一 碼 盡 攬 無 限 商 機

One Code Infinite Opportunities

One Code Multi-Purpose
A Single QR Code that Caters to Biz & Consumers' Needs

Transparent Product Info
↑ Brand Credibility
↑ Buyer Confidence

Connect Online Offline
Connect Online-Offline Channels
↑ Buyer Experience

Marketing Tool
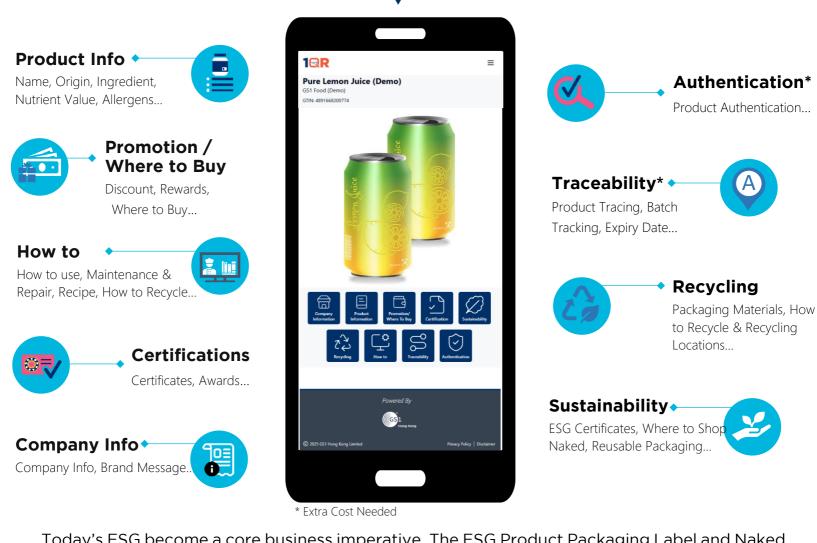Drive traffic to website
Use Data for Targeted Marketing

Built on GS1 Digital Link standard, GS1 Hong Kong's "1QR" is a one-stop QR code platform comprising rich information such as product details, discount offers, certifications, traceability, authentication, and sustainability information.

How to Drive Sales UP? **7** things Consumers Want to know

Product Origin

Certifications

Authenticity

Traceability

Sales Channels

Product Spec

ESG Info

1QR

Product Info
Name, Origin, Ingredient, Nutrient Value, Allergens…

Promotion / Where to Buy
Discount, Rewards, Where to Buy…

How to
How to use, Maintenance & Repair, Recipe, How to Recycle…

Certifications
Certificates, Awards…

Company Info
Company Info, Brand Message…

Pure Lemon Juice (Demo)
GS1 Food (Demo)
GTIN: 4891668200774

Company Information | Product Information | Promotion/Where To Buy | Certification | Sustainability
Recycling | How to | Traceability | Authentication

Powered By
GS1 Hong Kong

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* Extra Cost Needed

Authentication*
Product Authentication…

Traceability*
Product Tracing, Batch Tracking, Expiry Date…

Recycling
Packaging Materials, How to Recycle & Recycling Locations…

Sustainability
ESG Certificates, Where to Shop Naked, Reusable Packaging…

Today's ESG become a core business imperative. The ESG Product Packaging Label and Naked Shopping Label highlight enterprises' dedication to environmental responsibility.

ESG Product Packaging Label

The packaging materials of a product is recyclable to minimise the impacts on the environment.

Naked Shopping Label

Help consumers identify products which are sold in minimal packaging or without packaging, encouraging consumers to "shop naked".

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