

DataTraceDNA selected to provide tracing and authentication technology for luxury carpet brand

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DataTraceDNA has been selected by Verifi TT and Elders Primary Wool to provide tracing technology for new carpet brand “Just Shorn”. 10 year exclusive contract embeds DataTraceDNA® in the consumer market.

DataDot Technology Limited (ASX: DDT) is pleased to announce that its joint venture DataTraceDNA Pty. Limited’s global licensee for textile applications, VTT Marketing Limited, using the trade name Verifi TT™, has been selected by Elders Primary Wool New Zealand to authenticate sustainable luxury carpets destined for the US market.

Elders Primary Wool, equally owned by Elders New Zealand and Primary Wool Cooperative recently unveiled the Just Shorn brand at trade shows in Las Vegas USA. The exclusive 10 year license to Elders Primary Wool for use of Verifi TT™ is for the application of covert DataTraceDNA® textile signatures to genuine sustainable New Zealand wool carpet. The signatures are invisible and can only be identified using a portable digital reader, the Authenticator.

John Pettengill, executive director of VTT Marketing said “The sale represented a unique opportunity for New Zealand wool growers to differentiate their product and represented his company’s first commercial sale of the technology. As well as offering a unique opportunity to authenticate wool carpets the technology presents a high level of protection against counterfeiting. Counterfeiting within the fashion sector presents one of the largest challenges in global brand protection and Verifi TT™ has attracted substantial interest from leading companies promoting fashion clothing, bags and footwear. Three global brand leaders are currently evaluating Verifi TT™ for use in textiles to improve counterfeit protection and are expected to conclude commercial arrangements within the next three months.”

DataTraceDNA Pty. Limited. (DataTraceDNA) is a 50/50 joint venture between DDT and the CSIRO. Ben Bootle, Chief Executive Officer of DataTraceDNA, said “Together with Verifi TT, DataTraceDNA aims to ensure that high-quality, sustainable New Zealand wool can be instantly proven as genuine anywhere in the supply chain. Our invisible tracer technology is the most durable form of product protection and authentication available, and this collaboration paves the way for broader US market adoption.” Mr. Bootle added, “Verifi TT™ is an excellent example of how a new product concept can be developed by DataTraceDNA and commercialised by way of partnering. It’s also a strong endorsement of the ongoing market potential of the DataTraceDNA® technology”.

The Verifi TT/Elders Primary Wool deal is for the sale of sustainable New Zealand wool carpet to CCA Global Partners in the USA, generally regarded as the world’s largest carpet retailer. “Verifi TT will make available a powerful technology that provides us with the ability to maintain integrity in the value chain, and will give all participants the confidence that they are getting exactly the fibre and carpet that they are expecting” said Stu Chapman, Chairman, Elders Primary Wool.

“Woollen carpets generally retail for about the same price as their synthetic rivals but they account for only 2 per cent of the US market. Growing the US market share of woollen

carpets to only 3 per cent would use up New Zealand's entire strong-wool clip."

US legislation for sustainability certification makes it clear the onus is on the manufacturer to prove their product is genuine and can be proven to be sustainable. Entering the US market without the protection afforded by the Verifi TT™ system was simply not an option for Elders Primary Wool.

For more information, press only:

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