

DCH Logistics Company Limited & Sims Trading Company Limited

大昌行物流有限公司及慎昌有限公司

Uplifting consumer trust through better wine quality management and information visibility from warehouse to dining table

透過從倉庫至餐桌的葡萄酒品質管理和資訊透明度，提升消費者信任



The General Manager of DCH Logistics, Mr. Ken Chung said: "Through the implementation of GS1 Hong Kong's Cold Chain Management Solution, we have gone a step further to add value to the services we provide. With the continual increase in information visibility, we have not just strengthened customers' trust in our services, but also enabled them to disseminate the related information to other consumers, in order to increase consumer understanding of the quality guarantees offered by the brands or companies."

大昌行物流有限公司總經理鍾鴻興先生表示：「透過香港貨品編碼協會提供的冷凍鏈管理方案，我們進一步為現有的服務增值。隨著資訊透明度提升，我們不單加強了客戶對我們服務的信任，更可協助客戶將有關資訊與消費者分享，令消費者更了解品牌或公司對產品的品質承諾。」



INDUSTRY 行業

- Wine
- 葡萄酒

SOLUTIONS APPLIED 推行方案

- ezTRACK¹
- 蹤橫網¹
- Cold Chain Management Solution²
- 冷凍鏈管理方案²
- BarcodePlus³
- BarcodePlus³
- Consumer Connect⁴
- 物密啣⁴

GS1 STANDARDS USED 應用的 GS1 標準

- GTIN (Global Trade Item Number)
- 全球貿易貨品編碼
- SSCC (Serial Shipping Container Code)
- 貨運容器序號
- GIAI (Global Individual Asset Identifier)
- 全球個體資產識別碼
- EPCIS (EPC Information Services)
- 產品電子代碼訊息服務

¹ ezTRACK: Cloud-based EPCIS-standard traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination
蹤橫網：以雲端科技為基礎，並以產品電子代碼資訊服務為標準的追溯網絡，能提供由來源地至目的地之實時貨物流及資訊流的透明度

² Cold Chain Management Solution: Traceability network enabling visibility of goods (such as food and pharmaceuticals), information flow, and thermo-humidity status from point of source to point of destination
冷凍鏈管理方案：能擷取及分享（如食品及藥物）的產品溫度、濕度、時間及位置的實時數據之解決方案

³ BarcodePlus: This is a product and location information portal that allows users to access and share quality data using GS1 Keys like GTIN and GLN via the internet and mobile devices.
BarcodePlus：透過 GS1 識別碼如全球貿易貨品編碼及全球位置編碼，讓不同用戶經由互聯網及流動裝置擷取並分享產品及位置資料的資訊平台。

⁴ Consumer Connect: Available on Apple App Store and Android Google Play Store, this direct mobile communications platform helps brand owners and retailers to deliver their product, service and brand values, made accessible to consumers with a scan of the GS1 BarCodes.
物密啣：一個流動通訊平台，讓品牌商和零售商與消費者共同建立溝通和互動的新模式。用戶只需掃描一次 GS1 條碼，品牌商就能展示其產品、服務和品牌價值。於蘋果 App Store 和安卓 Google Play Store 均可下載。

BACKGROUND

DCH Logistics Company Limited provides a one-stop range of professional logistics services for clients in mainland China, Hong Kong and Macau. With a combined floor area of over 1 million square metres, which all equipped with multi-temperature warehousing, DCH logistics centres handle large volumes of food and beverage items such as wine, frozen meat, etc. Apart from warehousing, DCH Logistics also supports distribution and cold chain delivery services.

Sims Trading Company Limited has grown to become a leading importer and distributor of world-renowned wine, food, beverage, healthcare and household brands since its establishment in the 1960s. Today, its extensive distribution network offers unprecedented access to the dynamic markets of Mainland China, Hong Kong and Macau.

CHALLENGE

Since the abolition of Hong Kong's wine tax in February 2008, wine imports into the city have continually risen, with a 80% increase registered during the first year of the policy's implementation, at a total import value of HK\$8 billion. Since then, Hong Kong has grown importance as a major wine trading hub of Asia, partly due to its proximity to mainland China, where market demand for wine is burgeoning along with the increasing popularity of a wine-tasting culture. A diversity of positive factors has prompted the mushrooming of companies in the wine business, resulting in intensifying market competition.

As one of the leading providers of logistics services, DCH Logistics has been accredited with the Wine Storage Management Systems Certification Scheme from the Hong Kong Quality Assurance Agency for three consecutive years, but in order to maintain its competitiveness, the company sought to provide its clients with a higher level of service excellence.

As for the Beverage Solutions Division of Sims Trading, it has established a Sims Wine Club, through which a range of membership activities is regularly held,

including wine-tasting events, dinner functions with sommeliers, to promote the different wine brands under its distributes and establish a longstanding relationship with its clients. The company aims to further enlarge its customer base and raise customer loyalty to a higher level.

SOLUTIONS

Following discussions among DCH Logistics, Sims Trading and GS1 Hong Kong, a wine-tasting session was held on 3 October, 2013. Combined with a Cold Chain Management Solution, this event was conceived as a pilot project to increase the visibility of wine information from warehouse to dining table for customers, through the use of the GS1 Hong Kong's Consumer Connect mobile application, to enhance their wine-tasting pleasure.

Prior to the wine tasting event, Sims Trading uploaded wine information on five types of Vina Echeverria wine from Chile to the BarcodePlus platform provided by GS1 Hong Kong. This including the Global Trade Item Numbers (GTIN) identical to those printed on the wine bottles, product names, countries of origin, varieties, serving temperatures and distributor's information; the product images will also be uploaded through the Consumer Connect's Content Management System, together with tasting notes, food pairing recommendations and other extended information. At the wine tasting session, members simply downloaded the Consumer Connect app onto their mobile phones, then scanned the GS1 BarCodes on the wine bottles, which offered them instantaneous access to additional information about the wine they were tasting and enabled them to share their reviews of the wine with their friends on the social network media or to review the content in the future.

To raise customer trust towards the wine products distributed by Sims Trading, DCH Logistics adopted a Cold Chain Management Solution proposed by GS1 Hong Kong. Before shipment of the product batch, DCH Logistics placed a temperature and humidity sensor RFID tag, which identified by GS1 Global

Individual Asset Identifier (GIAI), in one of the cartons, and then associated it against the pallet's Serial Shipping Container Code (SSCC) to establish association and for uploading to the EPCIS standard-based traceability network - ezTRACK. This enabled full monitoring of product quality in real time on the batch of wine products throughout the transportation. During the wine-tasting session, members only needed to scan the QR code provided, with the Consumer Connect, to retrieve temperature and humidity information of the wines instantly.



BENEFITS

The General Manager of DCH Logistics, Mr. Ken Chung said: "Through the implementation of GS1 Hong Kong's Cold Chain Management Solution, we have gone a step further to add value to the services we provide. With the continual increase in information visibility, we have not just strengthened customers' trust in our services, but also enabled them to disseminate the related information to other consumers, in order to increase consumer understanding of the quality guarantees offered by the brands or companies."

"GS1 Hong Kong's Consumer Connect mobile app added elements of fun to the wine-tasting event. It also enabled our members to familiarize themselves with the wine distributed by our company, in a completely novel way, while sharing their feedback and reviews with their friends immediately, which serve to promote our products effectively," said Ms. Daisy Lee, Assistant General Manager of Beverage Solutions Division, Sims Trading Company Limited.



背景

大昌行物流有限公司為中國大陸、香港及澳門客戶提供一站式的專業物流服務。大昌行物流中心於三地的總面積共超過 100 萬平方米，擁有具國際水準的常溫、恆溫、冷凍倉儲，以處理大量食品和飲料產品，如葡萄酒和冷藏肉類等。大昌行物流除提供倉儲外，亦配備多溫度配送服務。

自 1960 年代成立至今，慎昌有限公司為不同類別國際知名品牌的葡萄酒、食品、飲品、保健產品及家居用品的代理及分銷商，在市場上佔領導地位。廣泛的商業網絡讓慎昌緊貼中國大陸、香港及澳門瞬息萬變的市場。

挑戰

自香港於 2008 年 2 月起取消葡萄酒入口關稅後，葡萄酒入口量持續上升。首年升幅已高達 80%，入口總值約 80 億港元；而由於香港鄰近中國，面對龐大的中國市場及日漸普及的品酒文化，亦加速香港成為亞洲主要的葡萄酒貿易樞紐。種種有利因素令投入葡萄酒行業的公司數量增加，令市場競爭日趨激烈。

作為物流業的領導者之一，大昌行物流已連續 3 年獲取由香港品質保證局頒發的葡萄酒儲存管理體系認證，為繼續保持競爭力，大昌行物流正尋求提供更多優質服務予客戶。

另一方面，慎昌飲品拓展部於年前成立「美酒匯」，目的是透過各類會員活動，如試酒會、與釀酒師共進晚膳等，推廣旗下代理的葡萄酒及與客戶建立更長久的關係。故此，如何進一步擴大客戶群及提升顧客的忠誠度尤為重要。

方案

有見及此，香港貨品編碼協會與大昌行物流及慎昌商討後，決定以十月三日的一個「美酒匯」試酒會作試點，透過協會提供的冷凍鏈管理方案及「物密啲」手機應用程式，提供由倉存至餐桌的資訊透明度，讓會員在品嚐美酒的同時，亦可獲取更多相關資訊，提升品酒的樂趣。

首先，慎昌於試酒會前，在協會提供的 BarcodePlus 資訊平台上載五款 Vina Echeverria 智利葡萄酒資料，當中除印於酒樽標籤上的全球貿易貨品編碼 (GTIN)、品牌名稱、原產國、葡萄品種、最佳享用溫度及代理商等資料外，更透過「物密啲」內容管理系統上載該五款葡萄酒的產品照片、品酒筆記、食物配對及獎項等伸延資料。試酒會當日，會員於其智能手機下載「物密啲」手機應用程式，並掃描酒樽上的條碼，即可在品酒的同時，了解更多有關該款酒的額外資料，更可即時於社交平台與朋友分享，或日後隨時翻查內容。

為令會員對慎昌代理的葡萄酒更有信心，大昌行物流在運送該批葡萄酒至試酒會的時候，採用了協會的冷凍鏈管理方案。大昌行物流在送出該批葡萄酒前，以 GS1 全球個體資產識別碼 (GIAI) 識別具溫度及濕度感應的無線射頻識別標籤，並放於其中一箱貨品中，並將其與貼於貨板上的貨運容器序號 (SSCC) 進行互聯，上載至以產品電子代碼訊息服務 (EPCIS) 標準為基礎的追溯網絡「蹤橫網」，令該批葡萄酒在運送過程中可作全程實時品質監控。會員在試酒會當晚，透過「物密啲」掃描提供的 QR 碼，即可獲取該葡萄酒的溫度及濕度資料。

效益

大昌行物流有限公司總經理鍾鴻興先生表示：「透過香港貨品編碼協會提供的冷凍鏈管理方案，我們進一步為現有的服務增值。隨著資訊透明度提升，我們不單加強了客戶對我們服務的信任，更可協助客戶將有關資訊與消費者分享，令消費者更了解品牌或公司對產品的品質承諾。」

慎昌有限公司飲品拓展部助理總經理利杏茹女士表示：「香港貨品編碼協會的『物密啲』手機應用程式令試酒會更添趣味，會員能以嶄新的方式認識我們代理的葡萄酒，亦可以即時與朋友分享，直接而有效地推介我們的產品。」

