



ELKA Rainwear solution by PSQR

Read more about our traceability
solution for the Danish rainwear
and workwear brand





Collaboration with **ELKA Rainwear**

ELKA Rainwear, is a Danish company specializing in durable, waterproof workwear designed to protect against extreme weather conditions and wet working environments.

They approached PSQR with a need for a solution to handle DPP-related data from their suppliers and expose it to stakeholders (e.g., customers, authorities, consumers, and recyclers) via data carriers (QR codes/ RFID etc.) on their products.

// *Working with PSQR gave us exactly what we needed - a structured, scalable system that turned our scattered data into organized, actionable information. Their solution helped us lay a solid foundation for future growth*

Problem statement

Product traceability

No way to track production data attributes based on selected time periods.



Low product transparency

Difficult for customers to access detailed product and care information.



Managing care label templates

No system for handling care label templates.



Inconsistent supplier data

No system to consolidate data from different suppliers



No centralized data hub

Production data was scattered across systems and different formats.



Manual care label creation

Labels were generated manually, increasing the risk of errors and delays.



Challenges & Pain Points

Primary Challenge:

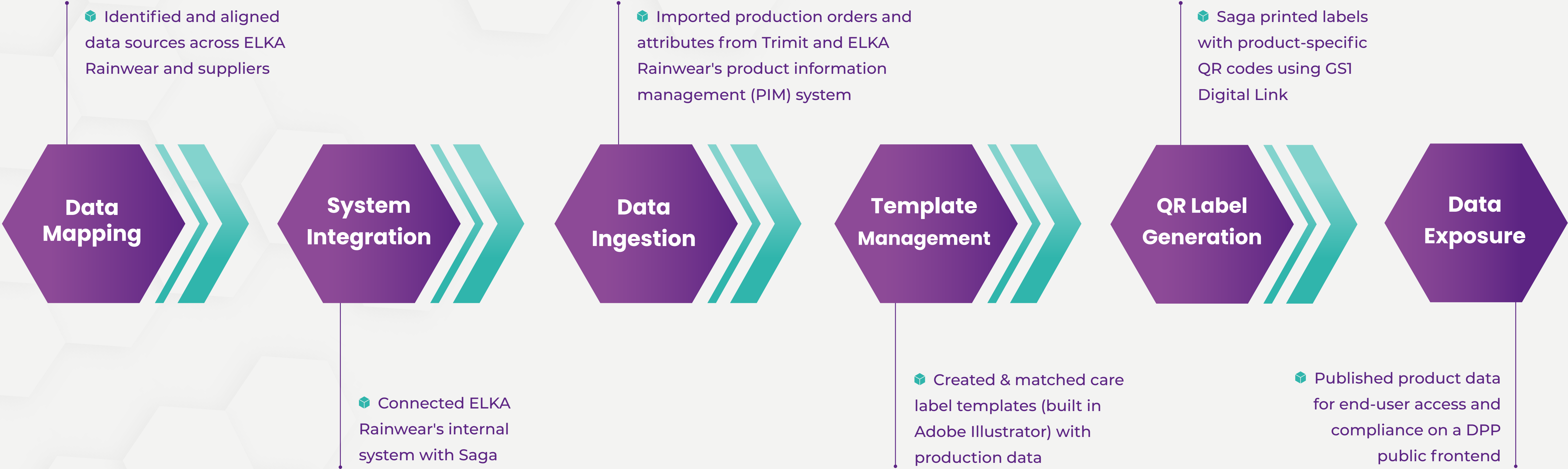
ELKA Rainwear needed a way to **organize and track product data** across different systems. Without a central solution, **creating QR codes** and **sharing accurate information with customers** was difficult and growth was making manual data management unmanageable.

Impact on Operations & Business:

- ❏ **Care Label Template Inconsistency Across Locations:** Multiple production sites used different care label formats, creating the need for dynamic template matching.
- ❏ **Data Gaps & Incomplete Inputs:** Missing or inconsistent data disrupted the care label creation process and risked production delays.
- ❏ **Manual Supplier Data Handling:** Uploads via Excel and webforms introduced variability and required additional validation steps.
- ❏ **Error-Prone Label Generation:** Without proper checks, incorrect templates could lead to faulty or non-compliant label printing.



How we did it



Implementation Process:

Agile & Milestone-Based Approach

The project followed an agile, sprint-based delivery model that allowed PSQR and ELKA Rainwear to collaborate closely throughout the implementation. Frequent iterations and hands-on feedback loops ensured the solution evolved in step with ELKA Rainwear's operational needs.

The project was structured into four key milestones:

- 🔹 **Data Ingestion:** Data was added to Saga via webforms, Excel uploads, and lightweight integrations.
- 🔹 **Data Consolidation:** Key data like SKUs, materials, and POs were mapped and centralized in Saga.
- 🔹 **Template Setup:** Care label templates were created and linked to product variants.
- 🔹 **Validation Workflow:** Labels could only be printed once all required data and templates were in place.



The Solution

System & Data

We developed a centralized, intelligent system that streamlined data ingestion, template management, and care label generation.

1

Centralized Data Hub in Saga

- ❏ Ingested data from upstream suppliers (Excel, webforms, integrations)
- ❏ Consolidated master data: materials, POs, certificates, SKUs
- ❏ Mapped unique product identifiers for full traceability
- ❏ Unified care label templates across variants

2

Smart Label Management

- ❏ Production orders imported into Saga
- ❏ Care label templates automatically matched
- ❏ Validation system prevents errors due to missing templates
- ❏ Seamless printing of care labels and stickers



The Solution

QR Code Integration & Customer Experience

1

QR Code Driven Transparency

- QR codes generated for each product
- Links to ELKA Rainwear's product page with:
 - Product image
 - Name, size, color
 - Resistance & care instructions
 - Certificates & compliance data

2

End-to-End Visibility

- Product historical data collected in Saga
- Public product pages enhance trust and user experience



51014

Style no. 170000

PSO32567 - 25/03



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www.elkarainwear.dk



Size: 44

Color: 001 Olive



GB	100% Polyester, Coating: PVC
DE	100% Polyester, Beschichtung: PVC
FR	100% Polyester, Revêtement: PVC
NL	100% Polyester, Coating: PVC
ES	100% Poliéster, Revestimiento: PVC
DK	100% Polyester, Belægning: PVC
SE	100% Polyester, Beläggning: PVC
FI	100% Polyesteri, Päällys: PVC



MADE IN LITHUANIA



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

Our tailored approach addressed ELKA Rainwear's specific needs, combining deep system integration with a strong focus on data integrity and user experience.

1

Tailored Integration

Direct connection to ELKA Rainwear's system with minimal disruption.

2

Data-First Strategy

Focused on data mapping, consolidation, and integrity from day one.

3

Scalable Framework

Modular solution that grows with ELKA Rainwear's operations.

4

Error-Proof Workflow

Smart validation prevents incorrect label printing.

5

Enhanced UX

QR codes give end-customers instant access to accurate product information.

6

Transparency & Compliance

Easy access to certificates, production, and supply chain data.



At ELKA Rainwear, we have always been committed to delivering high-quality products, but as our operations grew, so did the complexity of managing all our production and product data. We had information stored across different systems, and while it worked for a while, we knew it wasn't sustainable in the long term - especially as we wanted to offer our customers more transparency through QR codes and digital access to product information.

PSQR took the time to really understand our processes, our challenges, and what we envisioned for the future. They didn't just deliver a technical solution - they helped us create a system that feels natural to our way of working.

Now, with Saga, we have one place where all our data comes together - everything from production orders to care labels is linked, organized, and easy to manage. It's made label generation and product traceability simple and reliable, both for our internal teams and for the customers who scan our labels. More importantly, it gives us the confidence that as ELKA continues to grow, we have a strong foundation that will scale with us.

The collaboration has made a real difference in how we manage our operations and connect with our customers.

Niels Peter Chopart

Product Manager





About **ELKA Rainwear**

ELKA Rainwear, established in 1958, is a Danish company specializing in durable, waterproof workwear designed to protect against extreme weather conditions and wet working environments.

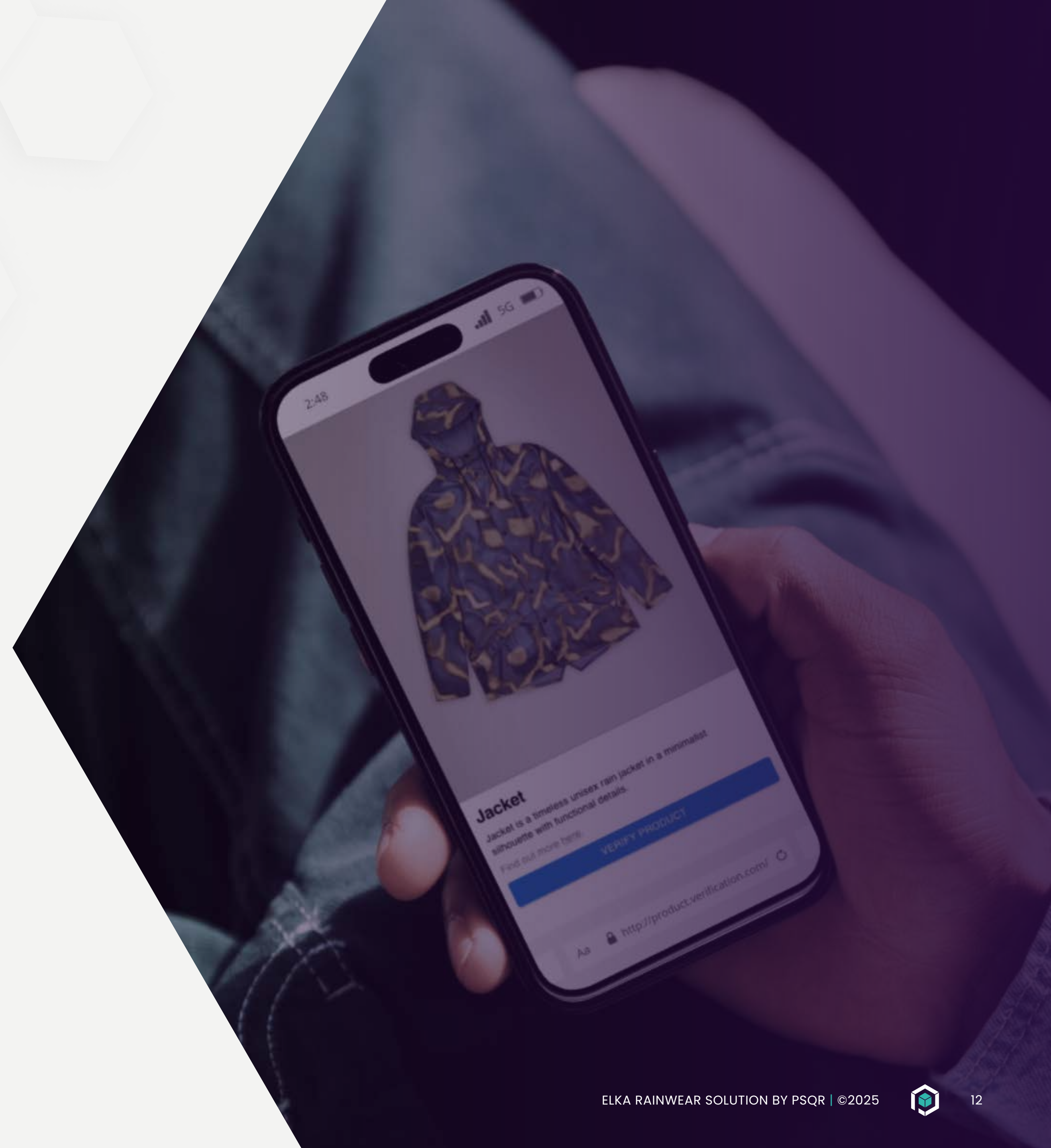
Their product range includes rainwear, thermal clothing, and work apparel tailored to various industries and professions.

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.



Contact us



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