PSQR

RAINS

RAINS
solution by
PSQR

Read more about our traceability
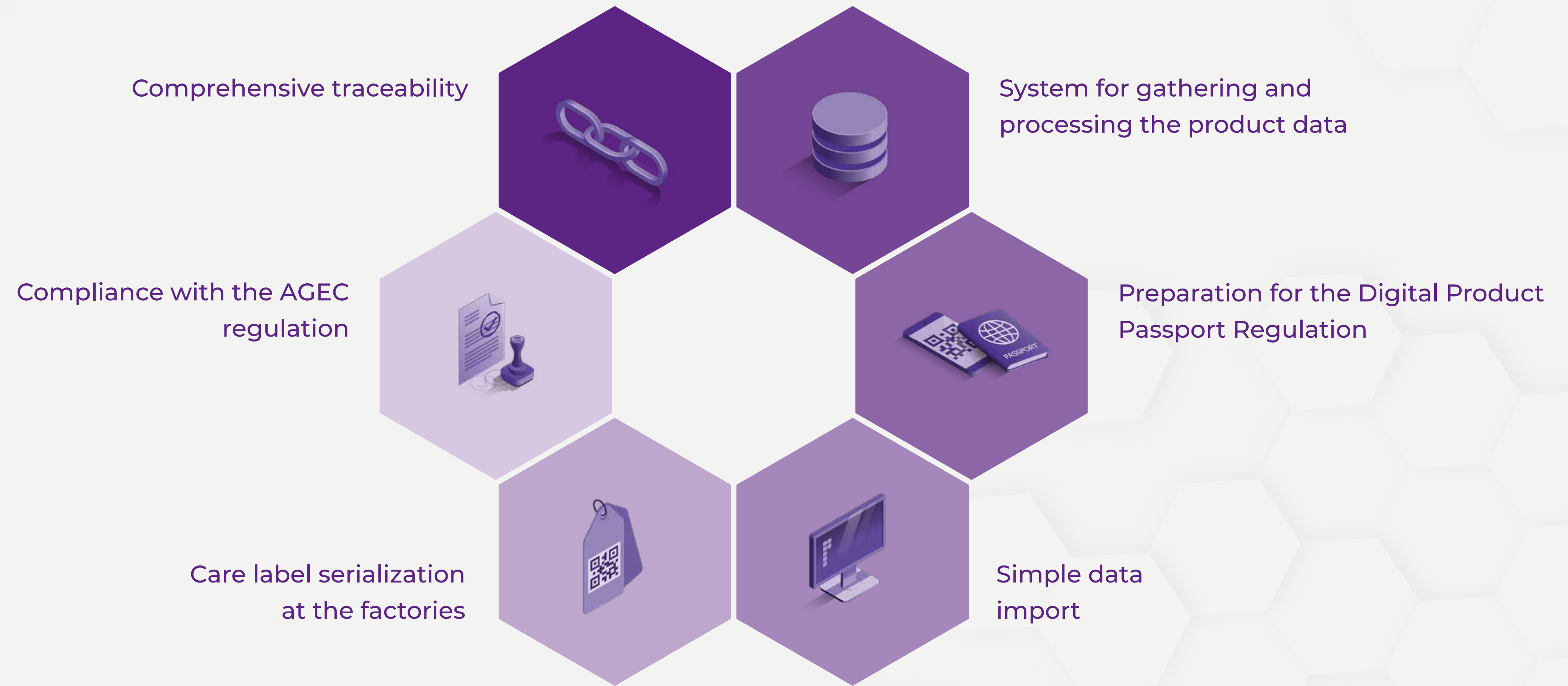solution for the Danish fashion
brand RAINS

About
RAINS

RAINS is a Danish outerwear lifestyle brand established in 2012, renowned for its fusion of conceptual and functional design with urban inspiration

RAINS reached out to PSQR for a traceability solution to ensure **AGEC compliance**, **streamline QR code labeling**, and **consolidate product data for regulatory readiness**.

> *PSQR provided RAINS with an efficient QR code labeling system, ensuring compliance and scalability for future needs. Their support and technical insight were invaluable throughout the process.*

Problem statement

Comprehensive traceability

System for gathering and processing the product data

Compliance with the AGEC regulation

Preparation for the Digital Product Passport Regulation

Care label serialization at the factories

Simple data import

Challenges & Pain Points

Primary Challenge:

RAINS needed to comply with AGEC regulations,
but they lacked a system to:

- Display AGEC-required attributes for each product.

- Generate QR codes for product labels.

Impact on Operations & Business:

- **Regulatory Risk**: Non-compliance would prevent RAINS from selling products in France.

- **Lack of Automation**: No streamlined process for QR code generation and data exposure.

- **Operational Inefficiencies**: Data was fragmented, making compliance difficult and time-consuming.
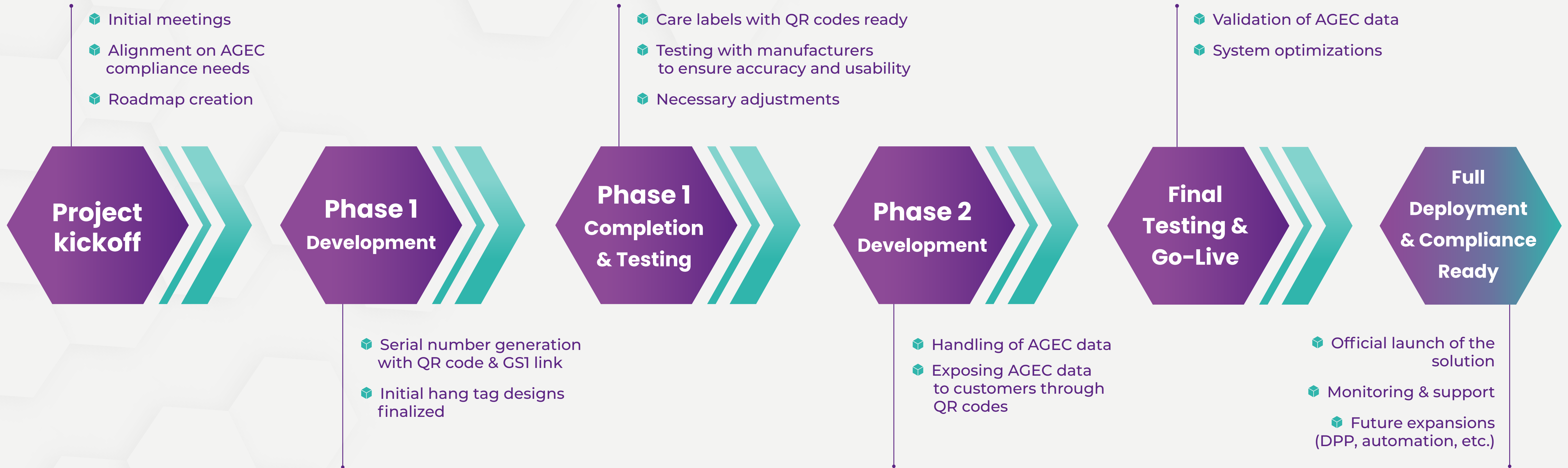
Limitations of the previous approach

🔷 **No QR Codes**: Manually generated labels lacked scannable QR codes, preventing customers from accessing product information.

🔷 **Fragmented Data**: AGEC compliance data was not consolidated or accessible to customers.

🔷 **No Compliance Assurance**: No system existed to collect, validate, and link required attributes to Rains products.

Key Limitiations:

🔷 Manual processes increased the risk of errors and inefficiencies.

🔷 Lack of automation made compliance difficult to scale.

🔷 Regulatory non-compliance could result in restricted market access in France.

How we did it

- Initial meetings
- Alignment on AGEC compliance needs
- Roadmap creation

Project kickoff

Phase 1 Development

- Serial number generation with QR code & GS1 link
- Initial hang tag designs finalized

- Care labels with QR codes ready
- Testing with manufacturers to ensure accuracy and usability
- Necessary adjustments

Phase 1 Completion & Testing

Phase 2 Development

- Handling of AGEC data
- Exposing AGEC data to customers through QR codes

- Validation of AGEC data
- System optimizations

Final Testing & Go-Live

Full Deployment & Compliance Ready

- Official launch of the solution
- Monitoring & support
- Future expansions (DPP, automation, etc.)

Implementation Process:

Agile & Milestone-Based Approach

The project was executed using a Scrum agile framework, with regular collaboration between the PSQR team and RAINS to refine the solution based on RAINS' real needs.

Milestone 1: Care label generation with QR codes at factories

- **Priority**: Fast implementation to ensure manufacturers could use the new system immediately.
- **Timeline**: Focused on early weeks of the project to meet urgent production needs.
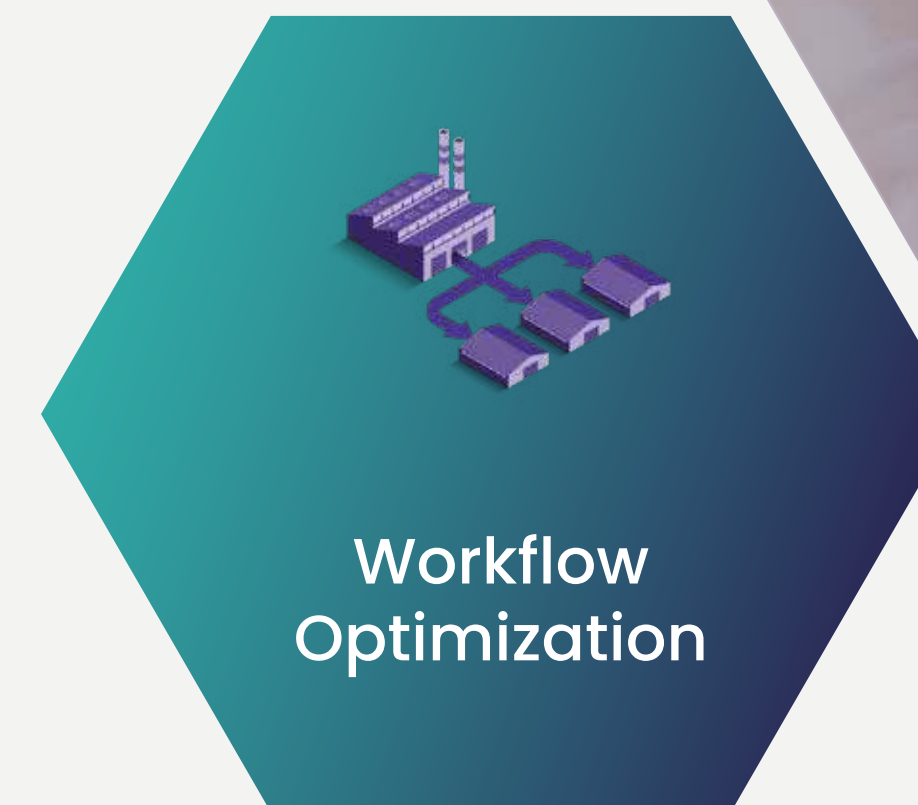
Milestone 2: AGEC data upload & public frontend readiness

- **Priority**: Ensure AGEC compliance before the new labels were in circulation.
- **Timeline**: More time allowed for workflow optimization and backend preparation.

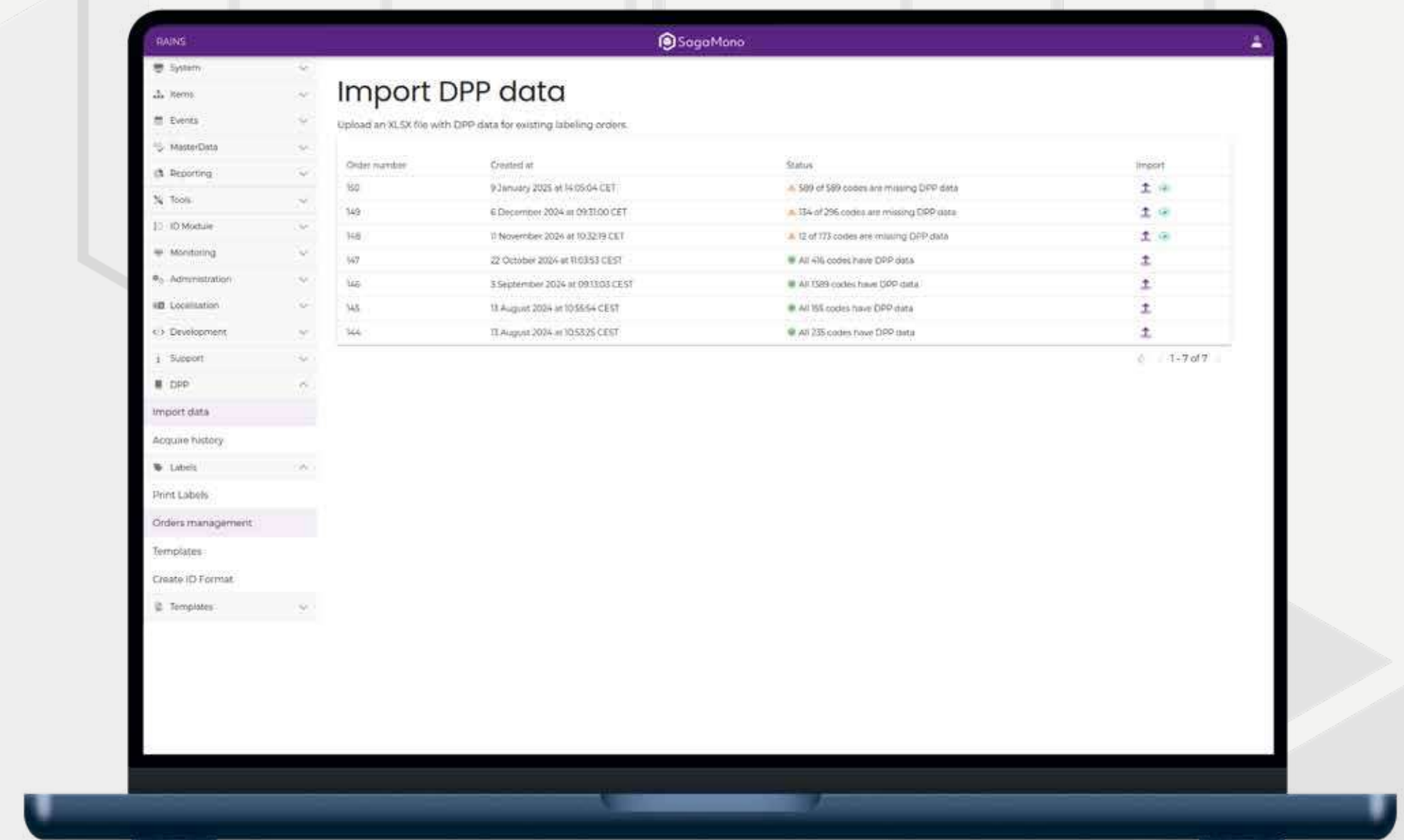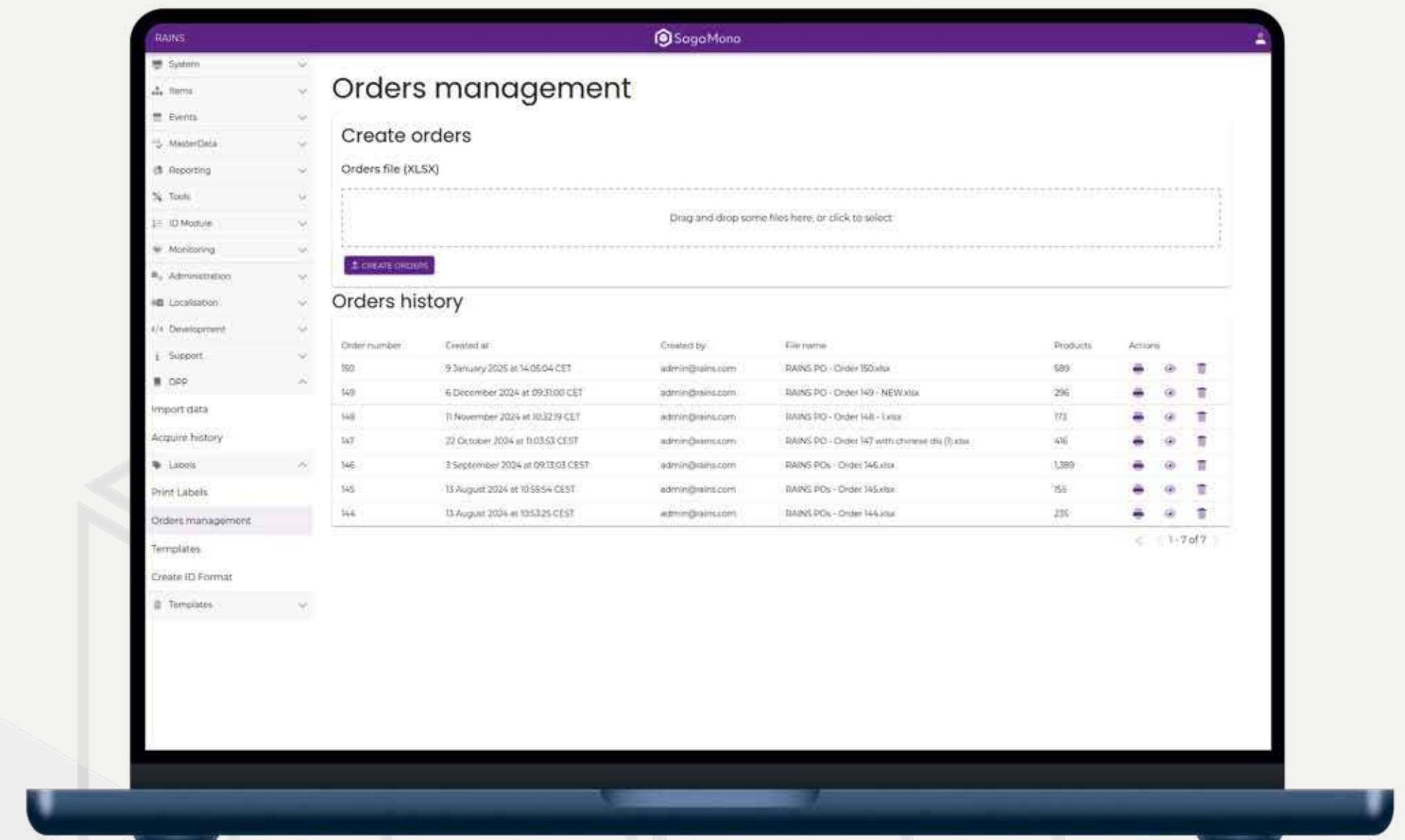New System Implementation

AGEC Compliance

Workflow Optimization

The Solution

How PSQR Addressed RAINS' Challenges

Introducing Saga: A Modular & Interoperable Traceability Solution

Saga provided RAINS with a **centralized system** to store and manage AGEC compliance data. Key features included:

- **Production Orders Management**: ERP integration via file uploads.

- **Care Label Generation**: QR codes with GS1 Digital Link encoding for seamless traceability.

- **DPP Data Management**: Integration for future Digital Product Passport (DPP) readiness.

- **Public Frontend for Compliance Data**: A default interface to display AGEC & DPP information to customers.

- **Data Change History**: Ensuring full traceability and compliance tracking.

What made **PSQR's approach unique**?

PSQR ensured that all necessary product details were structured and accessible, including:

1 **Production & Distrubtion Data**
Locations where products are made, imported, and sold.

2 **General Product Information**
Name, image, description, and public website link.

3 **Label Printing**
Ensured seamless generation and application of compliant tags.

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Working with PSQR was a constructive and collaborative experience for RAINS. From the beginning, their team demonstrated a solid understanding of our compliance challenges and delivered a solution tailored to our needs. The implementation process was efficient, and we were able to get a working QR code labeling system up and running within a short timeframe, allowing time for internal testing and refinement ahead of production.

Beyond AGEC compliance, the solution has provided us with a scalable foundation for future needs. By consolidating product data and integrating with our internal systems, we are now better prepared for upcoming requirements like the Digital Product Passport.

PSQR's support throughout the process helped us not only implement the system but also adapt our internal operations. Their hands-on approach and technical insight continue to add value as we expand our use of the platform.

Maiken Knudsen
Head of Product Development

About
RAINS

RAINS is a Danish outerwear lifestyle brand established in 2012, renowned for its fusion of conceptual and functional design with urban inspiration. The brand's signature waterproof fabric reimagines the classic rubber raincoat, embodying a neo-Scandinavian aesthetic.

In addition to its online presence, RAINS has expanded its retail footprint with stores in major cities worldwide, such as New York, London, Berlin, and Stockholm.

About **PSQR**

PSQR is a Danish software vendor providing **specialized industrial software** for Supply Chain Digitisation and Traceability related to compliance and business excellence.

The company partners with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best-of-breed IT solutions to the world of traceability.

PSQR's mission is to empower manufacturers, corporations and governments across the globe with digital track and trace capabilities and the ability to tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.

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