



## **BRC GLOBAL STANDARDS AND TRACE ONE FORM STRATEGIC PARTNERSHIP**

[BRC Global Standards](#), a leading brand and consumer protection organization, and [Trace One](#), a global leader in Private Label management (PLM) software have evolved their long-standing relationship to form a unique strategic partnership. By combining the BRC Global Standards' 26,000+ customers, including suppliers, retailers, certification bodies and auditors from 130 countries, with Trace One's 20,000+ customer base, it will create one of the largest retail collaborative networks in the world.

BRC Global Standards customers will have access to a market leading solution which will enable them to improve compliance, conduct supplier approvals, execute mobile audits, and manage risk. In addition, they can also leverage Trace One Insight to take advantage of actionable intelligence in key business areas, enabling them to identify opportunities to improve brand and consumer protection.

“As part of our growth strategy, we want to provide our customers with market leading solutions across the supply chain,” said **Mark Proctor, CEO at [BRC Global Standards](#)**. “Partnering with Trace One enables us to provide a platform that our global customers can use to manage compliance and protect their brands. Through Trace One we can offer our customers an enhanced service that will significantly help to understand the supply chain. The insight and data collection across multiple sources will be a real step forward.”

This partnership leverages Trace One’s 16+ years of Private Label expertise, with the BRC Global Standards’ experience in global supply chain assurance, enabling the delivery of industry leading solutions and significant speed to market benefits. In addition, by combining the power of both established networks into one platform, it will allow all customers to take advantage of identifying trusted partners and products, conducting audits, centralizing and sharing key documentation and managing both compliance and risk.

“BRC Global Standards is a highly trusted brand, and we are proud to evolve our relationship into a strategic partnership,” said **Christophe Vanackere, CEO at [Trace One](#)**. “Trace One customers will benefit from an increased network of potential trusted partners as well as new solution capabilities in the areas of auditing and compliance.”