



AIGLE 1853

TRANSPARENCY AND VALUE CHAIN VISIBILITY AIGLE USES TILKAL TO ENSURE THE TRACEABILITY OF ITS TEXTILE AND FOOTWEAR PRODUCTS

AIGLE, an iconic French textile brand, embodies a seamless blend of timeless style and responsible commitment. True to its Aigle for Tomorrow strategy, **the brand places sustainability, traceability, and transparency at the forefront of its priorities.** This commitment reflects a dedication to offering customers high-quality products crafted with respect for the environment and human rights.

To achieve these ambitions, **AIGLE partnered with the Tilkal platform in 2022 to ensure production chain traceability and strengthen transparency for its customers.**

Through a lasting and adaptable collaboration centered on meeting the brand's needs, hundreds of textile and footwear models, including the iconic rubber boot, are now tracked by batch for every collection.

With this initiative, AIGLE pursues three key objectives:

- Ensure complete traceability of product manufacturing to better understand and manage its value chain.
- Gradually engage all suppliers, transforming them into partners dedicated to responsible sourcing.
- Stand out by providing total transparency across the value chain.

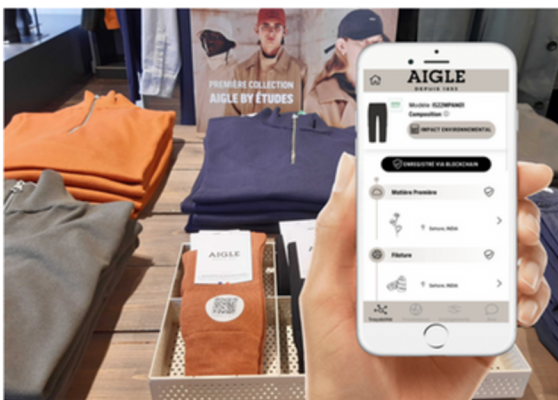
VISIBILITY INTO THE VALUE CHAIN: AGEC AND BEYOND

AIGLE's goal is to implement traceability that goes beyond the AGEC compliance requirements, which currently mandate the disclosure of the country of origin for spinning, knitting, and dyeing processes. This initiative aims to gain a deeper understanding of the value chain, improve sourcing, manage risks comprehensively, and solidify their CSR commitments with operational data.

With the Tilkal solution, AIGLE is gradually expanding and automating the scope of traceability data collection from an increasing number of suppliers beyond tier 1, while refining the quality of the collected data.

To achieve this, the brand's IT systems are interfaced via an API with the Tilkal platform for the automated sending of the reference data (products, components, and sites) and purchase orders.

On the supplier side, it is through the preconfigured forms for the textile sector and the automated data collection campaign tools provided by Tilkal that the data is gathered and directly integrated into the traceability platform.



THE IMPORTANCE OF TRACEABILITY IN TEXTILE SUPPLY CHAINS

Traceability has become a crucial pillar of modern supply chains, particularly in the textile industry. It ensures the transparency demanded by discerning consumers, while providing proof of ethical and sustainable sourcing. At the same time, it helps companies comply with increasingly strict regulations regarding forced labor and environmental impact, while mitigating legal risks. Finally, effective traceability optimizes operations by reducing waste, improving inventory management, and facilitating eco-design, contributing to a more responsible and efficient supply chain.

TANGIBLE BENEFITS FOR CONSUMERS AND THE BRAND

This initiative goes beyond regulatory transparency: **for the Fall-Winter 2024 collection, 176 product references featured a QR code on their labels, offering consumers a unique shopping experience.**

By scanning the label, consumers gain access to specific product information gathered through the Tilkal platform: its production journey, from the origin of raw materials to its placement on the shelves, as well as the associated CSR commitments.

This transparency enhances customer trust in AIGLE and sets the brand apart in a market that is increasingly focused on sustainability and ethics.

This project is fully aligned with AIGLE's vision of a future where style, sustainability, and ethics converge, allowing every consumer to make an informed and confident choice.



About AIGLE

Founded in France in 1853 with the design of rubber boots, AIGLE is an iconic French brand now distributed in 20 countries. The company has evolved into a "mission-driven" enterprise, committed to eco-design, biodiversity protection, and human welfare.

AIGLE employs over 1,400 people, with 583 based in France, particularly at its historic boot manufacturing site in Châtellerault. Under the leadership of CEO Sandrine Conseiller, the company has embarked on an ambitious CSR strategy through its POSITIVE IMPACT program, with the goal of reducing its carbon footprint by 46% by 2030.

About TILKAL

Tilkal is a supply chain traceability and transparency platform for Industry 4.0. The solution serves as the backbone of traceability data for renowned industrial players such as Petit Bateau, Eramet, Valrhona, and Longchamp. It enables them to assess sourcing risks, comply with regulatory requirements (e.g., EUDR, AGECA, forced labor), create Product Digital Passports, and verify their adherence to ESG commitments.

**Want to learn more?
Contact our experts!
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