

Hang Cheong Loong 恒昌隆

Building Consumer Trust on Product Quality against Product Counterfeiting
對抗假冒產品 建立消費信心



About the Company 公司簡介

Hang Cheong Loong Bird's Nest & Ginseng Ltd. is a Chinese medicine wholesaler and retailer. It has been set up for a long time, and is renowned for selling genuine products at reasonable price. The company provides a great variety of health food, including cordyceps, ginseng, swallow's nest (bird's nest), pearl, dried seafood, etc. Its business covers Mainland China, Hong Kong and many other countries and regions.

恒昌隆燕窩參茸行有限公司是香港一家參茸燕窩零售及批發之供應商，創辦已久，一貫奉行真真價實，信譽第一的宗旨，經營參茸燕窩、冬蟲夏草、珍珠八寶、鮑參翅肚、高級海味。擁有完善的銷售網路，業務遍及中、港及海外國家及地區。

Challenges 挑戰

According to the Hong Kong Trade Development Council, total sales of health food in Mainland China surged to RMB237.6 billion in 2017. Nonetheless, the quality of the health-related products varies so vastly in the Mainland market that consumers tend to trust Hong Kong or foreign brands.

Established for more than 40 years, Hang Cheong Loong (H.C.L.) places consumer health and safety as its top priority. H.C.L. is determined to take a proactive approach to safeguard the health of customers, boost consumer trust and protect the brand image.

香港貿發局資料顯示，中國內地保健食品市場總銷售於2017年已達至2,376億元人民幣。然而，內地保健產品質素良莠不齊，消費者傾向信賴香港或外國品牌。

恒昌隆成立超過40年，一直將顧客的健康及安全放於首位。即使未曾發現偽冒產品，恒昌隆認為仍需採取積極預防措施以保障顧客，提升品牌信譽及保護品牌形象。

“Online shopping has become the new trend for consumption. Through the e-Marketplace by GS1 HK platform and the REAL Visibility solution, our customers can buy a variety of authentic Hang Cheong Loong products that help further boost our sales.”

「網上購物已經成為消費的新趨勢。透過GS1 HK的『信心港商城』及『REAL Visibility』方案，客人可以買到多種正品恒昌隆的保健系列產品，進一步推動產品的銷售情況。」

Mr. Eric So, Managing Director,
Hang Cheong Loong
董事總經理蘇瑞龍先生





Solutions

Upon the advice of GS1 Hong Kong, H.C.L. decided to adopt the "REAL Visibility" solution on its hot seller item and join the e-Marketplace programme. REAL Visibility is an innovative solution that offers consumer instant product authentication and traceability, while empowering brand owners with real-time visibility. The solution seamlessly combines barcode, patented cryptographic technology, ezTRACK™ - the global traceability platform, and internet applications that offer consumer analytics and insight.

The barcode printing files with hidden encryption pattern were issued to H.C.L., for printing on the product packaging. Shoppers can simply use the mobile app to authenticate the barcode printed on the package. If the product barcode cannot pass the authentication, it could possibly be a counterfeit and the result would be transmitted back to the owner, so that response plan like anti-counterfeiting action or more brand education can be taken accordingly. Without the need to adjust the retail POS checkout system, the solution is easy to implement, cost effective and highly secure.

H.C.L. also listed their products on GS1 Hong Kong's e-Marketplace platform on Taobao and JD.com, the Mainland platforms that offer distinctly two major advantages: trusted products and brand reputation. H.C.L. enjoys not only the additional sales channel, but also promotes consumer confidence on the brand.

Benefits

By making use of the REAL Visibility solution and trusted e-Marketplace, H.C.L. is able to:

1. Enhance consumer confidence by allowing them to verify product authenticity;
2. Demonstrate H.C.L.'s commitment to the safeguard of consumers' health;
3. Extend its reach to Mainland Chinese consumers on e-Marketplace, assuring the products are sold by brand owners / authorized retailers.



解決方案

恆昌隆決定採納香港貨品編碼協會的建議，將「REAL Visibility」方案套用至其熱銷產品上，並進駐了本會的「信心港商城」網購平台。「REAL Visibility」是一項創新方案，讓消費者能即時辨別產品真偽及追蹤產品來源，同時為品牌商提供實時的產品可見度。方案將條碼、專利的加密技術、全球追蹤追溯平台 ezTRACK™、及兼具消費者分析、市場情勢的互聯網應用等多個項目無縫結合。

恆昌隆於產品包裝上印刷的條碼，都帶有專屬於恆昌隆的隱藏加密圖案，讓假貨無所遁形。消費者可方便地利用手機上的應用程式驗證印刷在包裝上的條碼。如果條碼無法通過驗證，便可能是偽冒品。驗證結果亦會同時傳送到品牌擁有人，以採取打擊偽冒的相應行動，或更積極的品牌教育工作。這個解決方案的設置簡單，毋須對銷售系統作修改或更新，兼具成本效益及高安全性。

恆昌隆透過本會於淘寶和京東的銷售平台「信心港商城」將其產品上架。「信心港商城」的優勢在於商譽及信心，讓恆昌不但能開闢新的銷售渠道，還能提升消費者對品牌的信任。

效益

「REAL Visibility」方案配合「信心港商城」平台，讓恆昌隆取得以下成效：

1. 允許消費者驗證產品的真偽，增強消費信心；
2. 兌現保障消費者健康的承諾；
3. 打入內地消費者市場，確保在內地銷售的產品由品牌擁有人或授權零售商提供。



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