

TruTrace Technologies Inc.

09:07 20 Aug 2019

TruTrace Technologies to collaborate with Anandia on cannabis analytical, genetic testing

TruTrace Technologies Inc (CSE:TTT) (OTCMKTS:TTTSF), the medical cannabis verification company, said Tuesday that it has inked a pact with Anandia Laboratories Inc to collaborate on analytical and genetic testing for cannabis.

In a statement, the company said it plans to establish a strategic working relationship with Anandia to collaborate on an integrated testing solution linked to TruTrace's development of StrainSecure, the first blockchain platform, that registers and tracks cannabis intellectual property.

The Vancouver-based firm's blockchain-based platform is designed to guarantee product quality and genetics throughout the cannabis supply chain from genome to patient. It combines the power of big data with the security of blockchain to provide strain identification, registration and verification available for cannabis at scale.

READ: TruTrace Technologies takes on cannabis tracking with its proprietary blockchain platform

Anandia is considered an industry leader in science, genetics, and independent cannabis product testing. Following the agreement, Anandia will serve as a primary analytical and genetic testing partner for TruTrace. The two will also explore ways to rapidly expedite the testing processes to meet Health Canada regulations, as well as evolve genetic testing practices in the cannabis industry.

TruTrace recently announced a milestone deal with Shopper Drug Mart, to see a pilot program use TruTrace's StrainSecure technology as a central hub for identity management, asset tracking, validation, and product authentication. StrainSecure will also serve as a master registry for standardized testing, product verification, and quality assurance.

The company said Anandia will provide testing facilities in the Shoppers Drug Mart and TruTrace Technologies medical cannabis verification pilot program.

"We are very excited to have Anandia join us as a testing partner in the StrainSecure ecosystem," said TruTrace Technologies CEO Robert Galarza in a statement.

"Its genetic testing expertise and capabilities combined with its full range of analytical testing makes it a 'one-stop shop' that we expect will play an important role in our traceability program."

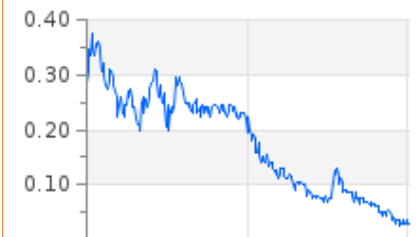
Anandia president and cofounder Dr John Coleman said establishing a comprehensive traceability program is key to providing "full transparency and verification" to medical cannabis patients and consumers.

"We are supportive of these objectives and look forward to working with TruTrace, Shoppers and others in the pilot program," added Coleman.

Price: 0.03

Market Cap: \$2.49 m

1 Year Share Price Graph



March 2019 September 2019 March 2020

Share Information

Code: TTT

Listing: CSE

52 week High Low
0.4 0.025

Sector: Cannabis

Website: trutrace.co

Company Synopsis:

TruTrace is a full-service software company that builds technology to move and track products around the world. With the launch of its premiere product, StrainSecure, TruTrace has developed the first integrated blockchain platform, that registers and tracks cannabis intellectual property from genome to sale.

action@proactiveinvestors.com

Contact Uttara Choudhury at uttara@proactiveinvestors.com

Follow her on Twitter: [@UttaraProactive](https://twitter.com/UttaraProactive)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of TruTrace Technologies Inc. named herein, including the promotion by the Company of TruTrace Technologies Inc. in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).