

LAUNCHMETRICS x temera

Launchmetrics inks partnership with Temera – the premier IoT solutions company – to create the industry’s most efficient RFID sample management solution

As brands seek to reduce waste, become more sustainable and cut losses, RFID technology introduces a seamless way for brands to help optimize product management processes all while minimizing their footprint

New York, Feb 17, 2022 – Launchmetrics, the leading Brand Performance Cloud for the Fashion, Luxury & Beauty (FLB) industries, announces its partnership with Temera, the premier IoT solutions company in the industry. Through their collaboration, Launchmetrics and Temera will offer Fashion's most efficient RFID sample management solution to help brands streamline their sample management processes, while integrating directly with their ERP, PLM, DAM systems.

In today's climate and as brands are seeking areas to reduce waste, become more sustainable and cut losses, they're turning to digital solutions to help increase their efficiency and optimize their processes. When fashion companies scale to the point that they begin lending samples across the globe, there's a high risk of losing these valuable brand assets. Luckily, sample management and tracking software, which use RFID tags, can control exactly which products have left the showroom, where they are, if they're on their way back to the studio or if they've been misplaced. Because of RFID sample tracking, fashion companies have reportedly experienced up to [85% reduction in sample loss](#).

Thanks to this unique partnership between Launchmetrics and Temera, brands will:

- Increase their time to market, while saving on data integration costs
- Gain control of their valuable prototype, sample, and product assets from day one
- Have real time visibility of product movements, on a global scale, direct from production
- Reduce bottlenecks in operational processes through more accurate data integrations, by connecting directly their ERP, PLM and DAM systems.
- Reduce their carbon footprint as well as their overall number of shipments and samples movements due to an increased efficiency and maximization of product needs.
- Have access to trusted partners who will work together to provide the data, technical support and know-how to get the job done

“Over the last decade, Launchmetrics and Temera have established themselves as industry allies, providing innovative solutions and strategic consulting to a wide range of Fashion and Luxury brands all over the world. And now, thanks to this partnership, a game-changing approach to the PR world is born – with traceability at its core.” Guido Mengoni CMO at Temera.

“At Launchmetrics, we aim to create the most efficient and seamless business solutions for our brand partners, to support them from day one” states Arnaud Roy, Chief Strategy Officer at Launchmetrics. “We are constantly evolving and working with the industry's most trusted organizations to drive innovations further and so our partnership with Temera was clear, thanks to their skilled know-how and advanced IoT technology, we can now bring forward our Samples solutions to clients worldwide, with greater speed and accuracy.”

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About Launchmetrics

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,000 customers create inspiring, impactful and measurable experiences.

Its Brand Performance Cloud provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance. The company's AI-driven and proprietary Media Impact Value™ gives customers the ability to benchmark their performance against 2,000 competitors worldwide. Launchmetrics' intelligence empowers these companies to grow their businesses and streamline their processes, bringing a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision-making required for agility.

Founded in New York and with operating headquarters in Paris, Launchmetrics has employees in ten markets worldwide and offers support in five languages. Launchmetrics has been the trusted brand performance technology to brands worldwide such as Dior, Fendi, Shiseido, and NET-A-PORTER as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, Camera Nazionale Della Moda Italiana and the Fédération de la Haute Couture et de la Mode.

To learn more about Launchmetrics, please visit launchmetrics.com/newsroom and follow @launchmetrics .

About Temera

Temera is the leading company for IoT solutions in the Fashion and Luxury industry. The forward-looking vision, together with continuous investments in R&D, allows Temera to provide exclusive services. The company, leveraging its experience, strength and organization, is able to design, build and implement innovative, global and easily integrated technological solutions.

Temera gives a "Digital Voice" to the product, placing it at the center of the Customer Journey. The result is a new behavior marketing, able to involve customers and brands within a new communication paradigm that increases pervasive and loyal customer experiences, offering the opportunity to access a new dimension of exclusive content that has been created for the in-store and post-sales experience.

Temera has designed and implemented also the t!Care - an integrated solution with blockchain technology - to ensure the traceability and sustainability of the supply chain of fashion and luxury companies. t!Care is the solution that certifies the commitment to a more responsible and sustainable production because offers companies the opportunity to create solid credibility towards the final consumer. Founded in 2009, Temera has its headquarters in Mugello in Tuscany, and offices in Milan, London, Paris and New York.