

Introducing a digital zipper that invites inspiration and delivers discovery.

touch link™

**part zipper.
part tech.**

**all powered by
your imagination.**



Photo by Houdini Sportswear

Imagine a leather jacket that invites its owner to a secret concert. Or a cocktail dress that tells a resale business what it's made of or a fleece that lets your family know you've gone on a hike.

No this is not a dream. Digitally connected garments are a reality. Touchlink™ helps bring this world alive by enabling seamless connections to the internet. Powered by NFC chip technology, Touchlink™ is

activated by simply touching your smartphone to the zipper pull, triggering endless possibilities for new customer experiences.

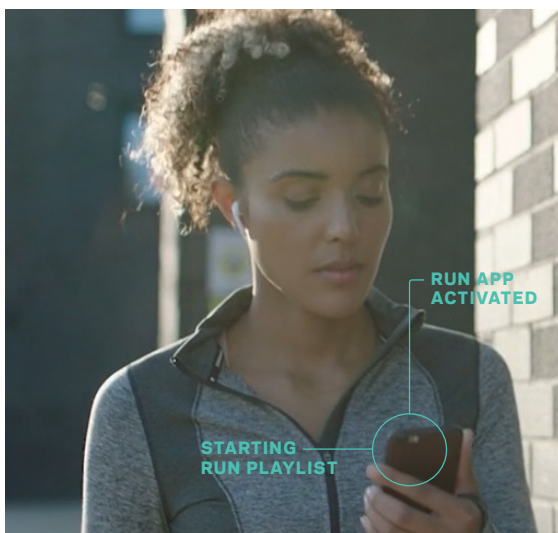
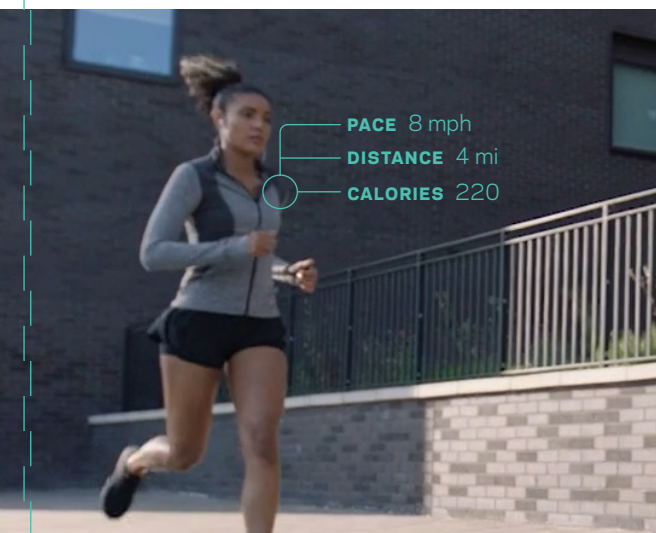
Made with YKK's quality, durable design and passive technology, Touchlink™ is designed to take a lifetime of the everyday abuse.

Touchlink™ is the canvas to create connections, powered by your imagination.



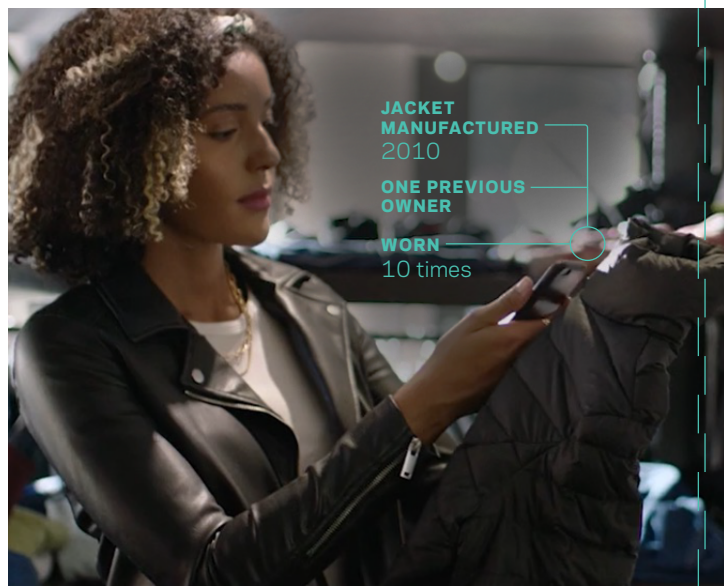
increase consumer connectivity today

Touchlink™ enables a wide range of functionalities that increases the value of products and enhances the customer's experiences. A simple tap of the Touchlink™ puller with your smartphone can start your favorite music playlist, or track the time and distance of your run, or let family know when you are going out for a hike.



power the business of tomorrow

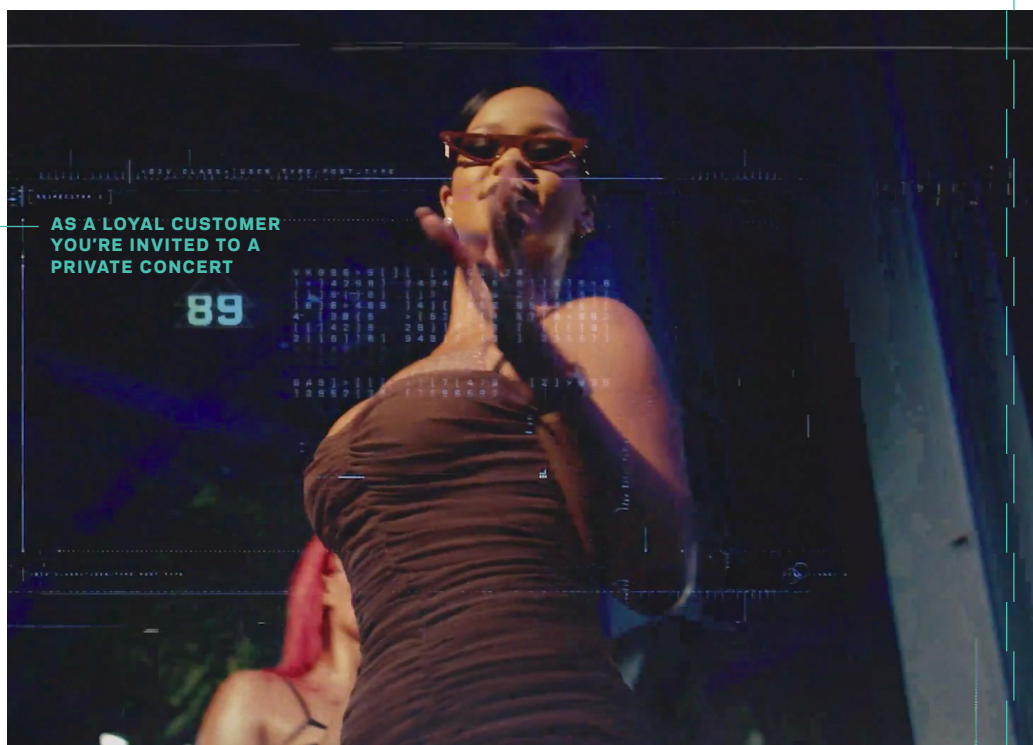
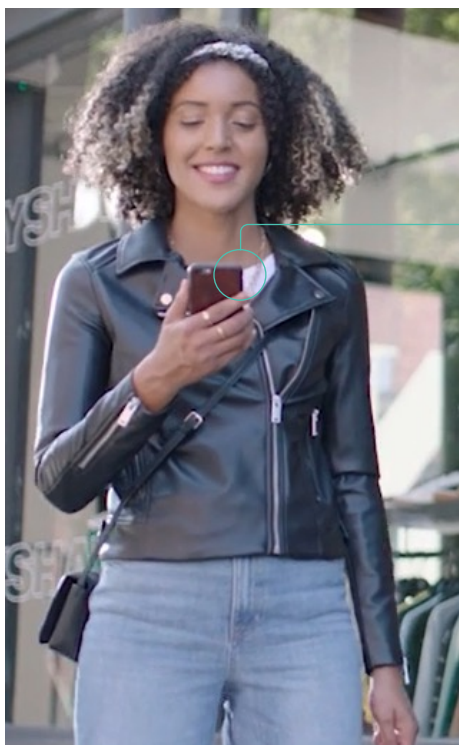
As new business models such as resale and rental become pervasive, the need for individual product information becomes important. Material composition, manufacturing location and date, product certifications and care instructions are all accessible with Touchlink™. Touchlink™ can also help power customer analytics so brands can understand how their customers are engaging with products and deliver the features they want.

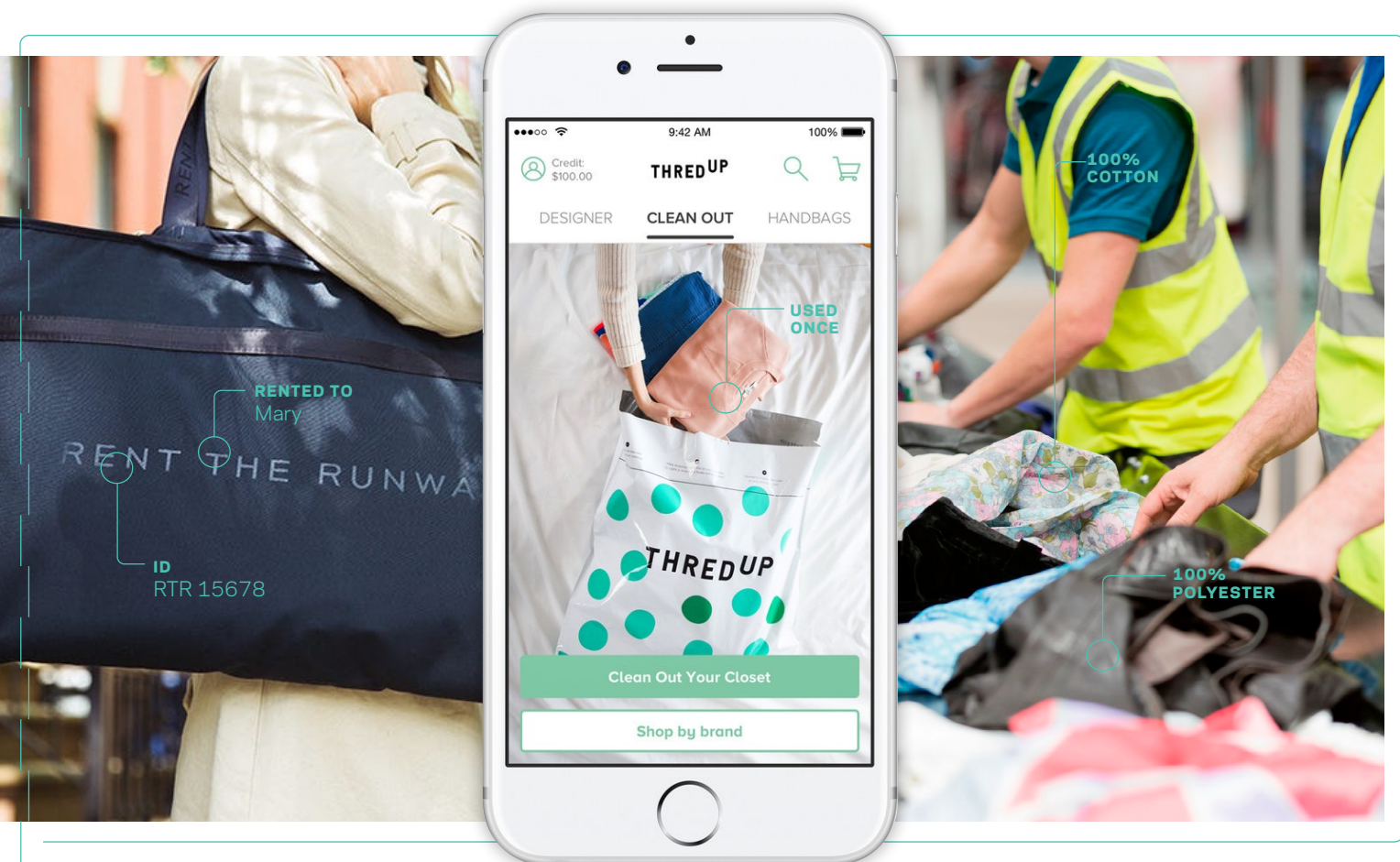


better consumer experiences create greater brand affinity

Touchlink™ helps brands to break the traditional, linear sales cycle and stay engaged with their customers. Offering a connection that's always on, Touchlink™ allows brands to communicate directly with customers to announce events,

product give-aways, social meetups, product maintenance reminders, sales promotions, and other customer experiences. This two-way communication channel creates more meaningful customer experiences.





touchlink enables the circular economy

Touchlink™ accesses a product's entire history and material composition. It can give consumers the transparency and traceability they crave while empowering the business of garment resale and rentals. It can help keep products in use longer with easy access to maintenance and repair information.

And when the garment reaches the end of its life, Touchlink™ can help to ensure that it aligns with the correct recycling stream to be remade. Made with YKK's unmatched quality, durable design and passive technology, Touchlink™ is designed to take a lifetime of the everyday abuse.





touchlink empowered houdini sportswear to digitize the iconic one parka & better connect with customers

Houdini Sportswear, the progressive Swedish outdoor brand, is at the forefront of circular innovation. In a step towards complete product circularity, Houdini digitized their One Parka utilizing a Touchlink™ zipper. They aim to digitize and connect

all their garments to the cloud by 2023 as part of the Houdini Universe. This will unlock capabilities throughout the entire Houdini ecosystem for resale, rental, subscription, and recycling.

“The relationship with Houdini doesn’t end when we sell the product — it continues through use, care, reuse and next life. Connected, our products become vehicles for these continuous conversations and our support.

Connecting our products, we will be able to deliver a richer customer experience and foster long term relationships with products, community and the planet.”

JESPER DANIELSSON

Houdini, Head of Product





FOR MORE INFO

Touchlink™ is your canvas to create stronger customer connections, powered by your imagination.

Your YKK sales representative can help make your inspirations come alive. Contact them to learn about the Touchlink™ technology and how to utilize it in your products.

[TELL ME MORE](#)



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