

TexTrace Partners with Keonn to Improve Retail Customer Experience

TexTrace woven RFID brand labels and Keonn interactive retail systems combine to create ultimate retail experience of the future

FRICK, SWITZERLAND, April 14, 2015 /EINPresswire.com/ -- Today [TexTrace](#), a pioneer in advanced technology for the apparel industry, announced that the company is collaborating with [Keonn](#) to bring advanced RFID systems for apparel retailers to the market.

TexTrace incorporates RFID technology into a woven brand label for accurate inventory tracking, seamless security and brand authentication. Together, the TexTrace [Woven RFID Brand Label](#) and Keonn's interactive retail systems create the ideal fashion retail experience of the future with a sophisticated product recommendation and cross-selling system enabled by item-level RFID technology.

As shoppers become more sophisticated and technologically savvy, customer retention is increasingly difficult. To overcome this challenge, more retailers are looking to interactive product displays and high-tech fitting rooms enabled by RFID to improve customer engagement. In fact, researchers have found that using RFID-based interactive systems can increase sales in retail stores by up to 30 percent.

The Keonn AdvanLook interactive retail display and AdvanFitting system for retail store fitting rooms work seamlessly with the TexTrace RFID brand label, identifying garments selected by customers in the store. This information can be used to allow the customer to request another size or color without leaving the fitting room, or by recommending complementary products for cross-selling.

"RFID has incredible ability to improve the customer shopping experience by enabling real-time customer-to-product interactions in the store," said Ramir De Porrata-Doria, CEO, Keonn. "The TexTrace woven RFID brand label is the perfect complement to Keonn's AdvanLook and AdvanFitting systems, creating a whole new level of customer experience, satisfaction and loyalty."

"RFID provides retailers with a secret weapon to not only streamline logistics, but also to improve the overall customer experience and build brand loyalty," said Sybille Korrodi, head of marketing for TexTrace. "Working together, TexTrace brand labels and Keonn interactive retail systems help

improve conversion rates at fitting rooms, recommend additional products, and increase overall retail sales."

Demonstrations of the TexTrace Woven RFID Brand Label and Keonn interactive product recommendation and cross-selling system will be on display at RFID Journal Live 2015, April 15-17 in San Diego, California. The TexTrace booth #927 will feature these technologies together in a fashion retail customer experience and brand protection application.

The AdvanFitting RFID-based 'smart fitting room' system will be on display in the Keonn booth, #930. Both the TexTrace booth and the Keonn booth are participating in the RFID Journal Live coolest demo contest, which Keonn has won twice in past years.

For more information on how TexTrace RFID technology improves customer experience, influences buying frequency and increases overall satisfaction, visit www.textrace.com/assets/docs/White-Paper_TexTrace_Customer-Experience.pdf.

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. For more information, visit: www.textrace.com.

About Keonn

Keonn Technologies, S.L., located in Barcelona, is a leader in innovative RFID hardware and software systems for the retail sector and other sectors, such as healthcare, libraries, industry and logistics. Keonn works with system integrators, who use Keonn products to provide a complete solution for end customers. For more information, please visit: www.keonn.com.

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Sybille Korrodi

TexTrace AG

+41 62 865 51 30

[email us here](#)

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