



TexTrace Announces New Advisory Board Members

Respected industry experts Thomas Beckmann and Jianhe Mao bring valuable insight and expertise to the TexTrace Advisory Board

FRICK, SWITZERLAND, June 25, 2015 /EINPresswire.com/ -- Today [TexTrace](#), a pioneer in advanced technology for the apparel industry, announced that two prestigious industry experts have recently joined the TexTrace Advisory Board.

Thomas Beckmann, Vice President of Group Supply Chain Management at [Charles Vögele](#), and Jianhe Mao, Managing Director of Unipec, are expected to make significant contributions to the future direction and vision of TexTrace. TexTrace led the advancement of RFID technology for the apparel industry with a [woven RFID brand label](#) that enables item-level RFID identification throughout the product's life cycle. The woven RFID brand label enables accurate inventory tracking, seamless security and authentication.

Thomas Beckmann and his team at Charles Vögele were among the first to implement an RFID pilot program from source to store at a vertical fashion retailer, which earned RFID Journal's "Best RFID Implementation Award" in 2009. Mr. Beckmann combines in-depth RFID expertise with a wealth of experience in the fashion industry, having previously held several executive positions at large fashion retail companies such as Esprit and Karstadt before joining the Swiss-based retailer Charles Vögele.

"I look forward to working with TexTrace's Advisory Board and leadership team to help grow TexTrace and revolutionize retail inventory management and the shopping experience for brands and suppliers around the world," said Beckmann.

Jianhe Mao has been managing industrial projects, consulting and developing business in the textile machinery industry for more than 20 years, as well as specializing in new technology ventures across a number of industries. With his deep knowledge of the Asian market, Mr. Mao has helped a great many European companies establish successful businesses in his native China. He has served as a long-term board member of TexTrace's parent company Jakob Müller, the global market leader in narrow fabric technology.

"We are pleased to welcome Thomas Beckmann and Jianhe Mao to the TexTrace Advisory Board," said Stephan Bühler, CEO, TexTrace. "Their insight and experience in the fashion and textile industry will be invaluable as we continue to grow the TexTrace RFID brand label technology."

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 Müller 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 Müller is the global market leader with a worldwide sales and service network. For more information, visit: www.textrace.com.

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Sybille Korrodi
TexTrace AG
+41 62 865 51 30
[email us here](#)

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