

## Current Fashion Industry Supply-Chain Conundrums

The ethical sourcing of raw materials and responsible manufacturing of textiles & products have become critical factors in the progression of the fashion industry. An increasingly product-conscious consumer base has contributed to the need for clothing companies to pay more attention to their sourcing and manufacturing. While individual consumer mindsets have a large impact on the state of the industry as a whole, participants at every level of the typical fashion supply-chain are experiencing issues with trust, corruption, and inefficiencies primarily related to sourcing, manufacturing, and distribution.

Growers and producers of fair trade and organic materials want to ensure that their products are being used ethically and responsibly. Likewise, responsible manufacturers need to protect their interests and validate the ethical sourcing of their raw materials. Of course, the contemporary end-user also demands unprecedented transparency into the entire history of their clothing or accessory item. Within these vast networks of raw material sourcing, textile manufacturing, clothes designing, and retail, keeping track of everything that goes into a product from point A-to-B is no easy feat. And at the end of the day, each participant along the fashion supply-chain holds separate interests. This becomes especially problematic when there is a lack of transparency & trackability within these systems.

## How SupplyBloc Solves These Issues

Our goal is to protect all participants in a global fashion supply-chain from potential areas of corruption, dishonesty, and inefficiency by providing complete transparency, unfettered tracking capabilities, and a unified system for transactions, interactions, and exchanges of all types. SupplyBloc Technology is achieving this goal by providing an API and SDK specifically designed to alleviate the headaches involved with supply-chain management within the fashion industry. Participants in these supply-chain networks will be able to create customized user-facing applications uniquely suited to their niche markets. Making ethical and efficient sourcing, production, and distribution decisions will be more achievable than ever.

Participants within a fashion supply-chain using SupplyBloc Technology can securely exchange data, facilitate transactions, and/or communicate needs with complete transparency and trackability using blockchain ledgers, smart contracts, and our application development platforms. The original source, all human interactions, and qualifications or regulatory compliances of all materials and/or products within the network will be immutably recorded and easily audited during every step of the end-product's life cycle. For example, every participant (from the Grower to the Consumer) can easily access a completely detailed chronology of the life of a t-shirt, from the sprouting of a cotton plant to the purchase of the product at a retail or resale location. This creates unparalleled trust and efficiency of information flow between all parties in a fashion supply-chain. With complete trackability & transparency, all exchanges, transactions, and interactions between individual participants inevitably become much smoother and easier to expedite.

