



PINPOINT INNOVATIONS LIMITED (IN LIQUIDATION)

BUSINESS OVERVIEW



Gordon Brothers is excited to present an opportunity to acquire the intellectual property assets of Pinpoint Innovations Limited (in Liquidation), previously trading as Tracworx, an Ireland-based technology company specialising in asset intelligence and supply chain tracking solutions.

The Company developed a proprietary, end-to-end platform that enables real-time tracking, traceability and lifecycle management of high-volume, low-value returnable transport items (RTIs), such as pallets, kegs, crates and containers.

The solution combines RFID-enabled hardware, cloud-based software, and a unified data model to capture real-world asset movements and convert them into structured, audit-ready operational data. The system has been successfully deployed across multiple industries, including fuel, beverage and retail, delivering measurable improvements in asset visibility, utilisation and cost reduction.

This opportunity may be of interest to logistics operators, industrial technology providers, supply chain software companies, and investors seeking a proven, scalable asset intelligence solution with significant commercial potential.

OPPORTUNITY HIGHLIGHTS



- **Proven Tracking Platform:** Achieving up to 99.99% read-rate reliability in live industrial environments.
- **Demonstrated ROI:** Significant cost savings delivered through reduced asset loss, improved utilisation, and elimination of manual processes.
- **Scalable, Integration-Ready Technology:** API-driven platform designed to integrate with ERP, WMS and supply chain systems.
- **Strong Market Opportunity:** Addressable base of billions of RTIs across global supply chains.
- **Flexible Commercialisation Pathways:** Suitable for internal deployment or as a standalone product offering.

FURTHER INFORMATION

Requests for further information should be addressed to Emre Turan and Zita Sendula of Gordon Brothers, who are acting in their capacity as agents on behalf of the Joint Liquidators (Brendan O'Reilly and Mark Degnan of Interpath Advisory). Contact details have been provided.

Access to additional information can be provided upon receipt of a signed NDA. All offers are to be supported by proof of funding.

ASSETS AVAILABLE



- Proprietary asset intelligence software platform (cloud-based portal and applications)
- Handheld mobile applications for operational workflows (deliveries, collections, repairs, audits)
- Core platform infrastructure, including GraphQL API and unified data model
- RFID-enabled system design and implementation know-how
- Fixed reader configurations and deployment architecture
- Trademarks registered in the US, EU and China

DEADLINE



Interested parties are invited to submit expressions of interest by **Tuesday 11th August 2026 at 5:00pm (BST)**.



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