Max Choice Corporation Limited 大樓有限公司

Elevating the shopping experience with Value+ 通過Value+產品認證方案增進購物體驗

Background 背景

Established in September 2011, Max Choice Corporation Limited (Max Choice) now owns 20 outlets in Hong Kong, offering a lineup of wine and health food products including edible bird’s nest, cordyceps, ginseng, dried abalone and frozen seafood.

大樓有限公司（大樓）於2011年9月開業，現於香港擁有20間分店，提供一系列葡萄酒和健康食品，當中包括食用燕窩、冬蟲夏草、人蔘、乾鮑及急凍海鮮。

Challenges 挑戰

As a retailer of health food and wines sourced from local and international suppliers, Max Choice understands the concerns of consumers about the authenticity, origins and other details of the ingredients from these products.

To address this challenge, the company has been in search of a solution allowing consumers to retrieve product information beyond the packaging labels and to verify the authentication of products before making purchase decisions. This would help consumers develop a stronger confidence towards the products and enhance their loyalty to the brands concerned.

作為從本地及海外採購健康食品與葡萄酒的零售商，大樓深知消費者關注這些產品的真偽，來源地和成分詳情。為此，大樓一直尋求方案，希望能讓消費者獲取產品包裝以外的資訊，並在購買前驗證產品真偽，這將能提高消費者對有關產品的信心以及品牌忠誠度。

“We successfully differentiated our brand image with the competitors by using GS1 Hong Kong solutions. In fact, our staffs are able to learn the latest retail trend which helps the company in keeping pace with market competition, and offers them valuable knowledge for their own advancement.”

[GS1 Hong Kong提供的方案有助我們於競爭激烈的市場中成功提升和突出品牌形象。事實上，我們的員工從此亦了解到零售業最新的市場趨勢，不但為個人增值，更令公司保持競爭優勢。]

Mr. Sam Ng, Managing Director, Max Choice Corporation Limited 大樓有限公司董事總經理吳鴻霖先生
Solutions 解決方案

To fulfill this commitment to its customers, Max Choice decided to adopt Genuine Product Authentication Solution on the high value products. To enable consumer to track the product details, an item level serial number is assigned using the GS1 Serialized Global Trade Item Number (SGTIN). QR barcode format is also used to store the SGTIN which will direct the consumers to access the extended product information in a real-time basis. A two layers secured label is designed where the serial number is printed and it will be affixed on the product package to allow easy differentiation of fake and authentic products.

Key benefits 效益

This initiative enabled consumers to access and discover additional information such as product features, origin and other details just by scanning the barcode label, using a smart phone. They can also register the unique verification code online via BarcodePlus for product authentication purpose.

These measures will encourage consumers to use their mobile phone to scan the barcode, to get and share more product information, such as product details, from online sources. The report also states that they can also encode the verification code online via BarcodePlus website for product authentication purposes.

By applying GS1 global supply chain standard on its products, Max Choice enhanced their product branding and consumer trust by enabling the track-and-trace information to the consumers through GS1 eTRACK.

自產品採用GS1的「條碼網」平台，消費者能追蹤及追跡資訊，大樓亦因此提升了品牌形象和消費者信心。

Product Smart Label 智能產品標籤

---

GS1 Hong Kong
22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T (852) 2861 2819 | F (852) 2861 2423 | E info@gs1hk.org
www.gs1hk.org

GS1 is a registered trademark of GS1 AISBL.
All contents copyright © GS1 Hong Kong 2015