

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.

TRACK AND TRACE FROM SOURCE TO SHELF

Built on Global Traceability Standard (GTS) and Global Information Sharing Standards (EPCIS), **GS1 HK Smart Traceability Solution** helps businesses to address the demand for traceability, and build trust among supply chain stakeholders, from upstream suppliers to end consumers.

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



Experience Efficient Track & Trace With One Simple Scan!



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Scan to Download Case Reference



Understand how to Build Consumer Trust for Cross-Border eCommerce through **ezTRACK**, an EPCIS-based global supply chain visibility platform

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