

Max Choice Corporation Limited 大棧有限公司

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.

大棧有限公司(大棧) 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、人參、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，大棧深明消費者關注這些產品的真偽、來源地和成分詳情。為此，大棧一直尋求方案，希望能讓消費者擷取產品招紙以外的資訊，並在購物前驗證產品真偽。那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，我們的員工從而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
大棧有限公司董事總經理吳鴻森先生



Solutions 解決方案

To fulfill this commitment to its customers, Max Choice decided to adapt 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.

為履行顧客服務承諾，大棧決定為高級產品採納Value+ 產品驗證方案。為了讓消費者追蹤產品詳情，大棧為每件產品編配一個GS1國際貨品編碼序號，並以QR碼儲存該編號，消費者通過條碼將可實時擷取產品的延伸資訊。此外，大棧亦特製了兩層的保安標籤，當中印上序號並貼於產品包裝之上，消費者將可輕易分辨產品真偽。

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.

這些措施能讓消費者使用智能手機掃描條碼，獲取和了解更多產品資訊，例如產品特色、來源地等其他詳細資料。他們亦可在BarcodePlus網頁上輸入獨一無二的驗證碼，以驗證產品真偽。

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 ezTRACK.

自產品採用GS1的「縱橫網」平台，消費者能追蹤及追溯資訊，大棧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



Label Surface 標籤表層

2-D barcode with SGTIN and Extended Product Information

儲存了國際貨品編碼序號與延伸性產品資訊的二維條碼

Label Bottom 標籤底層

Product Authentication Verification Code
產品驗證碼

Benefits 效益

Max Choice 大棧有限公司

Facilitates 'first-in, first-out' inventory management flexibility

方便執行富操作彈性之「先入先出」倉存管理流程

Captures product information from BarcodePlus with consumer information for loyalty campaigns analysis
消費者經由BarcodePlus網站擷取產品資訊時會向網站提供相關資訊，以便公司進行品牌忠誠度推廣計劃之數據分析

Consumers 消費者

Retrieves extended product information by scanning the barcode through mobile or smart kiosk
經由流動電話或智能資訊站掃描條碼藉以檢索延伸性產品資訊

Protect and gain confidence, and earn promotion offers by inputting product authentication verification code via BarcodePlus

經由BarcodePlus網站輸入產品驗證碼，獲取購物優惠並增強購物信心

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