Smart Traceability Solution
Build trust with transparency across the supply chain

Consumers’ daily lives revolve around “trust.” They want information, more than ever before, about the products they purchase and foods they consume. Protecting your brand and guaranteeing consumer safety is essential for every business, and is driving the need for having end-to-end visibility.

True End-to-end Traceability
from farm-to-fork, fabric-to-fashion, field-to-factory.

WHO
or which parties are involved

WHAT
products are being traced

WHERE
the products were located

WHEN
the movements took place

WHY
the products were there at that time
ENHANCED TRUST, TRACEABILITY & TRANSPARENCY

With GS1 HK Smart Traceability Solution, all stakeholders, including consumers, benefit from the transparency that comes with access to accurate and dynamic information about the products.

Benefits to Businesses
• Establish trust with trading partners & consumers via a complete, real-time view of the supply chain
• Improve operational efficiency through standardised information sharing (EPCIS)
• Enhance consumer safety by tracing a problem back to its source, and by monitoring temperature conditions
• React quickly & precisely to product recalls
• Drive consumer engagement by linking offline behaviour to online channels

Benefits to Consumers
• Access to trusted product information simply by scanning a QR code
• Trace product origin, production date, processes, shipping details, etc.
• Have peace of mind with visibility into product and traceability information
• Better shopping experience and interaction with brand owners

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