

One Code ∞ Opportunities **1QR**



When consumers consider buying a product, the top **6** things they want to know are...

1. Origin of Product
2. Authenticity of Product
3. Sales Location
4. Certifications & Authorization
5. Nutritional Value
6. Product Details

New consumer behaviour brought by smartphone –

Scan, Search, Buy

1D Barcodes to 2D QR codes | Boost consumption & sales

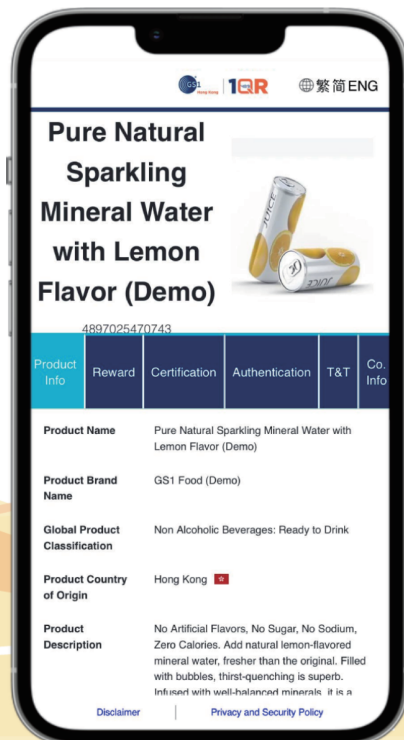
- ✓ Multiple function with 1 code
- ✓ Integrating offline and online
- ✓ Promoting & product transparency
- ✓ Cost-effective marketing tool



What is **1QR** ?

"1QR" is a QR code comprising information such as product specifications, incentives, certificates, track-and-trace, authentication, etc. Built on GS1 global standard - Digital Link, "1QR" allows stakeholders (e.g., consumers / retailers) to scan the same QR code to obtain varied product information.

TRY ME NOW



Product Information

Name, Origin, Ingredient, Nutrient Value, Allergens...



Offers

Discount, Rewards, Offers Sharing...



Certificates

Certificates, Awards...



Track & Trace*

Product Tracing, Batch Tracking, Expiry date...



Authentication*

Product Authentication...



Company Info

Company info, Brand Message...

* Extra Cost Needed

1QR Quick Start Guide

3 Advantages of 1QR

1. Reinforce brand competitiveness

Instant Product Authentication
Enhance brand credibility and image



2. Strengthen O2O Retail

Integrating Online and Offline
Data from 1QR supports personalise marketing



3. Increase e-shop conversion rate

Increase Brand Exposure
Drive traffic to the website



How to use 1QR effectively?



1

Log in to Member Portal to get QR Code
(For details, please refer to "5 Simple Steps For Generating 1QR")

2

Print 1QR code on your product's package/ leaflets/ brochures/ coupons/ physical location, etc.



3

Update your marketing campaign regularly on BarcodePlus, track your consumers' digital footprints for market analysis.

Barcode 2.0 Tips

Brand owner should attach Global Trade Item Number (GTIN) to their website/ online shop for customers to accurately search your product, which can also reduce the cost of online marketing in the long run.

It's FREE for GS1 HK members! Inquire now!

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