



Improving Product Trustworthiness through **Product Authentication**

透過**產品驗證**
加強產品可信度



Case Sharing 個案分享



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Acknowledgements 鳴謝

Core to the success of the “Improving Product Trustworthiness through Product Authentication” project (hereafter “PA Project”) has been the tremendous support received from the Office of the Government Chief Information Officer of the HKSAR Government as well as three renowned brand owners and a leading retailer. GS1 Hong Kong is sincerely grateful to the following organization and companies.

「透過產品驗證，加強產品可信度」計劃〔以下簡稱「產品驗證計劃」〕的成功，全賴香港特別行政區政府政府資訊科技總監辦公室、三家著名品牌持有人和一間具領導地位的零售商之鼎力支持。香港貨品編碼協會在此特別向以下機構和公司表示衷心謝意。

Sponsoring Organization 贊助機構：

Office of the Government Chief Information Officer,
the Government of the HKSAR
香港特別行政區政府政府資訊科技總監辦公室

香港特別行政區政府
政府資訊科技總監辦公室
Office of the Government
Chief Information Officer
The Government of the HKSAR

Participating Companies 參與公司：

Nuance-Watson (HK) Limited



First Edible Nest Limited
盞記



Comvita HK Limited
康維他香港有限公司



Po Sum On Medicine Factory Limited
保心安藥廠有限公司



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Project Background
計劃背景



Project Background 計劃背景



1.1 Brand Integrity Vital to Customer Trust

Hong Kong has long enjoyed a reputation as a "shopping paradise" and "capital of genuine goods". Local consumers and tourists alike have confidence in products purchased in the city. Every year, millions of people visit Hong Kong for shopping. To sustain its competitive edge as a hub for shoppers and an attractive tourist destination, Hong Kong needs to take a further step to strengthen its reputation and consumers' trust.

1.1 品牌誠信 – 消費者信心的關鍵

香港一直擁有「購物天堂」及「正貨之都」的美譽，本地消費者及遊客對在港購買的產品均充滿信心，因而香港每年都能吸引數以百萬計的遊客到此購物消費。事實上，香港已成為購物的信心保證、遊客心中的購物之都、及充滿吸引力的旅遊地點。為了保持及加強這個競爭優勢，香港應進一步鞏固其信譽，以及增強消費者在香港購物的信心。

One important way to achieve this is to fight against counterfeits. As fake products are often of sub-standard quality, they will possibly incur risks of safety and economic loss to consumers. To protect businesses from potential loss due to counterfeiting and enhance consumer confidence in products purchased, it is crucial to strengthen brand protection tools that enable customers to differentiate authentic products from counterfeit copies and easily get reliable and comprehensive product information.

1.2 About GS1 Hong Kong

Founded in 1989, GS1 Hong Kong is a not-for-profit industry support organization dedicated to helping Hong Kong companies drive supply chain efficiency and deliver value through the innovative use of GS1 System of Standards.

As GS1's local chapter, GS1 Hong Kong is the only organization that is authorized to issue and administer GS1 identification numbers in Hong Kong. Standards and solutions offered include Barcoding services, B2B e-commerce services, Global Data Synchronization (GDS) and Electronic Product Code™ / Radio Frequency Identification (EPC/RFID). The organization also hosts a wide range of training courses to facilitate knowledge transfer for global supply chain standards implementation, enabling technology and best practices.

The GS1 community has over one million corporate members spanning 155 countries and economies and more than 20 industries around the world.

要達到這個目標，其中一個方法就是要打擊冒牌產品。由於冒牌產品的品質多屬次一等，在產品安全標準上具潛在風險，消費者亦可能因此蒙受經濟損失。為了保障企業利益，以免它們受到冒牌貨品的影響導致損失，及增強消費者對所選購產品的信心，我們應進一步提升保護品牌工具的功能，讓消費者可以更方便快捷地取得可靠及全面的產品資訊，從而分辨出產品的真偽。

1.2 香港貨品編碼協會

香港貨品編碼協會於1989年成立，是一個非牟利的工商業支援機構，致力透過GS1標準的創新應用，協助香港企業提升供應鏈效率及創優增值。

作為GS1國際組織的本地分會，香港貨品編碼協會是香港唯一獲認可簽發及管理GS1識別碼的機構。協會所提供的標準和解決方案包括條碼服務、企業對企業電子商貿服務、全球數據同步 (GDS)，以及產品電子代碼 / 無線射頻識別 (Electronic Product Code™ / Radio Frequency Identification, EPC/RFID)。此外，協會更舉辦一系列培訓課程，就採納全球供應鏈標準、應用技術及最佳實務促進知識轉移。

GS1組織在全球擁有超過100萬個企業會員，遍佈155個國家及經濟體，覆蓋逾20多個行業。



產品驗證
個案分享



Since the introduction of barcodes in the 1970s, GS1 Barcodes have become the world's most widely adopted global standard in retail point-of-sale scanning. GS1 Hong Kong has fully exploited the value of barcode automatic identification technology and EPC/RFID track and trace capabilities to develop a Product Authentication solution.

The new solution provides consumers with a convenient and reliable way to verify product authenticity instantly as well as get comprehensive product quality-related information, thus enhancing their trust in the products purchased. This in turn enables brand owners to strengthen their brand reliability.

自1970年推出以來，GS1條碼已被廣泛應用於零售業之上，成為世界上最普及的銷售點掃瞄全球標準。而香港貨品編碼協會則全面運用了條碼的自動化識別技術，以及產品電子代碼/無線射頻識別的追蹤和追溯功能，成功研發出「產品驗證方案」。

這項嶄新的方案為消費者提供了一個方便可靠的方法，即時分辨產品的真偽，更能讓消費者取得全面的產品品質資訊，此舉有助加強消費者對所選購產品的信心，更能讓品牌持有人提升其品牌的誠信。





The Product Authentication solution is operated on the GS1 Hong Kong's BarcodePlus (www.barcodeplus.com.hk), a one-stop product quality information portal that will officially go live in late 2009. The website aims to raise public awareness on product safety and authenticity as well as promote quality products through innovative supply chain technologies. It will provide an online platform for supply chain stakeholders such as brand owners to post useful product information for public access.

1.3 Government Funding

Funded with around HK\$2 million by the Office of the Government Chief Information Officer (OGCIO) of the HKSAR Government under the 2007/08 Sector-specific Programme for the Supply Chain Sector, the Product Authentication solution is designed to enhance trustworthiness in brands through increasing product information visibility. The underlying objective of the solution is to increase brand integrity and bolster consumer confidence. In the long term, these efforts will help enhance Hong Kong's reputation for providing authentic goods.

The PA Project is supported by four participating companies, including the leading retail operator at Hong Kong International Airport, Nuance-Watson (HK) Limited, the traditional Chinese ingredient supplier First Edible Nest Limited, the health supplement supplier Comvita HK Limited and the Hong Kong Chinese medicine manufacturer Po Sum On Medicine Factory Limited.

Launched in May 2009, the project strives to demonstrate the business values of brand protection for Hong Kong brand owners and to make enhanced product information available to the public in addition to the product authentication function.

「產品驗證方案」以香港貨品編碼協會的BarcodePlus為運作平台，BarcodePlus (www.barcodeplus.com.hk)是一站式的產品品質資訊入門網站，將於2009年下旬正式全面啟動。該網站旨在透過創新的供應鏈技術，提升公眾對產品安全及真品正貨的認識和關注，並藉此推廣優質產品。該網站將提供一個網上平台，讓供應鏈的持份者如品牌持有人，上載實用的產品資訊予公眾查閱。

1.3 政府資助

「產品驗證計劃」得到香港特別行政區政府政府資訊科技總監辦公室旗下「2007/2008年度供應鏈業電子商務推廣計劃」約港幣二百萬的資助，旨在透過提升產品資訊的透明度，加強品牌的可信度。該方案的最終目標是提升品牌誠信，藉以加強消費者的信心。香港是真品正貨之都，此計劃將帶來長遠的利益，有助鞏固本地良好的信譽。

四家參與這次「產品驗證計劃」的公司，包括在香港國際機場經營零售業務的主要零售商Nuance-Watson (HK) Limited、傳統中式食品藥材供應商盞記、保健產品供應商康維他香港有限公司，以及香港中藥製造商保心安藥廠有限公司。

該計劃已於2009年5月推出，旨在向香港品牌持有人展示保護品牌所帶來的商業價值，以及在產品驗證功能的基礎上進一步為公眾提供更多產品資訊。



產品驗證
個案分享





What is Sector-specific Programme (SSP), organized by the OGCIO?

The Government undertakes to drive IT adoption in traditional business sectors, targeting at the Small and Medium-sized Enterprises (SMEs). In collaboration with the industry organizations and professional bodies, the OGCIO has launched the Sector-specific Programme (SSP) since 2004 to enhance the IT and e-business capabilities of the SMEs. It is hoped that the SSP can serve as a catalyst for encouraging companies in the targeted sectors to have greater incentives to make ICT investment for enhancing their business performance and competitiveness. We have so far sponsored \$13 millions for 16 SSPs targeting 11 business sectors, of which 11 were already completed while the remaining 5 to be completed by end 2010.

政府資訊科技總監辦公室推行的「配合個別行業的電子商務推廣計劃」，目標與內容是甚麼？

政府一直致力推動社會各界採用資訊科技，中小型企業是各項有關計劃及措施的主要對象之一。自2004年開始，政府資訊科技總監辦公室推出了「配合個別行業的電子商務推廣計劃」，提供資助供不同行業和專業團體向中小型企業推廣採用資訊科技及電子商務。政府期望該計劃可鼓勵目標行業的機構作出更大投資，在業務上使用資訊科技，從而提高自身的競爭力。政府至今合共贊助約1,300萬元，供11個行業推行了16個項目，其中11個已經完成，其餘5個項目，將於2010年底前完成。





Introduction of the Product Authentication Project 「產品驗證計劃」介紹



Introduction of the Product Authentication Project

「產品驗證計劃」介紹



2.1 Participants and Their Roles in The Product Authentication Project

Four participating companies were involved in the Product Authentication ("PA") Project, namely Nuance-Watson (HK) Limited, First Edible Nest Limited, Comvita HK Limited and Po Sum On Medicine Factory Limited. They implemented the Product Authentication solution developed by GS1 Hong Kong.

2.1 參與公司及其在「產品驗證計劃」的角色

四家參與計劃的公司分別是Nuance-Watson (HK) Limited、盞記、康維他香港有限公司及保心安藥廠有限公司。他們採納了由香港貨品編碼協會所開發的「產品驗證方案」。

Participating Company 參與公司

Company Description 公司簡介

Stakeholder's Major Role in Supply Chain 參與公司在供應鏈的主要角色


WORLD CLASS DUTY FREE
Nuance-Watson (HK) Limited

A leading retail operator at Hong Kong International Airport
香港國際機場的主要零售商

Retailer
零售商




First Edible Nest Limited
盞記

A traditional Chinese ingredient supplier
傳統中式食品藥材供應商

Brand Owner
品牌持有人




Comvita HK Limited
康維他香港有限公司

A health supplement supplier
保健產品供應商

Brand Owner
品牌持有人




Po Sum On Medicine Factory Limited
保心安藥廠有限公司

A Hong Kong Chinese medicine manufacturer
香港中藥製造商

Brand Owner
品牌持有人



2.2 Objectives

2.2.1 Provide a Robust and Cost-effective Solution for the Business Community

To provide brand owners and retailers with a robust and cost-effective solution to build and consistently protect the values of their brand names through offering customers a convenient channel to verify the authenticity of the purchased products, especially for SMEs who often lack the resources and know-how to accomplish this goal.

2.2.2 Enhance Hong Kong Brand Integrity

To reinforce the integrity of Hong Kong brands by helping companies gain trust and confidence from their buyers with the use of a Product Authentication-enabled, reliable track-and-trace system so as to work towards shaping Hong Kong into a "capital of genuine goods".

2.2.3 Facilitate Supply Chain Visibility

To enhance supply chain transparency, product information availability and trustworthiness in brands and products.

2.2.4 Provide Consumers with a Reliable Product Authentication Solution

To provide consumers with a reliable and easy-to-use solution to verify the authenticity of products via the Internet or SMS as a way to safeguard their rights.

2.2 目標

2.2.1 為商界提供強效及具成本效益的解決方案

透過向消費者提供核實所選購產品真偽的便捷渠道，為品牌持有人及零售商提供強效及具成本效益的解決方案，以建立並持續捍衛其品牌價值，特別是要協助在資源和有關的知識上較為缺乏以至較難達到上述目標的中小企業。

2.2.2 提升香港品牌的誠信

透過能提供「產品驗證方案」、及可靠追蹤與追溯功能的系統，協助企業贏取顧客信任及對產品的信心，從而鞏固香港品牌的誠信，把香港塑造成「正貨之都」。

2.2.3 提高供應鏈的透明度

提升供應鏈透明度，開放產品資訊大門，以及加強品牌及產品的可信度。

2.2.4 為消費者提供可靠的產品驗證方案

為消費者提供一個可透過互聯網及手機短訊核實產品真偽，可靠易用的解決方案，藉此保障消費者的權益。



產品驗證
個案分享





2.3 Product Authentication Solution

2.3.1 Solution Architecture

The Product Authentication solution provides consumers with a convenient and reliable way to distinguish counterfeits from genuine products.

The implementation process that enables businesses to enhance information visibility and product traceability along the supply chain is easy and straightforward. It involves only the product packing and picking processes but not the production line. All the company needs in the warehouse are Authentic Barcode Labels (a 15-digit VerCode is found underneath), EPC/RFID Tags (on product item-level), EPC/RFID Labels (optional on case-level), a Barcode and RFID smart handheld reader, and a robust Product Authentication Management System. During the process, the data at product item-level and/or case-level will be captured by the handheld reader and synchronized to the system. The data will then be uploaded to GS1 Hong Kong's EPCIS Standard-based platform (called ezTRACK), which enables the track and trace function.

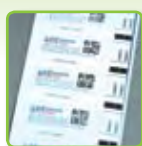
2.3 產品驗證方案

2.3.1 方案架構

「產品驗證方案」為消費者提供便利及可靠的方法，分辨產品的真偽。

實施「產品驗證方案」的過程簡易直接，企業能藉此輕易地提升供應鏈資訊透明度及產品追溯能力。過程只牽涉產品包裝及執貨流程，並不影響產品製造過程。企業只須在包裝工場內增添以下設備：防偽條碼標籤（內藏15位數字的驗證碼）、EPC/RFID標籤（產品層面）、EPC/RFID外箱標籤*（貨箱層面）、一個「條碼及RFID智能手提讀寫器」，以及強效的「產品驗證管理系統」。在過程中，手提讀寫器會讀取屬於產品層面及/或貨箱層面的數據，並傳送系統達至數據同步，數據隨即會被上載至香港貨品編碼協會以EPCIS標準為基礎的平台「縱橫網」，方便執行追蹤及追溯產品資訊的流程。

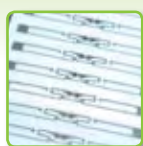
Product Authenticity 產品真偽



Authentic
Barcode Label
防偽條碼標籤

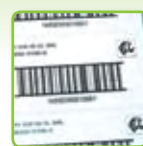
Labeled on Product Item-level
貼在產品上

Goods Traceability 貨品追溯



EPC/RFID Tag
EPC/RFID標籤

Labeled on Product Item-level
貼在產品上



EPC/RFID Label
EPC/RFID外箱標籤*

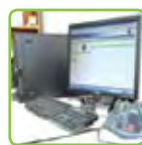
Labeled on Case-level (optional)
貼在貨箱上

Equipment and System 設備及系統



Barcode & RFID Smart
Handheld Reader
條碼及RFID智能手提讀寫器

Installed at company warehouse
設在公司貨倉



Product Authentication
Management System
產品驗證管理系統

Installed at company warehouse
設在公司貨倉

Track and Trace Platform 追蹤及追溯平台



Backend system, developed by GS1 Hong Kong
香港貨品編碼協會開發的後端系統

* EPC/RFID外箱標籤屬於非必要的設備

What is EPC?

Electronic Product Code™ (EPC) is a numbering system, which works with Radio Frequency Identification (RFID) technology and global communications networks, to track and trace goods as they move through the global supply chain. When an item carries an RFID tag embedded with an EPC number, its origins, date of production and other information can be obtained simply by scanning the RFID tag and accessing a secure remote computer database.

EPC is the global RFID standard for numbering in the supply chain management space. As its adoption has spread, EPC is helping more and more businesses to control product quality, deliver goods on time and achieve optimal supply chain efficiency, which ultimately benefits the consumer.

Header 前置編號	EPC manager number EPC管理單位代碼	Object Class 物品類別	Serial Number 序號
48	4009419	012368	000000123456

甚麼是產品電子代碼?

產品電子代碼是一套連結無線射頻識別技術及全球通訊網絡使用的編碼系統，用以追蹤及追溯物件在全球供應鏈內的流向。物件只須附有儲存產品電子代碼的無線射頻識別標籤，再透過掃描標籤及登入遠程保安資料庫，便可得知物件的來源地、生產日期及其他相關資料。

產品電子代碼是用於供應鏈管理的全球無線射頻識別技術編碼標準，由於已被廣泛採納，產品電子代碼正協助更多企業監控產品質素、達至準時付運，及優化供應鏈的效率，最終讓客戶獲益。

An example of EPC numbering structure
產品電子代碼結構例子



What is RFID?

Radio Frequency Identification or **RFID** is a technology which uses radio wave communication to identify items. RFID technology has existed since World War II when it was used to distinguish friendly aircraft from enemy ones, and started to find commercial applications in the 1970s. Today it is one of the most powerful technologies for managing complex global supply chains.

In a typical RFID system, an item is given a tag, which will transmit a unique identity code when it is interrogated by a reader. With this unique code, the user can look up the information about the product in the computer database. Unlike barcode scanning that requires line of sight for object identification, RFID technology allows automatic identification. In essence, an RFID tag with the support of the RFID antenna can send and transmit data, which can be updated as the product move through the supply chain.

甚麼是無線射頻識別技術?

無線射頻識別或**RFID**是一項使用無線電波通訊來識別物件的技術。無線射頻識別技術自二次大戰起便已出現，當時主要用於分辨敵我兩方的戰機，直至七十年代才開始在商業上應用。今天它更成為管理全球複雜供應鏈的最強大技術。

在典型的無線射頻識別系統內，貨品都會附上標籤，工作人員透過讀寫器的掃描便能讀取標籤內獨一無二的識別碼，並可利用這個識別碼在數據庫內搜尋有關該貨品的資料。無線射頻識別系統有自動識別貨品的功能，毋須像條碼掃描系統必須在瞄準線下進行識別貨品的程序。除此之外，無線射頻識別標籤透過其天線的裝置，可以傳送及接收數據，而隨著貨品在供應鏈的流動，有關的數據亦可隨時更新。



產品驗證
個案分享





2.3.2 How Do Consumers Use It

Since the Authentic Barcode Label contains an automatically generated secure “VerCode” which is unique to each individual product item, consumers can verify a product’s authenticity by simply inputting the “VerCode” hidden under the Authentic Barcode Label on the item they want to check. This can be done directly by logging on to www.barcodeplus.com.hk via the Internet or by sending an SMS message to (852) 6907 4890. A confirmation screen / message will then be sent back to the consumer instantly to show if the product is successfully authenticated.

2.3.2 消費者使用方法

防偽條碼標籤包含一組由系統自動編配並經加密處理的「驗證碼」，每件產品的驗證碼都是獨一無二，消費者透過互聯網直接登入www.barcodeplus.com.hk或以手機發短訊至（852）6907 4890，輸入隱藏於防偽條碼標籤內的「驗證碼」，便可核實產品的真偽。產品一經成功核實，消費者便會即時收到確認訊息的畫面/短訊。

Verify Product Authenticity 驗證產品真偽

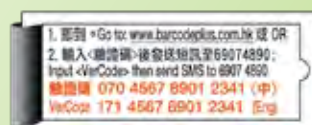
Step 1 步驟 1

Find the Authentic Barcode Label on the packing of the purchased product
查看已購買產品包裝上的「防偽條碼標籤」



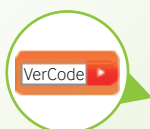
Step 2 步驟 2

Tear off the Authentic Barcode Label to get the 15-digit VerCode
(e.g. VerCode <171 4567 8901 2341> for English)
撕開「防偽條碼標籤」，查看15位數字的驗證碼 (例如驗證碼是 <070 4567 8901 2341> 中文)



Step 3 步驟 3

Enter the VerCode for product authentication either via the Internet or SMS
透過互聯網輸入驗證碼或以手機進行產品驗證

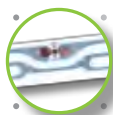


www.barcodeplus.com.hk

or
或



SMS 短訊 (852) 6907 4890
(SMS is applicable only in Hong Kong)
(短訊只適用於香港境內)



Step 4 步驟 4

Get product authentication result immediately with one of the following results
可即時收到產品驗證結果，包括以下四種情況：



The Product is successfully **authenticated**
產品被成功**確認**

(Note: This is the first-time registration. The Product is successfully authenticated.)
(註：閣下之產品為首次登記及已被成功確認。)



The Product has already been **registered**
閣下之產品曾被**登記**

(Note: If you have not registered the Product previously, your VerCode may have been used and registered by another person.)
(註：如閣下尚未為產品登記，閣下所持有的<驗證碼>可能已被他人使用及登記。)



The Product is being **recalled**
此產品正在**回收**

(Note: Please contact your seller or brand owner immediately.)
(註：請儘快與銷售商或品牌持有人聯絡。)



The Product is not **ready for sale**
此產品**尚未在市面出售**

(Note: The Product may have been sold via an unofficial sales channel to the market.)
(註：產品可能經非正式渠道於市面銷售。)

Comprehensive Product Information

Apart from verifying product authenticity via the Internet or SMS after a product is purchased, customers can get further product information by scanning the EPC/RFID tag on a product at the RFID smart kiosk in the retail stores. Information including product video, product description, and product's critical points along the supply chain will be available in a few clicks.

產品資訊一目了然

消費者除了可透過互聯網或以手機發放短訊以分辨已購買產品的真偽外，更可藉著在智能資訊站掃描貼在產品上的EPC/RFID標籤，獲得更多產品資訊，包括產品宣傳片、產品說明、及產品在供應鏈上關鍵步驟的流向。



RFID smart kiosk
RFID智能資訊站



產品驗證
個案分享





2.4 General Benefits

2.4.1 Benefits for Brand Owners & Retailers

- **Protect Brands from Potential Business Loss**
When consumers buy counterfeit products, the brand owners / retailers lose sales. The Product Authentication solution can protect businesses from such potential loss.
- **Sustain Brand Image and Reputation**
Counterfeit products are often of sub-standard quality. Successfully differentiating authenticated products from counterfeit copies provides companies with long-term benefits in sustaining reputation of their brands.
- **Help Brand Owners Increase Consumer Trust**
Information transparency is an essential prerequisite for public confidence. Effective product authentication and traceability help brand owners increase consumer trust.

2.4.2 Benefits for Consumers

- **Guard against Counterfeit Products**
With the Authentic Barcode Labels, consumers can rely on the VerCode to check product authenticity.
- **Build Consumer Confidence**
Goods with the Authentic Barcode Labels can increase consumers' trust level towards the products.
- **Easy Access**
Consumers can check product authenticity and status such as product recall instantly either through the Internet at www.barcodeplus.com.hk or by sending an SMS to (852) 6907 4890.
- **Increase Product Information Transparency**
Consumers can obtain more product information through the RFID smart kiosk or BarcodePlus web portal and check out product's critical points along the supply chain.

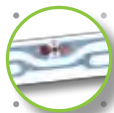
2.4 基本成效

2.4.1 對品牌持有人及零售商的成效

- **保護品牌免受冒牌貨品可能帶來的商業損失**
消費者購買冒牌貨品，便會令品牌持有人/零售商損失生意，「產品驗證方案」正好保障企業避免承受潛在損失。
- **維持品牌形象和聲譽**
冒牌產品的品質多屬次一等，而消費者能成功分辨出產品的真偽，長遠來說有效保護企業品牌的聲譽。
- **協助品牌持有人加強消費者的信心**
要公眾對產品充滿信心，提升產品資訊透明度是先決條件。有效的產品驗證及追溯能力，有助品牌持有人加強消費者信心。

2.4.2 對消費者的成效

- **杜絕冒牌產品**
產品附上防偽條碼標籤，消費者便可藉著驗證碼分辨產品真偽。
- **協助消費者對產品建立信心**
產品附有防偽條碼標籤，可提升消費者對產品的可信度。
- **方便易用**
消費者可透過互聯網登入www.barcodeplus.com.hk或發放手機短訊至(852) 6907 4890，即時進行產品驗證。
- **提升產品資訊透明度**
消費者可透過RFID智能資訊站或www.barcodeplus.com.hk就產品在供應鏈上關鍵步驟的流向，獲取更多產品資訊。



Participating Company
參與公司



Retailer 零售商 - Nuance-Watson (HK) Limited



Participating Company: Retailer 參與公司：零售商 Nuance-Watson (HK) Limited



3.1 Participant

Nuance-Watson (HK) Limited is a joint venture between the A.S. Watson Group and The Nuance Group, the world's top airport retailer. The company began its operations at Hong Kong International Airport (HKIA) in July 1998 and is the leading retail operator at HKIA. It now manages over 40 world-class duty free outlets, offering a wide range of goods including watches and jewellery, fashion and accessories, perfumes and cosmetics, audio-visual, electronic equipment, packaged food and souvenirs. Nuance-Watson remains committed to being a world-class travel retail operator which provides exceptional products and services for the global travelers.

3.1 參與公司

Nuance-Watson (HK) Limited是由屈臣氏集團與The Nuance Group合資經營，The Nuance Group乃全球頂尖的機場零售商。該公司於1998年7月在香港國際機場正式開設零售店鋪，是香港國際機場最具規模之零售商。該公司現時經營40多間世界級免稅店，提供多元化的商品，由腕錶與珠寶首飾、時裝與配飾、香水與化妝品、影音、電子器材，以至包裝食品與紀念品應有盡有。Nuance-Watson (HK)矢志成為世界一流的零售商，為旅客提供最優質的產品與服務。



The RFID smart kiosk at Gate 27, Hong Kong International Airport
位於香港國際機場27號登機開口的RFID智能資訊站

Nuance-Watson's TravelCare Express located at Gate 27, HKIA, is the outlet that has implemented the Product Authentication solution by setting up a RFID smart kiosk in the store.

Nuance-Watson's TravelCare Express位於香港國際機場27號登機開口，為推行「產品驗證方案」，該店安裝了RFID智能資訊站。



3.2 Specific Objectives

Nuance-Watson strives to achieve the following objectives when joining the PA Project and setting up the RFID smart kiosk.

3.2.1 Enhance shoppers' buying experience

Being the largest retail operator at HKIA, Nuance-Watson is committed to offering travelers the ultimate in shopping pleasure with satisfaction guaranteed. The RFID smart kiosk raises product information visibility to travelers, thus enhancing shoppers' buying experience and increasing customer satisfaction.

3.2.2 Enable customers to buy with complete confidence

Taking a customer-led approach, the Product Authentication solution and RFID smart kiosk allow customers to purchase with confidence, which helps sustain Hong Kong's reputation as a safe and reliable shopping destination.

3.3 Business Solution Illustrated

TravelCare Express, located at Gate 27, HKIA, was selected by Nuance-Watson to implement the Product Authentication solution. With the support of two brand owners – Comvita HK Limited and Po Sum On Medicine Factory Limited – TravelCare Express has become the first store in HKIA selling goods with the Product Authentication function. Selected products from Comvita and Po Sum On with Authentic Barcode Labels are sold at TravelCare Express. A RFID smart kiosk has been set up at the store to allow shoppers to get detailed information of the products.

3.2 具體目標

Nuance-Watson參與「產品驗證計劃」並安裝RFID智能資訊站，致力達至以下目標。

3.2.1 提升顧客購物體驗

作為香港國際機場最具規模之零售商，Nuance-Watson致力為旅客提供最頂級的購物樂趣及享受。RFID智能資訊站為旅客提升了產品資訊透明度，讓他們享受到更大的滿足感和購物樂趣。

3.2.2 顧客購物倍添信心

「產品驗證方案」及RFID智能資訊站的設計，主要為滿足顧客的需要，務求令他們買得放心，藉以鞏固香港作為安全、可靠的「購物天堂」之美譽。

3.3 商業解決方案

位於香港國際機場27號登機閘口的TravelCare Express，被Nuance-Watson挑選為實施「產品驗證方案」的旗下商店。Nuance-Watson獲兩家品牌持有人鼎力支持，分別是康維他香港有限公司及保心安藥廠有限公司，使TravelCare Express成為首間在香港國際機場售賣具產品驗證功能貨品的商店。該店鋪出售附有防偽條碼標籤的康維他及保心安產品，並安裝RFID智能資訊站，讓顧客可以查閱產品的詳細資料。



產品驗證
個案分享



RFID smart kiosk installed adjacent to Comvita and Po Sum On products

RFID智能資訊站設於擺放康維他及保心安產品的貨架旁邊





3.3.1 Simple deployment

The installation of the RFID smart kiosk is simple. System pre-configuration was done before the kiosk was sent to the store. With Internet access connected at the store, the kiosk can be installed and go into operation within half a day.

3.3.2 Self-service Kiosk

The kiosk is a touch-screen based device with clear navigation and easy-to-use interface. It supports three languages -- English, Traditional Chinese and Simplified Chinese. Shoppers can use the kiosk on a self-service basis and no dedicated staff is required to man the kiosk.

3.3.1 執行簡易

RFID智能資訊站安裝程序簡易。該資訊站的系統經預先設定，在運抵店舖後，只須接駁互聯網，RFID智能資訊站便可在半日內正式運作。

3.3.2 自助式資訊站

該資訊站採用輕觸式屏幕設計，導覽方式清晰明確，介面簡單易用。資訊站支援三種文字，包括英文、繁體中文及簡體中文。由於使用簡易，資訊站以自助形式運作，毋須另派人手管理。



Touch-screen kiosk supporting three languages: English, Traditional Chinese and Simplified Chinese
具有輕觸式屏幕設計的資訊站支援三種文字 – 英文、繁體中文及簡體中文

3.3.3 Additional Product Information

With the RFID smart kiosk, Nuance-Watson can provide customers with instant detailed product information, which helps build consumer trust. Before the shopper makes a purchase, he/she can scan the EPC/RFID tag of the selected product at the smart kiosk to browse for more detailed information of the product, such as purchase discounts, product video and other information related to product description, weight, ingredients, benefits and manufacturing date, thus increasing information transparency to consumers. In addition, consumers can track the product's critical points along the supply chain, from goods labeling, packing, picking to distribution, simply by scanning the EPC/RFID tags on the products.

3.3.3 額外產品資訊

透過RFID智能資訊站，Nuance-Watson能為顧客提供即時及詳盡的產品資訊，增強顧客對產品的信心。顧客在購買產品前，可以將附有EPC/RFID標籤的產品放在智能資訊站前進行掃描，以查閱產品詳情，包括折扣優惠、產品宣傳片，及其他有關產品說明如重量、成份、效益及生產日期等，透過以上的程序，消費者便可享受到更高的產品訊息透明度。此外，系統亦記錄了產品在供應鏈上的關鍵步驟，包括為產品貼上標籤、裝箱及出倉的詳情，消費者只須掃描產品上的EPC/RFID標籤便可獲取以上的資料藉以追蹤產品的來歷。





Scan the EPC/RFID tag on the product to get more product information

掃描產品的EPC/RFID標籤以查閱更多產品資訊

View more detailed product information, including product video and product description

查看更詳細的產品資料，包括產品宣傳片及產品說明



Click Product Track to view the product's critical points along the supply chain, from goods labeling, packing, picking to distribution

按入產品追蹤項目以查閱產品在供應鏈上的關鍵步驟，包括為產品貼上標籤、裝箱及出倉的詳情



產品驗證
個案分享





3.4 Challenges and Key Learnings

3.4.1 Share the same vision of Brand Owners

As a retailer, Nuance-Watson does not carry its own brand products. All products sold in its stores are from its suppliers. Therefore, participating retailers like Nuance-Watson need to make a joint effort with brand owners who share the same vision and service commitment in implementing the Product Authentication solution.

3.4.2 Educate the public

Customers generally welcome the Product Authentication service and the RFID smart kiosk. As they are totally new concepts to consumers, more promotion is required to encourage wider usage.

3.4 挑戰與經驗分享

3.4.1 須與品牌持有人持有共同願景

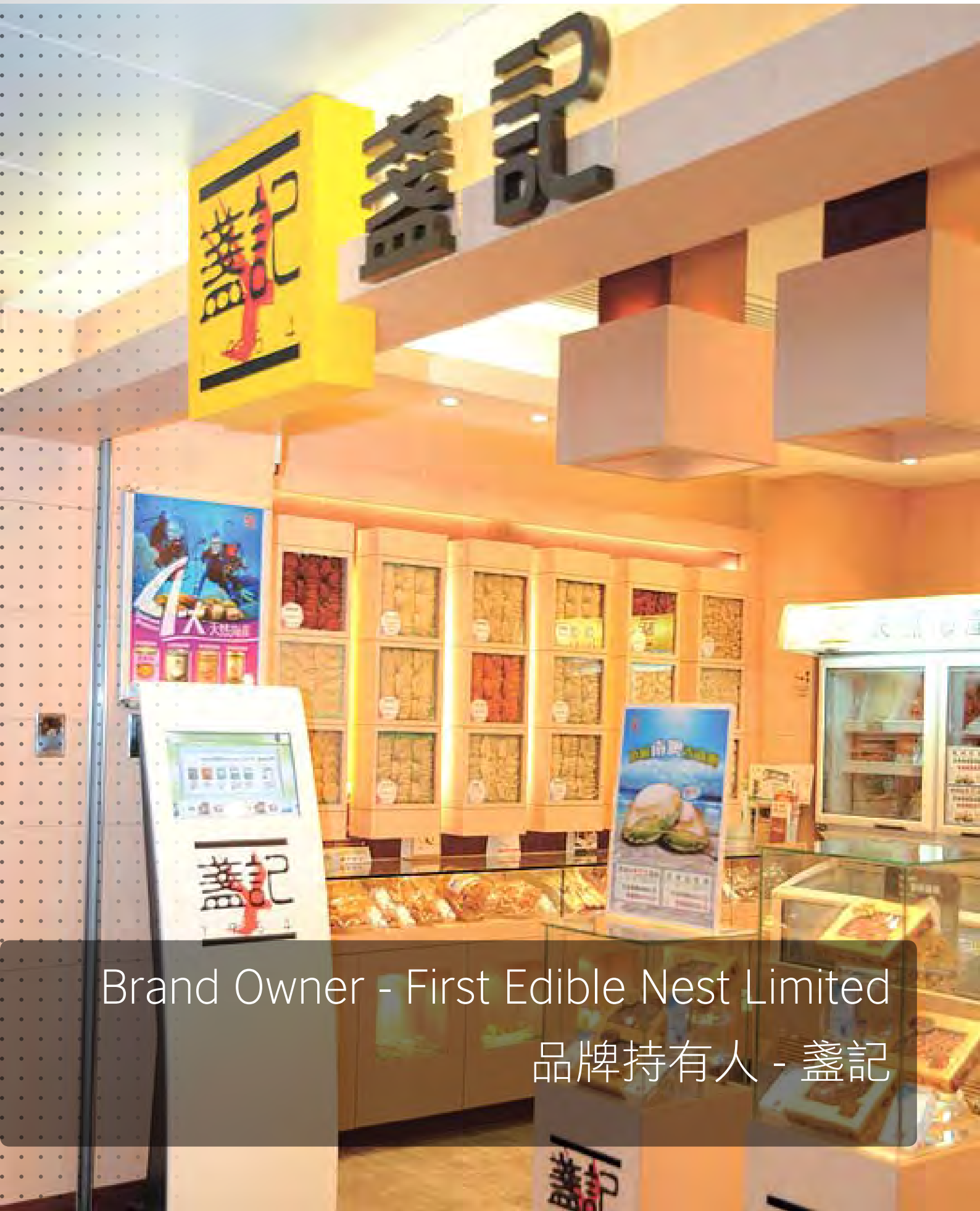
作為零售商，Nuance-Watson沒有出售自家品牌的產品，所有在其店鋪出售的產品均來自供應商。對於沒有出售自家品牌產品的零售商來說，要推行「產品驗證方案」，應與持相同願景、及對顧客提供同樣服務承諾之品牌持有人合作。

3.4.2 向公眾推廣

顧客對「產品驗證方案」及RFID智能資訊站的設立均表歡迎。對消費者來說，「產品驗證方案」屬於一個全新的概念，參與公司應加強推廣以鼓勵公眾使用。



Participating Company
參與公司



Brand Owner - First Edible Nest Limited

品牌持有人 - 盞記



Participating Company: Brand Owner - First Edible Nest Limited 參與公司：品牌持有人 - 盞記



4.1 Participant

Founded in 1995, First Edible Nest Limited has become one of the leading nest and health product brands with 30 specialty stores in Hong Kong. In order to satisfy customers' different needs as well as provide them with more choices, First Edible Nest diligently collects quality health foods from various countries. After more than 10 years of development, First Edible Nest now carries over 100 types of products and it has been making efforts to broaden business scope with focus on the application of pharmaceutical technology to traditional natural herbal products.

4.2 Specific Objectives

Besides being a brand owner, First Edible Nest also sells its products to customers through its specialty stores. Thus, First Edible Nest plays multiple roles in the supply chain from brand owner to retailer in the PA Project. The Product Authentication solution is applied to six of its products while a RFID smart kiosk has been installed at its store in Luk Yeung Galleria in Tsuen Wan.

4.1 參與公司

盞記於1995年成立，現經營30間專門店，並成為香港最具領導地位的燕窩及健康食品品牌持有人之一。為滿足顧客的不同需要並為他們提供更多的選擇，盞記努力搜羅各國不同款式的優質健康食品。該公司經過10多年的發展，現時所銷售的產品已超過100種。此外，盞記亦積極擴展產品的領域，引進各種結合製藥科技與傳統天然草本植物的新產品。

4.2 具體目標

盞記除了是品牌持有人外，亦經營自家的專門店。故此盞記於供應鏈上扮演多重角色，在「產品驗證計劃」中既為品牌持有人亦是零售商。「產品驗證方案」現時被應用在該公司以下6種產品上，而RFID智能資訊站則安裝於盞記荃灣綠楊坊的分店。



Cordyceps
雪嶺蟲草(原庄)

GTIN 4897010811131



Cordyceps
雪嶺蟲草(環保庄)

GTIN 4897010811278



Pearl Powder
水澄珍珠(原庄)

GTIN 4897010811155



Pearl Powder
水澄珍珠(環保庄)

GTIN 4897010811209



NestPert Ready to Serve Bird's Nest - Product code: 1010
飛飛燕窩(小)

GTIN 4897010810417



No. 1 NestPert Ready to Serve Bird's Nest - Platinum
飛飛燕窩(No.1)

GTIN 4897010811223

Remarks 註：GTIN (Global Trade Item Number) 國際貿易貨品編碼

4.2.1 Protect company image from low-quality counterfeits

Counterfeit nest and health products are usually low in quality, and may even harm customers' health. Consumers buying and eating such products may have a wrong perception on the brand, adversely affecting the image of the brand owner and its whole product line. Hence, First Edible Nest aims to fight against counterfeit products in order to protect its company reputation through participation in the PA Project, which also helps reinforce the company's branding and differentiate it from its competitors.

4.2.2 Enhance product information visibility to consumers

In addition to nest products, First Edible Nest also sells health supplements that apply modern pharmaceutical technology. Transparent and detailed product information, such as product description, benefits and ingredients, is very important for a consumer to make purchase decision on these products.

4.2.1 保護公司形象 杜絕品質低劣冒牌產品

市面上偽冒的燕窩及健康食品往往品質低劣，甚至會對顧客的健康造成影響。若顧客購買並食用了這些冒牌產品，將對正牌的貨品產生錯誤的印象，因而破壞品牌持有人的形象及整個產品系列的銷路。有見及此，蓋記冀透過參與「產品驗證計劃」，打擊偽冒產品，藉以保護公司信譽，並進一步鞏固企業品牌，務求在一眾競爭對手中脫穎而出。

4.2.2 為消費者提升產品資訊透明度

除售賣燕窩外，蓋記更銷售結合現代製藥科技的健康食品。高度透明化及詳盡的產品資訊如產品說明、效益及成份等，均屬消費者考慮選購的重要因素。



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4.2.3 Facilitate selling by providing professional product knowledge

As most of First Edible Nest's health supplements come with comprehensive product information, a RFID smart kiosk that provides product video and product description can help the sales staff introduce and explain the products to consumers in a quick and easy manner. This helps reduce the salespersons' workload as the product range grows.

4.3 Business Solution Illustrated

Since First Edible Nest represents end-to-end supply chain integration from brand owner to retailer, it plays an important role in demonstrating the implementation of the Product Authentication solution. Equipment for the solution has been installed at its warehouse at Tin Wan while its store at Luk Yeung Galleria in Tsuen Wan has been selected to be the pilot store in setting up a RFID smart kiosk.

4.3.1 Fast installation and deployment

The Product Authentication Management System (a hardware with Product Authentication system installed and connected to GS1 Hong Kong's ezTRACK through Internet connection) and the Barcode and RFID Smart Handheld Reader (a handheld device for scanning the Authentic Barcode Label, the EPC/RFID Tag and the EPC/RFIC Label for data association) were installed at First Edible Nest's warehouse in Tin Wan within half a day. It took another half day to install the kiosk at its store in Luk Yeung Galleria. The speedy deployment is important for the participating company in order not to affect their daily business operation during onsite installation, especially for a retailer. Besides, only two hours of onsite training was required for the warehouse workers and shop salespersons to operate the system and the kiosk, respectively.



4.2.3 提供專業產品知識有助促銷

大部分盞記的健康食品均印有詳盡的產品資料，新增的RFID智能資訊站則進一步為顧客提供產品宣傳片及更全面的產品說明。配合這些資訊，售貨員便能以更加快捷簡易的方式，向顧客介紹及講解有關產品。隨著產品品種日增，以上的設施有助減輕售貨員的工作量。

4.3 商業解決方案

盞記代表著由品牌持有人至零售商的點對點供應鏈整合，在展示如何實施「產品驗證方案」上扮演重要的角色。該公司已把有關的設備安裝在旗下位於田灣的貨倉，而荃灣綠楊坊的分店則被挑選為設立RFID智能資訊站的試點商舖。

4.3.1 安裝快捷 執行簡易

只須半天的時間，便能把盞記田灣貨倉的「產品驗證管理系統」、「條碼和RFID智能手提讀寫器」裝妥。同樣，只須半天時間便能把綠楊坊分店的智能資訊站裝妥。整個方案的安裝及執行快速簡易，這對於參與公司，特別是零售商來說非常重要，快速裝妥設備，才不致影響店舖的日常運作。而貨倉的員工及店舖的售貨員亦只須接受兩小時的實地培訓，便能操作有關系統及資訊站。



4.3.2 Integration with existing packaging process

First Edible Nest just needs to integrate the labeling and data association steps into the existing packaging process in the warehouse. No changes are required in the production line.

4.3.2 與現行包裝及執貨流程相互整合

蓋記只須將附加標籤及數據互聯等步驟，整合至現行在貨倉內的包裝及執貨流程便可，毋須在生產線上作出任何改動。

Step 1 步驟 1

Create Work Order by inputting production information (including batch number, work order number, manufacturing date, expiry date, GTIN, etc) into the Product Authentication Management System

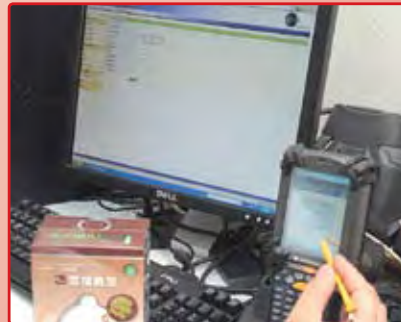
把生產數據(包括批號、工序編號、生產日期、有效日期、國際貿易貨品編碼等)輸入「產品驗證管理系統」以安排工作程序



Step 2 步驟 2

Download the data to the Barcode and RFID Smart Handheld Reader

把數據下載至「條碼及RFID 智能手提讀寫器」



Step 3 步驟 3

Stick the EPC/RFID Tag on the product packing

在產品包裝上貼上EPC/RFID標籤



Step 4 步驟 4

Stick the Authentic Barcode Label on the product packing

在產品包裝上貼上防偽條碼標籤



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Step 5 步驟 5

Scan the Authentic Barcode Label and EPC/RFID Tag for data association

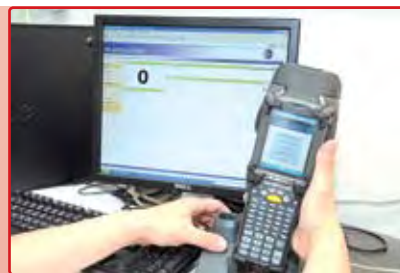
掃描防偽條碼標籤及EPC/RFID標籤以達至數據互聯



Step 6 步驟 6

Upload the data to the System and transfer them to ezTRACK. Product association done

把數據上載到系統並傳送至「縱橫網」，完成數據互聯程序



Step 7 步驟 7

Pack the products into the carton box and scan the products again for check out. Ready for ship out

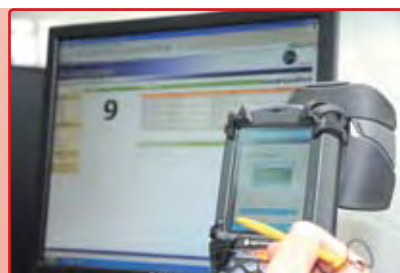
把產品裝箱並再次掃描產品準備出貨，產品隨時付運



Step 8 步驟 8

Upload the data from the handheld reader to the Product Authentication Management System. Data will then be transferred to ezTRACK

數據由手提讀寫器上載至「產品驗證管理系統」中，隨即把數據傳送至「縱橫網」



Step 9 步驟 9

Products are ready at pallet and will be sent from warehouse to the store

貨盤上一箱箱的產品已準備就緒，將由貨倉運送至零售店舖



4.3.3 Additional product information

First Edible Nest always aims at providing high-quality nest and health products to consumers. Its outlet at Luk Yeung Galleria has been selected to be the pilot store to install a RFID smart kiosk, which lets shoppers get detailed product information, including product description, weight, ingredients, benefits and manufacturing date, thus increasing information transparency for consumers. The comprehensive and professional product information can help build consumer trust and enable shoppers to buy with more confidence.

4.3.3 額外產品資訊

蓋記致力向消費者提供高質素的燕窩及健康食品，並揀選了旗下綠楊坊分店作為安裝RFID智能資訊站的試點商舖，為顧客提供更詳盡的產品資訊，包括產品說明、重量、成份、效益及生產日期，為消費者提供更高的資訊透明度。全面詳盡及專業的產品資訊，有助建立消費者的信心，同時讓顧客在購物時更加放心。



RFID smart kiosk at First Edible Nest's store in Luk Yeung Galleria

蓋記荃灣綠楊坊分店的RFID智能資訊站

Scan the EPC/RFID tag of the product to get more product information

掃描產品的EPC/RFID標籤以獲取更多產品資訊



View product description and watch product video for more information

查閱產品說明及查看產品宣傳片以獲取更多資訊



產品驗證
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4.4 Challenges and Key Learnings

4.4.1 Enhance kiosk with instructions

Most of the kiosks in the marketplace are for promotional use. Therefore, it is recommended that simple instructions together with the Product Authentication icon be added to the RFID smart kiosk to inform shoppers that Product Authentication can be performed at the kiosk in addition to getting more detailed product information.

4.4.2 Change product display in stores

Unlike supermarkets or personal healthcare stores, First Edible Nest's specialty stores do not stock or display their high-value products on the racks. Instead, they are placed in display boxes and/or locked in display racks. Shoppers cannot pick up the products easily to get additional product information at the kiosk. First Edible Nest may need to consider changing their product display setting to maximize the usage of the kiosk.

4.4 挑戰與經驗分享

4.4.1 指示有助提升資訊站用途

市面上的智能資訊站多作推廣用途。現時，RFID智能資訊站配備了簡單的指示，參與公司或可考慮在該資訊站加上產品驗證功能的圖示，令顧客了解到，該資訊站除提供詳細的產品資料外，更配備產品驗證的功能，核實產品的真偽。

4.4.2 改變店舖的產品陳列

盞記專門店與超級市場或個人護理產品商店有所分別，該店不會把昂貴的產品陳列於貨架上，只會將之存放於陳列架或鎖於貨架上，因此，顧客未能提取有關產品並利用資訊站來掃描以查閱資料；盞記或可考慮改變陳列產品的方式，藉以全面發揮智能資訊站的功能。



Participating Company
參與公司



Brand Owner - Comvita HK Limited
品牌持有人 - 康維他香港有限公司



Participating Company: Brand Owner - Comvita HK Limited

參與公司：品牌持有人 -
康維他香港有限公司



5.1 Participant

Comvita enjoys a reputation as a premium global natural health brand and is committed to the development of innovative natural health and wellbeing products backed by credible scientific research. With a proud 30-year heritage in therapeutic bee-based products, Comvita is one of the world's largest manufacturers and marketers of Manuka (Leptospermum) honey. In more recent times, the company has developed its range of ingredient platforms, unique intellectual property (IP) products and products that meet global consumer preferences in natural health. Comvita offers products in the categories of woundcare, healthcare, skincare and functional foods. It sells its products in over 20 countries with offices in New Zealand, Hong Kong, Australia, Japan, Taiwan and the UK.

5.2 Specific Objectives

Comvita HK Limited works with Nuance-Watson to sell royal jelly capsules with Authentic Barcode Labels through TravelCare Express at Hong Kong International Airport. As the brand owner and distributor in Hong Kong, the company wants to achieve the following objectives when implementing the Product Authentication solution developed by GS1 Hong Kong.

5.1 參與公司

康維他素以全球優質天然保健品牌見稱，並致力以科研實證創製天然保健產品。康維他在生產具療效性蜂蜜相關產品方面已有30年悠久歷史，是目前世界最大的麥蘆卡(新西蘭茶樹)蜂蜜製造及銷售商。康維他近年更開發了一系列原材配方，以獨有的專利技術及產品，滿足全球消費者對天然保健品的需求。現時，康維他提供的產品種類包括傷口護理、保健產品、護膚品及功能食品；並於超過20個國家有售。公司亦於新西蘭、香港、澳洲、日本、台灣及英國設有辦事處。

5.2 具體目標

康維他香港有限公司與Nuance-Watson合作，在香港國際機場的TravelCare Express出售附有防偽條碼標籤的蜂皇漿丸產品。作為香港品牌持有人及分銷商，該公司冀透過實施由香港貨品編碼協會所開發的「產品驗證方案」以達至下列目標。



Comvita Royal Jelly Capsules 60'S
康維他蜂皇漿丸60粒裝
GTIN 9400501104862



Comvita Royal Jelly Capsules 200'S
康維他蜂皇漿丸200粒裝
GTIN 9400501104985



Comvita Royal Jelly Capsules 300'S
康維他蜂皇漿丸300粒裝
GTIN 9400501104992



Comvita Royal Jelly & Evening Primrose Oil Capsules 60'S
康維他蜂皇漿月見草油丸60粒裝
GTIN 9400501004766



Comvita Royal Jelly & Evening Primrose Oil Capsules 300'S
康維他蜂皇漿月見草油丸300粒裝
GTIN 9400501004735

Remarks 註：GTIN (Global Trade Item Number) 國際貿易貨品編碼

5.2.1 Minimize company loss due to counterfeit goods

Comvita wants to protect company revenues from potentially losing to counterfeit goods. With the implementation of the Product Authentication solution, consumers can find the Authentic Barcode Labels on the product packing and verify product authenticity through SMS or GS1 Hong Kong's BarcodePlus portal, thus reducing the chance of buying counterfeit products.

5.2.2 Maintain and Uplift Company Branding

As one of the world's largest manufacturers and marketers of Manuka honey, Comvita is committed to providing high-quality and healthy products to customers. With the Product Authentication solution, Comvita can guard its brand reputation against low-quality counterfeit goods. The use of the innovative Product Authentication solution also adds a high-tech element to its company image.

5.2.1 減低因冒牌產品帶來的業務損失

康維他冀透過「產品驗證方案」減低因冒牌產品所帶來的業務損失，從而保障公司盈利。推行「產品驗證方案」後，消費者便可以在其產品包裝上找到防偽條碼標籤，透過發放手機短訊或登入香港貨品編碼協會開發的產品品質資訊網站BarcodePlus，核實產品的真偽，以減少購入冒牌產品的機會。

5.2.2 保護及提升企業品牌誠信

作為世界最大的麥蘆卡蜂蜜生產商及銷售商之一，康維他致力為消費者提供優質及健康的產品。透過「產品驗證方案」，康維他可以有效保護其品牌的信譽，免受品質低劣冒牌產品的影響。此外，該方案的創新應用，為康維他的品牌帶來高科技的形象。



產品驗證
個案分享





5.3 Business Solution Illustrated

Comvita HK Limited's office is in North Point, while its warehouse and distribution centre is located at Kwai Chung's terminal. The logistics operation is outsourced to a third party service provider. Therefore, the implementation of the Product Authentication solution is a joint effort between Comvita and its logistics partner.

5.3 商業解決方案

康維他香港有限公司的辦事處位於北角，該公司將物流作業外判予物流服務供應商，而其貨倉及分銷中心則位於葵涌貨櫃碼頭。事實上，推行「產品驗證方案」有賴康維他與物流服務合作夥伴的共同努力。



Comvita's Third Party Warehouse at Kwai Chung

康維他第三方物流服務供應商位於葵涌的貨倉

5.3.1 Simple deployment

Implementation of the Product Authentication solution is straightforward. Only two pieces of equipment need to be installed onsite at the warehouse. One is the Product Authentication Management System while the other is a Barcode and RFID Smart Handheld Reader. It only took less than half a day to install and put the equipment in place.

5.3.1 執行簡易

推行「產品驗證方案」的步驟簡單直接，貨倉內只須配置兩項設備，分別是「產品驗證管理系統」及「條碼及RFID智能手提讀寫器」，在半天之內便可把這兩項設備裝妥並正式使用。



The Product Authentication Management System

產品驗證管理系統



The Barcode & RFID Smart Handheld Reader

條碼及RFID智能手提讀寫器



5.3.2 Easy integration into existing packaging process

All Comvita products are manufactured in New Zealand and Comvita HK Limited imports the products directly from the country. To implement the Product Authentication solution, the company just needs to integrate the labeling and tagging procedures into the existing packaging process while no changes are required in the manufacturing process.

5.3.2 簡單地與現有包裝流程相互整合

所有康維他的產品均在新西蘭生產，該公司直接從當地入口產品運至香港。要推行「產品驗證方案」，該公司只須把附加標籤的程序整合至現行的包裝流程便可，毋須在生產過程中作出任何改動。

Step 1 步驟 1

Create Work Order by inputting production information (including batch number, work order number, manufacturing date, expiry date, GTIN, etc) into the Product Authentication Management System

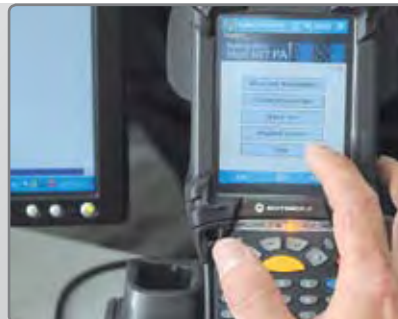
把生產數據(包括批號、工序編號、生產日期、有效日期及國際貿易貨品編碼等)輸入「產品驗證管理系統」以安排工作程序



Step 2 步驟 2

Download the data to the Barcode and RFID Smart Handheld Reader

把數據下載至「條碼及RFID 智能手提讀寫器」



Step 3 步驟 3

Stick the EPC/RFID Label on the carton box

在貨箱貼上EPC/RFID外箱標籤



產品驗證
個案分享





Step 4 步驟 4

Stick the Authentic Barcode Label on each product item
在每件產品貼上防偽條碼標籤



Step 5 步驟 5

Stick the EPC/RFID Tag on each product item
在每件產品貼上EPC/RFID標籤



Step 6 步驟 6

Scan the Authentic Barcode Label and EPC/RFID Tag for data association
掃描防偽條碼標籤及EPC/RFID標籤以達至數據互聯



Step 7 步驟 7

Pack the products into the carton box
把產品裝箱



Step 8 步驟

Scan the EPC/RFID Label on the carton box to perform checkout process

掃描貼在貨箱上的EPC/RFID外箱標籤以執行出貨程序



Step 9 步驟

Upload the data from the handheld reader to the Product Authentication Management System. Data will then be transferred to ezTRACK.

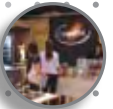
數據由手提讀寫器上載至「產品驗證管理系統」中，數據隨即被傳送至「縱橫網」



Step 10 步驟

Products are ready to ship out from warehouse

產品準備出倉付運



產品驗證
個案分享





5.4 Challenges and Key Learnings

5.4.1 Apply solution to selected products at designated stores

During the pilot, Comvita applied the Product Authentication solution to five selected products, which are sold at only one store. It shows that companies can choose to apply the solution to certain products and selected stores although special stock control is required in the goods packing and picking processes at the warehouse and special handling is necessary in goods distribution.

5.4.2 Entail additional steps for labeling in the packaging process

In the packaging process, additional steps are required for sticking the Authentic Barcode Labels, EPC/RFID Tags and EPC/RFID Labels as well as data association with the handheld reader and the Product Authentication Management System. For companies who outsource the packaging process to a third party service provider, costs for the additional steps may be charged by the logistic service provider.

5.4 挑戰與經驗分享

5.4.1 把解決方案運用在指定商店的特選產品上

康維他把「產品驗證方案」應用於一家店舖內的五類特選產品上，換言之，企業可以選擇把解決方案應用於任何一家店舖或產品。由於並非所有銷售點均出售附有防偽條碼標籤的產品，故此，只須在包裝、執貨及配送過程中為部份貨品進行額外處理便可。

5.4.2 包裝流程附加標籤將牽涉額外工序

在裝箱過程中，貼上防偽條碼標籤、EPC/RFID標籤及EPC/RFID外箱標籤，以及透過手提讀寫器和「產品驗證管理系統」進行數據互聯等工作，均牽涉額外工序。對於把包裝流程外判予物流服務供應商的康維他來說，此額外的工序可能牽涉額外的費用。



Participating Company
參與公司



Brand Owner - Po Sum On Medicine Factory Limited
品牌持有人 - 保心安藥廠有限公司



Participating Company: Brand Owner - Po Sum On Medicine Factory Limited

參與公司：品牌持有人 -
保心安藥廠有限公司



6.1 Participant

In the early 20th century, Mr. Kwok Chu Nam, an expert of Chinese medicine, developed medicated oil for external use with a fine blend of medicinal herbs. He named it Po Sum On Medicated Oil – an oil to assure the wellbeing of the whole family. The product was registered and officially marketed in Hong Kong in 1907. The company grew steadily on the back of a long heritage, goodwill and superior product quality. Today, Po Sum On takes pride in its large modern production facilities and advanced equipment, while the products are marketed in the USA, Canada, Australia, the Netherlands, Middle East, Asia and other countries and regions.

6.2 Specific Objectives

As a Hong Kong brand owner with a long history, Po Sum On Medicine Factory Limited wants to achieve the following objectives through the participation in the PA Project.

6.1 參與公司

20世紀初期，對中藥有豐富認識的郭柱南先生，以中草藥研製出一種外用藥油，名為「保心安」，取其「一油傍身，可保全家心安」之意。該產品於1907年正式在香港註冊出售。保心安憑著悠久的歷史、良好的信譽及優良的品質，業務持續發展。目前，該公司已擁有規模龐大的先進廠房及設備，產品遠銷美國、加拿大、澳洲、荷蘭、中東以及亞洲等多個國家及地區。

6.2 具體目標

作為歷史悠久的香港品牌持有人，保心安藥廠有限公司冀藉著參與「產品驗證計劃」，以達至下列目標。

6.2.1 Strengthen company branding

Po Sum On, with a long history in producing medicated oil, is committed to providing high-quality products to local and overseas consumers. Through the implementation of the Product Authentication solution, Po Sum On can sustain company branding by guarding against low-quality counterfeits.

6.2.2 Protect company from revenue loss caused by counterfeits

Like other deep-rooted and famous brand owners, Po Sum On suffers from revenue loss due to counterfeit products. With the implementation of the Product Authentication solution, Po Sum On enables its customers to distinguish between counterfeit copies and genuine products. Consumers can verify product authenticity using the VerCode hidden under the Authentic Barcode Label.

6.3 Business Solution Illustrated

In the PA Project, Po Sum On applies the Product Authentication solution to a 3-in-1 package medicated oil, which is sold through Nuance-Watson's TravelCare Express, located at Gate 27, Hong Kong International Airport.

6.2.1 強化企業品牌

保心安在生產外用藥油歷史悠久，該公司致力為本地及海外客戶提供高質素產品。保心安冀透過推行「產品驗證方案」，以打擊品質低劣的冒牌貨品，保護企業品牌。

6.2.2 保障公司避免因冒牌貨品導致盈利損失

與其他植根香港的著名品牌持有人一樣，保心安亦受到冒牌貨品的影響導致盈利損失。保心安推行「產品驗證方案」，讓顧客可以透過隱藏於防偽條碼標籤內的「驗證碼」核實產品的真偽，自行分辨出真品正貨。

6.3 商業解決方案

在試點計劃中，保心安把「產品驗證方案」應用於保心安油一號（三合一包裝），該產品於香港國際機場27號登機閘口Nuance-Watsons旗下的TravelCare Express出售。

Po Sum On Medicated Oil No. 1 (3 in 1 package)
保心安油一號 (三合一包裝)
GTIN 4892949010884





Remarks 註：GTIN (Global Trade Item Number) 國際貿易貨品編碼





6.3.1 Simple deployment

System deployment is straightforward and simple. It took half a day to install the Product Authentication Management System and the Barcode and RFID Smart Handheld Reader at Po Sum On's warehouse in Wong Chuk Hang. Once the Product Authentication Management System is installed with Internet connection to link with GS1 Hong Kong's ezTRACK, the Product Authentication solution can be implemented by using the handheld reader to associate the Authentic Barcode Labels, EPC/RFID Tags and EPC/RFID Labels with the related goods.

6.3.2 Integration with the existing packaging process

The implementation process is integrated into the existing packaging procedure and does not affect the company's production line. Po Sum On only needs to stick the Authentic Barcode Labels, EPC/RFID Tags and EPC/RFID Labels to the related goods and carton boxes.

6.3.1 執行簡易

系統裝置程序簡單直接。只須半天時間，便能把保心安黃竹坑貨倉的「產品驗證管理系統」與「條碼及RFID智能手提讀寫器」裝妥。「產品驗證管理系統」一經裝妥，再經互聯網接駁至香港貨品編碼協會的「縱橫網」，「產品驗證方案」即可正式運作；只須運用手提讀寫器掃描有關產品的防偽條碼標籤、EPC/RFID標籤及EPC/RFID外箱標籤，即可進行數據互聯。

6.3.2 與現行包裝流程相互整合

保心安把實施「產品驗證方案」的過程與現行的包裝工序相互整合，對公司產品的生產線毫無影響；只須把防偽條碼標籤、EPC/RFID標籤及EPC/RFID外箱標籤貼上有關產品及貨箱便可。



Step 1 步驟 1

Stick the Authentic Barcode Label and EPC/RFID Tag on the product

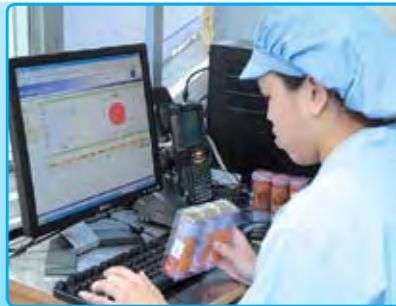
在產品貼上防偽條碼標籤及EPC/RFID標籤



Step 2 步驟 2

Create Work Order by inputting production information (including batch number, work order number, manufacturing date, expiry date, GTIN, etc) into the Product Authentication Management System

把生產數據(包括批號、工序編號、生產日期、有效日期及國際貿易貨品編碼等)輸入「產品驗證管理系統」以安排工作程序



Step 3 步驟 3

Download the data to the Barcode and RFID Smart Handheld Reader

將數據下載至「條碼及RFID 智能手提讀寫器」



Step 4 步驟 4

Stick the EPC/RFID Label on the carton box

在貨箱貼上EPC/RFID外箱標籤



Step 5 步驟 5

Scan the carton box's EPC/RFID Label by the Barcode and RFID Smart Handheld Reader

以「條碼及RFID智能手提讀寫器」掃描貨箱的EPC/RFID外箱標籤



產品驗證
個案分享





Step 6 步驟 6

Scan the Authentic Barcode Label and EPC/RFID Tag on the product for data association

掃描產品上的防偽條碼標籤及EPC/RFID標籤以達至數據互聯



Step 7 步驟 7

Upload the data to the Product Authentication Management System and save for data association

數據上載至「產品驗證管理系統」中，並儲存作數據互聯



Step 8 步驟 8

Pack the products into the carton box and send to the warehouse

把產品裝箱並運送至貨倉



Step 9 步驟 9

Once the order is received, conduct 'checkout' and save into the System

工作人員收到訂單，準備執行出貨程序，並把有關資料儲存於系統內



Step 10 步驟

Use the handheld reader to scan the carton box's EPC/RFID Label for check out process

以手提讀寫器掃描貨箱上的EPC/RFID 外箱標籤，記錄出貨的情況



Step 11 步驟

Upload the data to the System and transfer it to ezTRACK

把數據上傳到系統，然後傳送至「蹤橫網」



Step 12 步驟

Pick the products on the pallet

把產品貨箱搬上貨盤



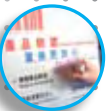
Step 13 步驟

Deliver the products

產品付運



產品驗證
個案分享





6.4 Challenges and Key Learnings

6.4.1 Require basic computer knowledge

The warehouse workers have to be equipped with basic computer knowledge. Since implementation of the solution involves the Product Authentication Management System and the handheld reader, the workers have to learn how to operate the system and load data into the system.

6.4.2 Get first-mover advantage to learn the new technology

As one of the participating companies of the PA Project, Po Sum On enjoys the first-mover advantage in learning the new technology and gaining experience in implementing the Product Authentication solution.

6.4.3 Target the right market segment

The company's target customers are also an important consideration in the implementation of the solution. When consumers verify product authenticity, they need to either send an SMS message or visit the BarcodePlus portal and input the 15-digit VerCode. If the target customers are not knowledgeable in sending SMS messages or browsing the Internet, they may not be able to benefit from the Product Authentication solution.

6.4 挑戰與經驗分享

6.4.1 只須基本的電腦知識

推行「產品驗證方案」時，貨倉員工只須擁有基本的電腦知識；由於操作程序涉及「產品驗證管理系統」及手提讀寫器的應用，員工亦須學習如何操作系統及上載數據。

6.4.2 以先行者優勢掌握新技術

作為「產品驗證計劃」參與公司之一，保心安在推行「產品驗證方案」上已獲先行者的優勢，率先掌握新技術及成功汲取經驗。

6.4.3 針對準確的目標對象

在推廣「產品驗證方案」時，參與公司須認清目標對象。因為，消費者若要成功核實產品真偽，必須發放短訊或登入BarcodePlus網站並輸入15位數字的驗證碼；若目標對象不熟悉如何發短訊或瀏覽網頁，或未能受惠於「產品驗證方案」。



Product Authentication Case Sharing





Conclusion
結論

Conclusion 結論



Thanks to robust support from OGICO of the HKSAR Government and the four participating companies, the PA Project will provide a valuable reference, showcase the potential business benefits and eventually speed mass market adoption of the Product Authentication solution for the benefit of the general public as well as the business community.

The Product Authentication solution is applied to a total of 12 products from 3 participating brand owners (6 products from First Edible Nest; 5 products from Comvita; and 1 product from Po Sum On) in the PA Project. The participating companies have found that the innovative solution is easy to implement and helpful in protecting the integrity of their brands and uplifting customers' trust.

GS1 Hong Kong will continue to refine and enhance the solution, making it a more user-friendly, high-performance and cost-effective solution for businesses. In the long-run, the Product Authentication solution is expected to help fight against counterfeits, enhance confidence of consumers in Hong Kong brands, safeguard Hong Kong's reputation as a shoppers' paradise, and create a win-win situation for the Government, businesses and the community.

As the enabling platform for the Product Authentication solution, BarcodePlus will be further enhanced with more contents and features to serve as a window to product quality information for consumers and businesses. The BarcodePlus portal (www.barcodeplus.com.hk) is scheduled to go live officially by late 2009 and will cover a wide range of product categories with enriched product details to meet the diverse needs of different users.

本協會十分感謝香港特別行政區政府政府資訊科技總監辦公室及四家參與公司的鼎力支持，此計劃將可提供極具參考價值的範例，展示潛在商業效益，加速各界更廣泛地應用「產品驗證方案」，使商界及整個社會同時受惠。

「產品驗證方案」被應用於三家品牌持有人合共12項產品上（蓋記共6項產品，康維他香港有限公司共5項產品，保心安藥廠有限公司有1項產品）。參與的企業均一致認為這項具創意的方案執行簡易，並能有效保護品牌誠信及提升消費者對產品的信心。

香港貨品編碼協會將繼續優化並提升此方案的效能，將之發展成為更簡便易用、具有高效能及成本效益的商業方案。長遠來說，本協會期望「產品驗證方案」能協助打擊冒牌貨品，提升消費者對香港品牌的信心，進一步鞏固香港「購物天堂」的美譽，為政府、業界及社會大眾創造多贏局面。

「產品驗證方案」以產品品質資訊網站BarcodePlus為運作平台，本協會將繼續強化BarcodePlus的內容與功能，為消費者及商界提供一個通往產品品質資訊的窗口。BarcodePlus網站(www.barcodeplus.com.hk)已定於2009年下旬正式啟用，屆時該網站將涵蓋不同產品種類，提供豐富的產品資訊，以滿足不同用戶多方面的需求。





Hong Kong

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