

# Annual TraceGains Customer Executive Advisory Board Meeting Yields Supply Chain Insights

*Support remains strong for international expansion and TraceGains Network*

WESTMINSTER, COLORADO, UNITED STATES, July 28, 2022

/EINPresswire.com/ -- The latest gathering of the [TraceGains](#) Customer Executive Advisory Board earlier this summer revealed enthusiastic support for the company's ongoing international expansion, particularly in the European Union and Latin America. The board also emphasized the growing demand for support in the Oceania region.



The TraceGains Customer Executive Advisory Board revealed enthusiastic support for the company's ongoing international expansion

Additionally, board members reinforced the certainty that brands continue to favor suppliers on [TraceGains Network](#) because those suppliers are operationally more efficiently, more accessible, and lend themselves to improved, meaningful collaboration and engagement.

“

We're fortunate to have representation from 11 global companies. The advice and camaraderie to better the network for the supply chain have been invaluable over the years.”  
*TraceGains CEO Gary Nowacki*

And as brands embrace increased consumer demand for more diverse and ESG-compliant products, they're finding it easier to locate and connect with like-minded suppliers. And this is just a part of a growing appreciation of ecosystem solutions that permit web service APIs to import information and documentation into their ERP and legacy PLM systems.

“The insight we glean from the industry leaders on our CEAB drive validates our roadmap,” VP of Product Development Greg Heartman explained. “We're responsive

to customer requests, and this year we've delivered increased global functionality, including regionally specific data needs, global alerting information relevant to a brand's supply chain, and expanded support for managing eco-manufactures and finished goods. In addition, TG now offers centralized and brand-specific views across their supply chain."

Some of the world's top brands sit on the TraceGains Customer Executive Advisory Board, representing more than \$45 billion in combined annual revenue.

"We're fortunate to have representation from 11 global companies," Gary Nowacki said. "The advice and camaraderie to better the network for the supply chain have been invaluable over the years...together, we make a positive impact. The difference these companies make has never been more apparent than this past year."

#### About TraceGains

TraceGains is revolutionizing CPG supply chain agility through an innovative Networked Ingredient Marketplace. The ability for businesses to seamlessly connect with partners through a networked marketplace is essential for collaborating to solve today's unprecedented supply chain challenges. Information about ingredients and supply chain partners flows instantly using intelligence and automation. Our patented PostOnce™ technology allows authorized stakeholders to share and receive vital information, precisely when, where, and how they need to operate efficiently and remain competitive. Through the power of a global network, supply chain agility is achievable.

Denis Storey

TraceGains, Inc.

+1 720-465-9437

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/582943313>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.