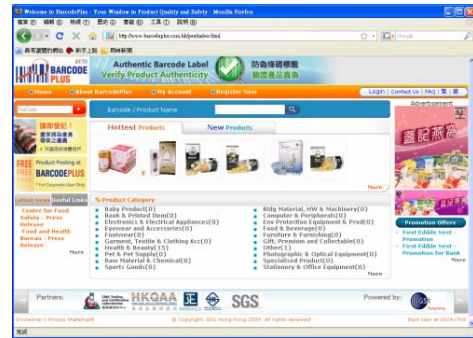


BarcodePlus is a new portal (<http://www.barcodeplus.com.hk>) which uses barcodes to enable consumers and businesses to access online information about the quality of products and testing reports.



Scheduled to go live later this year, BarcodePlus is developed by GS1 Hong Kong in collaboration with four partners who are major product testing and certification bodies in Hong Kong: **CMA Testing, Hong Kong Quality Assurance Agency, Hong Kong Standards and Testing Centre, and SGS Hong Kong.**

Unique features beyond barcode number:

- **Search by Barcode or Product Name:**
Users simply enter the barcode number printed on a product to access critical product quality-related information.
- **Over One Million Product Records:**
Build upon GS1 Hong Kong's existing database – the e-ID Registry, which carries over one million product records and suppliers' contact information.
- **Product Quality Information:**
Extensive product information including its shelf life, country of origin, ingredients, packaging, images, and certifications and testing reports.
- **Governed by Neutral Standards Body:**
GS1 Hong Kong is the only organization authorized to issue and govern international GS1 barcode numbers in Hong Kong.

⇒ Benefits for Brand Owners:

- ☑ **Create Brand Awareness:** Building stronger brands by delivering easy-to-access information about their products' quality and safety to their target customers;
- ☑ **Build Trust to Consumers:** By sharing testing reports from testing and certification bodies, information about product quality and safety is transparent to consumers leading to increased confidence level;
- ☑ **Maximize your Business Opportunities:** Connecting enterprises to global potential partners;
- ☑ **Enhance Operation Efficiency:** Providing an effective online platform for brand owners to manage product catalogues with centralized database and share product data with trading partners;

⇒ Benefits for Consumers:

- ☑ **Neutral Role:** BarcodePlus is initiated and operated by GS1 Hong Kong, the only organization authorized to issue and govern international barcode numbers in Hong Kong;
- ☑ **Credible Information:** Consumers can check for product quality data plus product testing/system certification with certified reports/certificates provided by Hong Kong major product testing and certification bodies;
- ☑ **Product Transparency:** By sharing testing reports from testing and certification bodies, information about product quality and safety is transparent to consumers, thus providing higher flexibility in their choice of products;
- ☑ **Easy to Access Online:** The BarcodePlus portal will be a reliable source of comprehensive product quality information that can be easily accessed online anywhere, anytime.

Act Now! If you want to link your product testing and system certification reports at BarcodePlus for free, please complete the Registration Form at the back. For more information you may check out our BarcodePlus website (www.barcodeplus.com.hk) or call GS1 Hong Kong's Membership Hotline at (852) 2863 2783 or 2863 9786.

Powered by:



Partners:



BarcodePlus Registration Form

FREE Posting of Product Testing Reports/Safety Certificates/ System Certificates

Please complete the following Registration Form and return to us by FAX at **2861 0748**.

Please put a tick ("✓") in the box and complete the form

- My/Our Company is a valid member of GS1 Hong Kong and have registered with "HK e-ID Registry" from GS1 Hong Kong. My/Our Company agrees that product(s) listed in this Registration Form that passed the CMA Testing ("CMA"), Hong Kong Quality Assurance Agency ("HKQAA"), Hong Kong Standards and Testing Centre ("HKSTC"), The Hong Kong Safety Institute Ltd ("HKS1") and/or SGS Hong Kong ("SGS") test(s) and/or certification(s) will be enlisted in the BarcodePlus website (www.barcodeplus.com.hk), in which the product testing and/or management certification report(s) will become searchable by the general public. In order to proceed to the necessary services, we agree that GS1 Hong Kong will be entitled to provide the information of My/Our Company to CMA, HKQAA, HKSTC, HKS1 and/or SGS and/or their subsidiaries and/or any authorized parties. My/Our Company agrees and understands that GS1 Hong Kong or CMA, HKQAA, HKSTC, HKS1 and/or SGS and/or its subsidiaries has the final right of decision on all matters concerning the posting of the product testing reports and/or safety certificates and/or system certificates.

My/Our Company's product(s) listed below has (have) passed the CMA, HKQAA, HKSTC, HKS1 and/or SGS test(s)/certification(s) and have registered with "HK e-ID Registry" from GS1 Hong Kong:

Assessment Category : <input type="checkbox"/> Product Level <input type="checkbox"/> Company Level							
Product's GTIN (GS1 Barcode Number)	Batch/Lot No. (If applicable)	Product Name	Please provide the Reference No. of the latest product testing reports / safety certificates / system certificates of below testing /certification bodies				
			CMA	HKQAA	HKSTC	HKSI	SGS

The above information is available to public Or The above information is available for GS1 Hong Kong Members only

Please provide the product details in a separate sheet if necessary.

Company Name (Eng): _____

Chinese Company Name (if any): _____

Contact Person: _____ Position: _____

Tel No: _____ Fax No: _____

Email address: _____

Authorized Signature & Company Chop: _____ Date: _____

Disclaimer:

Anyone who accesses and uses GS1 Hong Kong's BarcodePlus portal shall be considered as having accepted and hence bound by the terms and conditions (including the disclaimer) of GS1 Hong Kong and its Partners.