



ORIGINALLUXURY

T4T Tech Partners

TRACR

Technology for Transparency Report
3rd Edition
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Company Information:

Tracr

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Website:

www.tracr.com

Company Description:

Tracr™ is the world's leading digital platform for tracing natural diamonds from source at scale, bringing you the ability to explore the provenance, authenticity and the unique journey your diamond has taken along the diamond value chain.

Number of employees: 11-50



MISSION

Tracr's mission is to establish a foundational platform that enhances the diamond industry's ability to build desire and confidence in natural diamonds by creating an industry-wide provenance standard to share a diamond's story from source to client. Tracr also strives to enable an ecosystem for participants to foster value-enhancing innovation through data sharing, information exchange, and verification across the platform.

Solution I:

Solution Name

- Tracr

Solution Overview

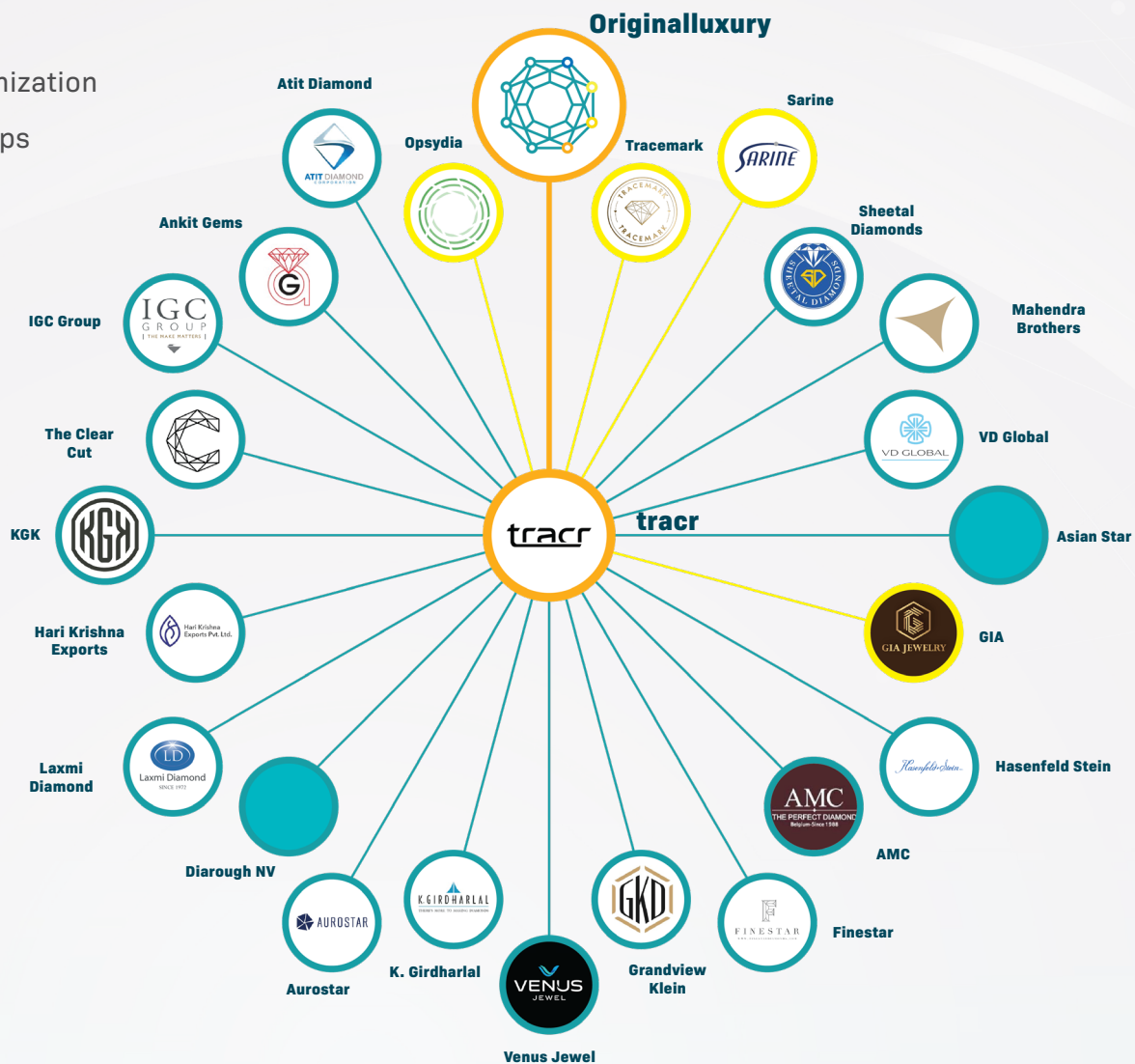
- Tracing natural diamonds from source at scale.

Geography:

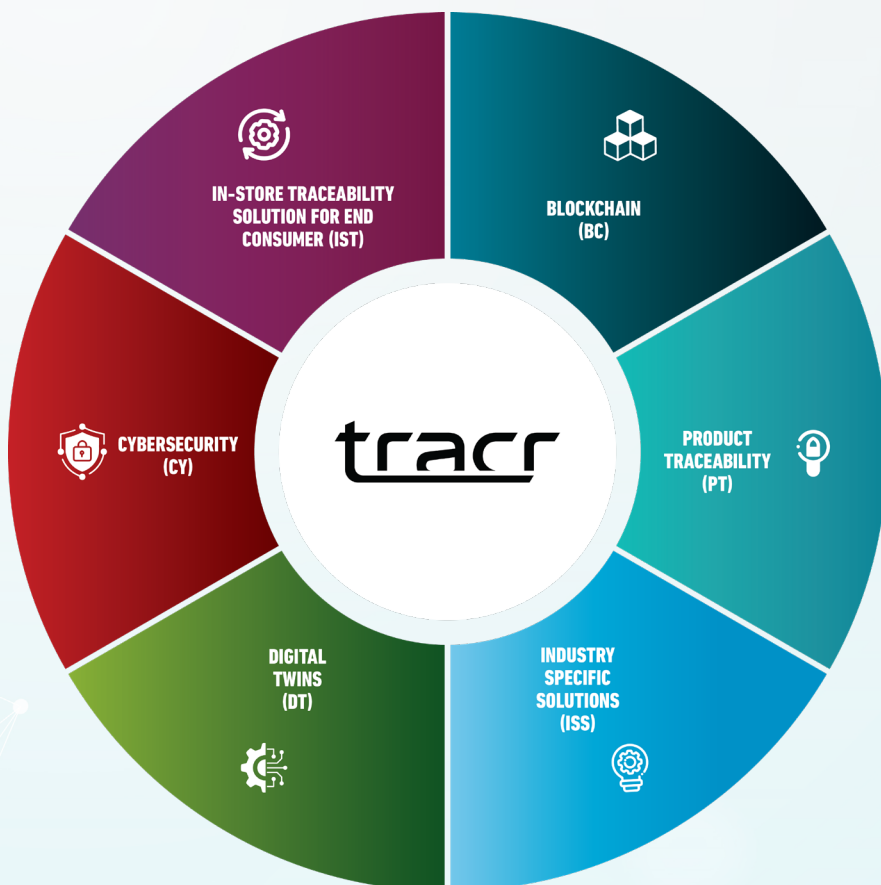
- Worldwide

Legend:

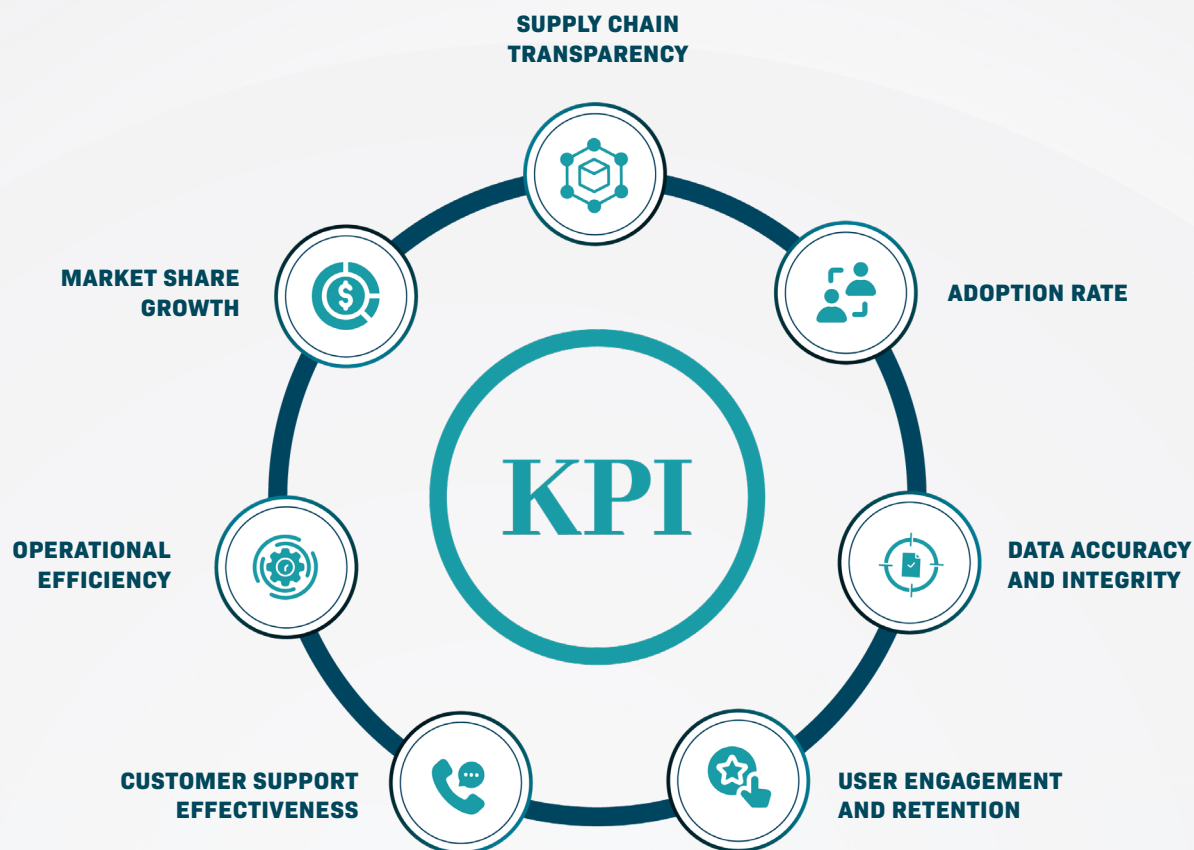
- Core Organization
- Partnerships
- Clients



Technology Used:



KPIs used to measure the effectiveness of our solution.



Data Points for solution:



Number of items benefiting from our solution

- Over 3 million rough diamonds on the platform.



Number of brands/suppliers adopting the solution

- 30+ manufacturers on the platform.

Contact Information :

- Support@tracr.com

How does Tracr differ compared to other solutions:



Seamless Integration

Tracr integrates with widely accepted technologies to simplify the lives of our customers.



Traceability at Source

Tracr is the only platform that starts from the mine, ensuring transparency from the source..



Objective Verification

Unlike other solutions that rely on self-declaration, Tracr conducts objective verification of individual diamonds.



Extensive Ecosystem

Tracr is working with many of the largest industry players to ensure traceability at scale

Key Standards in Place

When you buy a diamond with a Tracr ID, you are purchasing from an approved producer in a non-sanctioned country. These stones are individually registered at the source. The diamond is then manufactured by an RJC or BPP certified manufacturer and adheres to the Pipeline Integrity or the Tracr Data Validation Standard. This information is recorded on the blockchain, ensuring a tamper-proof, immutable record.