

Product Authentication

Buy with more Confidence

- ✓ Product Authenticity
- ✓ Consumer Confidence
- ✓ Easy Access
- ✓ Product Information Transparency



The Product is successfully authenticated.

You can verify product authenticity immediately by entering the unique VerCode printed on Authentic Barcode Label via the Internet or SMS.



Your Benefits

1. **Guard against counterfeit product:** You can rely on the VerCode to check product authenticity.
2. **Build your confidence on product:** Products with the Authentic Barcode Label can increase your trust level towards the product.
3. **Easy Access:** You can check the product either through the Internet at www.barcodeplus.com.hk OR send an SMS to 6907 4890 instantly.
4. **Increase product information transparency:** You can obtain more product information and check out product recall details in a proactive way.

How to use?

You can simply enter the VerCode (15-digit) that is printed on the Authentic Barcode Label of the product packing, through:

1. Internet at BarcodePlus Beta Version (www.barcodeplus.com.hk) OR
2. SMS to 69074890 (SMS is applicable only in Hong Kong)



Step 1 Find the Authentic Barcode Label from the purchased product packing



Step 2 Tear off the Authentic Barcode Label to get the 15-digit VerCode



Step 3 Enter your VerCode for product authentication by visiting www.barcodeplus.com.hk OR sending an SMS to 69074890



Step 4 Get your authentication result instantly



Product Authentication Results



The Product is successfully authenticated.

The Product is successfully authenticated.
(Note: This is the first-time registration. The Product is successfully authenticated.)



The Product has already been registered.

The Product has already been registered.
(Note: If you have not registered the Product previously, your VerCode may have been used and registered by another person.)



The Product is being recalled.

The Product is being recalled.
(Note: Please contact your seller or brand owner immediately.)



The Product is not ready for sale.

The Product is not ready for sale.
(Note: The Product may be sold via an unofficial sales channel to the market.)

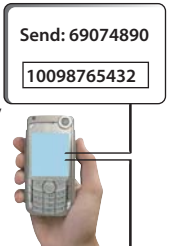
Register as a Personal Member Now for FREE!

You can now register as a personal member of BarcodePlus for free. Registered member can verify product authenticity through product authentication solution and enjoy exclusive privileges, including purchase discounts, discount coupons or bonus points from merchants (Coming soon).

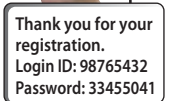
REGISTER NOW!

➤ 1. Send SMS

Step 1 Input "1" + "00" + <Mobile Number>, then send an SMS to 69074890
Example: 10098765432



Step 2 An activation SMS with an assigned password will be sent to your mobile phone (now your account is activated)



Step 3 Visit www.barcodeplus.com.hk, use your mobile number and assigned password to login and complete the registration



OR

➤ 2. Visit www.barcodeplus.com.hk

Hong Kong's First-ever Pilot Project in Product Authentication

Funded by HKSAR Government's Office of the Government Chief Information Officer (OGCIO) under 2007/08 Sector-specific Programme for Supply Chain Sector, a pilot project "Improving Product Trustworthiness through Product Authentication" is initiated by GS1 Hong Kong with the support of four pilot companies: Comvita HK Limited, First Edible Nest, Nuance-Watson (HK) Limited and Po Sum On Medicine Factory Limited. Launched in May 2009, with its pilot run initiated at the same period, the Product Authentication solution aims to demonstrate the business values of brands protection for Hong Kong brand owners and make enhanced product information and content available to the public.



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