SHOPTALK EUROPE

October 8–11, 2017 • Copenhagen

EON.ID

Countdown to Shoptalk Europe 2017:
Startup Pitch Series, Part 14— EON.ID

1) At the inaugural Shoptalk Europe conference, which will be held in Copenhagen October 8–11, FGRT Managing Director Deborah Weinswig will emcee a startup pitch competition between 15 innovative early-stage companies.

2) In this report, our 14th in a series of daily *Countdown to Shoptalk Europe 2017* reports, we profile EON.ID, which has created digital identification tags that enable retailers to intrinsically incorporate RFID into their products.

3) EON.ID's proposition is to attach an RFID thread, a digital "ingredients list" tag, to garments as they are manufactured, so that each one can be easily scanned and recycled at the end of its lifecycle.

4) The EON-ID thread would provide product identification information, including material, color, brand and recycling instructions, allowing retailers to track products throughout the product lifecycle.

Deborah Weinswig
Managing Director
FGRT
deborahweinswig@fung1937.com
US: 917.655.6790
HK: 852.6119.1779
CN: 86.186.1420.3016

Shoptalk Europe 2017
Shoptalk Europe, the inaugural European edition of the Shoptalk next-gen retail and e-commerce conference, is taking place in Copenhagen, Denmark, October 8–11 this year. The conference is expected to bring together 2,000 attendees and more than 220 speakers from across Europe and the rest of the world.

FGRT is partnering with Shoptalk Europe to host the startup pitch competition at the conference, having already hosted the competition at the US version of Shoptalk twice before. On October 11, FGRT Managing Director Deborah Weinswig will emcee the competition between 15 innovative early-stage companies, all of which have a significant presence in Europe. Each company will present its business to a panel of judges from the investment community to vie for two cash prizes. One winner will be selected by the panel of judges and the other through audience voting.

Shoptalk Europe has carefully curated the participating startups, which have created solutions to some of the most pressing challenges facing retailers today. As we discuss in our *17 Retail Trends for 2017* report, the retail industry is undergoing a revolution, and only those companies that embrace the new wave of retail opportunities will survive. These include executing **retail as a platform**, making use of **connected technology**, engaging in **experiential retail** and providing **product curation**. In response to these trends and strategic opportunities, retailers in all channels are changing to accommodate shoppers' shifting preferences. Below, we profile EON.ID, one of the companies that will participate in the startup pitch competition at Shoptalk Europe.

EON.ID

EON.ID

Market Overview
Americans discard nearly 25 billion pounds of clothing, shoes, accessories and other textiles every year, according to the Council for Textile Recycling. While some of these items are resold at thrift stores or recycled, approximately 85% of the total goes straight to landfills, the organization says.

RFID tags can assist in the management of product recycling and reuse as well as with research on product lifecycles. The use of such tags can improve the handling of materials at the end of their useful life—particularly with regard to sorting, as products with digital identifiers can be sorted based on color, fabric and finishing treatment, among other characteristics—resulting in textile waste being repurposed as raw material. Electronic tags can also provide detailed data on product distribution, consumption, disposal and recycling, enabling retailers to track products throughout the entire product lifecycle.

Company Description
EON.ID is developing an RFID-based solution, the EON-ID thread, that will help turn unwanted clothes into new materials and garments, thereby helping to eliminate waste, reduce pollution and reduce our reliance on new natural resources.

The company is creating a global tagging system for textile recycling, which will rely on an RFID thread solution to track clothing lifecycles. EON.ID's idea is to attach an EON-ID thread, or a digital "ingredients list" tag, to each garment at the manufacturing stage, so that it can be easily scanned and recycled at the end of the product lifecycle. The EON-ID thread will provide product identification information, such as the garment's material, color, brand and next-life instructions.

EON.ID
PRODUCT IDENTIFICATION

MATERIAL: 100% Organic Cotton
COLOR: Grey
BRAND: 'No-Longer-Anonymous'
NEXT-LIFE INSTRUCTIONS: Sale or Donation Information and Instructions. Recycling Information and Instructions.

Source: Eonid.co

The tags also enable consumers to see the path of the garment, from sourcing to finished product, making the supply chain more transparent. For retailers, item-level tagging has the potential to provide detailed data on product distribution, consumption and recycling, providing valuable sales and sustainability insights.

The company was selected for the second edition of the Plug and Play—Fashion for Good accelerator program, a collaboration between Fashion for Good (with the C&A Foundation as the founding partner) and Plug and Play. The program kicked off in Amsterdam in September 2017.

Headquarters
New York, NY

What Problem Is EON.ID Solving?
A survey of 2,000 people by European supermarket chain Sainsbury's found that three-quarters of respondents admit to throwing away garments that they no longer want, usually because they do not realize that unwanted clothing can be recycled or donated to charities. British consumers are expected to discard 680 million pieces of clothing this year, and 235 million of those garments are expected to end up in landfills, according to the survey.

One of the biggest barriers to textile recycling is that it is difficult to identify what materials clothes are made of at the end of their useful life. Textile materials can be complex, composed of several different types of fibers, dyed with different types of dyeing systems and, in many cases, incorporating different types of surface treatments.

EON.ID's RFID tag system can enable the sorting of garments by more complex parameters than manual sorting allows, identifying, for example,

which dyeing system was used in a garment's manufacture. In addition, the company's EON-ID thread solution can help retailers increase item-level visibility throughout the entire product lifecycle, enabling a true omnichannel strategy by streamlining production, warehousing, distribution, retail, customer experience, next-life and recycling.

Revenue Model
The company sells its EON-ID thread to fashion retailers and manufacturers.

Competitive Landscape
EON.ID competes with makers of other RFID-based apparel solutions that focus on textile recycling and the handling of textile materials to reduce the fashion industry's environmental impact.

Management Team
Natasha Franck is CEO and Cofounder of EON.ID. Previously, she was SVP of Global Business Development at Delos, a research, technology and real estate consulting group focused on the intersection of health and the environment.

Industry and Company Outlook
The textile recycling industry in the US has great potential to expand, given that 85% of used textiles end up in landfills. The next steps involve increased promotion of recycling and helping retailers realize the long-term potential in using RFID in sorting apparel and textiles and promoting social responsibility.

Deborah Weinswig, CPA
Managing Director
FGRT
New York: 917.655.6790
Hong Kong: 852.6119.1779
China: 86.186.1420.3016
deborahweinswig@fung1937.com

Steven Winnick
Research Associate

Hong Kong:
2nd Floor, Hong Kong Spinners Industrial Building Phase 1&2
800 Cheung Sha Wan Road, Kowloon
Hong Kong
Tel: 852 2300 4406

London:
242-246 Marylebone Road
London, NW1 6JQ
United Kingdom
Tel: 44 (0)20 7616 8988

New York:
1359 Broadway, 18th Floor
New York, NY 10018
Tel: 646 839 7017

FungGlobalRetailTech.com