the efficiency of the supply chain. This article describes aspects related to transparency and traceability and how the GreenTrack™ tool can provide a one-stop solution to all these problems.

Traceability Solution by Birla Cellulose – GreenTrack™

Being a leading supplier of viscose fibre to global textile manufacturers, Birla Cellulose understands the importance of transparency and traceability. Through our pioneering platform GreenTrack™, based on blockchain technology, Birla Cellulose along with their value chain partners provide transparency for the entire journey of cellulose from a well-certified forest to the consumer's hands on a 'live' basis. This ensures that brands/consumers are able to verify that their sourcing is not from Ancient and Endangered forests or High Conservation Value forests, fulfilling the requirements set by global forestry conservation not-for-profit Canopy.

“Birla Cellulose is amongst the first to launch this comprehensive and state-of-the-art blockchain-enabled traceability solution for the textile industry”, said Mr. Dilip Gaur, Business Director of Birla Cellulose. He added, “The entire material journey for their choice of garments is available to consumers through a simple scan of QR Code.”

Providing top-notch technology solutions for better integration of business partners is important for Birla Cellulose, and its blockchain traceability platform is a powerful tool for global brands to communicate their sustainability story to end consumers. The blockchain-enabled traceability solution platform is designed to

provide secure provenance tracking in real-time, enabling effective inventory control, transparency of value chain, and order planning for global fashion brands.

Besides ease of navigation and operation, it is scalable with capability of tracking unlimited transactions across product types, geographies, and supply chain partners. GreenTrack™ is currently being applied by many leading global brands at no additional cost to them or their supply chain partners. The brand orders are fulfilled by supply chains across geographies. This unique platform handles thousands of ‘live’ transactions with a potential to reach millions of consumers across the globe.



Uniqueness of this Solution

GreenTrack™ platform is the only end-to-end traceability solution in the industry – from forest to fashion. It is user-friendly with ease of navigation and a high-speed technology interface. All information is highly encrypted, and the complete cellulosic journey is visible ‘live’ to brands only, for their own orders. This journey can be further shared by the brands with their consumers.

Additionally, value chain can share transaction certificates and quality certificates through the platform. Many value chain partners and brands are finding this platform valuable for keeping a track of their seasonal sourcing as well.

How do we Ensure our Traceability Package is Robust?

- Value Chain Traceability – GreenTrack™: Live mapping of the material journey is conducted from forest to fashion through every supply chain node
- Source Verification – Unique molecular additive inside the fibre is incorporated for source verification at any stage – fibre, yarn, fabric, and garment

Unique Advantages of the Birla Cellulose Traceability Solution

For Brands/Retailers

- Complete REAL-TIME traceability of orders in the value chain
- Showcasing FOREST to FASHION traceability to end consumers through unique QR code
- Complete information security and LIVE data verification
- Visibility of the entire supply chain for optimal partner selection
- Enhanced control over TATs due to real-time visibility of order status

For Value Chain

- REAL-TIME visibility on orders from buyers and shipments from suppliers
- Part of global supply chain for sustainable solutions –future-proofing of business
- Stronger relationships with brands and value chain partners – business growth potential
- Automated certificate generation for transaction authentication



Future Plans with GreenTrack™

A large number of brands are already discovering the benefits of implementing the GreenTrack™ tool in their textile value chain. Over the next 2-3 years, we expect all transactions of branded Birla Cellulose offerings to leverage this digital platform for the benefit of consumers and the entire value chain. Proposed value-added features like analytics, certifications, tagging, sustainability journey support, etc. will unlock further opportunities for our valued brands and supply chain partners.