Chow Tai Fook Jewellery Group
周大福珠寶集團

Keeping a Diamond Promise of Authenticity
「天然鑽石」承諾 信心保證

About the Company 公司簡介

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group's vision is to become the most trusted jewellery group in the world.

周大福珠寶集團有限公司(「集團」;香港聯交所股份代號:1929)於2011年12月在香港聯合交易所主板上市,以成為全球最值得信賴的珠寶集團為願景。

Background 背景

According to industry report, China is now the world's second largest diamond consumer. The market creates a sheer demand of roughly USD 10 billion worth of diamond jewellery, where 80 percent of the buyers are the "post-80s and 90s generations". In 2016, Chow Tai Fook Jewellery Group had the business foresight to launch its proprietary T MARK diamond brand. The brand has quickly built trust among consumers thanks to its innovative "4Ts" concept, advanced technology including blockchain and other value-added service, which all helps assure consumer that T MARK diamonds are genuinely natural with a verifiable origin.

The "4Ts" concepts of T MARK stand for Transparent, Thoughtful, Truthful and Traceable, which is a proprietary diamond brand that carries a set of unique serial numbers in the marking inscribed on each diamond. This enables consumer to trace the journey of each stone from sourcing to production to retail sales point. Chow Tai Fook further incorporates GS1 global standard and its relevant patented technology by adopting the REAL Barcode authentication solution in its T MARK brand. The solution not only supports product authentication, but it also registers a diamond owner's information, making the piece of diamond even more distinctive.

有行業報告指,現時中國是全球第二大的鑽石消費市場,鑽石首飾需求約值100億美元,當中約80%的消費者為80、90後。周大福珠寶集團於2016年便洞悉先機,推出自家鑽石品牌T MARK,先後以「4Ts」概念、區塊鏈技術及其他創新技術和增值服務,確保T MARK產品天然唯真、來源可靠,提升品牌的吸引力。

T MARKK的「4Ts」概念是指鑽石「可知、可頌、可信、可尋」,每顆T MARK鑽石均刻有一組獨特編號的印記作為保證,讓顧客可追溯鑽石從採購、生產至銷售的生命旅程。此外,周大福亦採用了以GS1全球標準及相關專利防偽技術組成的「真的碼」條碼驗證解決方案,除了讓消費者能辨識真偽,還可將鑽石與其買家配對,讓每顆鑽石更顯得獨一無二,譜寫個人專屬的鑽石歷程。

"As the jellewery industry evolves, we are always staying ahead of time by embracing the latest technology, so as to support the sustainable growth of the Group's future business. We have brought in the REAL Barcode solution together with a range of other innovative technologies, with an aim to further customers' trust and confidence on the T MARK brand, and deliver a seamless brand experience."

「現時珠寶零售業需要與時並進、引入創新科技,才能支持集團未來業務的可持續發展。我們引進『真的碼』及一系列的創新科技,進一步加強消費者對T MARK品牌及產品的信心,為顧客締造完美無縫的體驗。」

Cyrus Cheng,
Deputy Head, Group Branding Center
集團品牌中心副總監 鄭景熙

GS1 standards used or solution (s) / service (s) applied

- Global Trade Item Number (GTIN)
- The REAL Barcode solution

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- 「真的碼」條碼驗證解決方案

Solutions

The REAL Barcode solution that Chow Tai Fook used on the T MARK jewellery ID card is equipped with patented digital printing encryption technology, reinforcing its anti-counterfeiting features. Customers can easily authenticate the product in real-time, helping to strengthen their confidence. Coupled with the T MARK mobile app, diamond owners can conveniently access the traceable history of the stone by scanning the REAL Barcode on the back of the jewellery ID card. The app also enhances product experience by allowing owners to create personal stories and commemorate important moments within the app.

The serial number of each diamond can be uniquely matched with the REAL Barcode on the jewellery ID card, certifying the diamond's individual identity. Customers can register their personal information in their own account as if making a personal mark on the diamond, truly living up to the promise of eternity.

With the patented multi-layer anti-counterfeit security coating technique, the REAL Barcode is like a door key that cannot be replicated unless with a distinct image file provided by GS1 to the company. This helps protect the company against counterfeit products. In case, a fake T MARK jewellery ID card is scanned using the app, the T MARK information center will be notified at once.

解決方案

周大福於T MARK品牌的珠寶鑒證卡上應用了「真的碼」方案，以專利的電子印刷加密科技，增強珠寶鑒證卡的防偽功能，既能讓顧客能即時驗證真偽，加強消費者的鑽石保證，亦能讓買家在獲得鑽石後透過T MARK手機應用程式，掃描卡背上的「真的碼」，輕鬆閱覽鑽石的可追溯記錄，還可以使用T MARK手機應用程式編製個人故事，紀念重要時刻，提升顧客提驗。

珠寶鑒證卡上的「真的碼」與每顆鑽石的序號配對相聯，等同該夥鑽石的身份證，而顧客加入個人資料後仿如為鑽石刻上個人印記，帶來堅守一生的真摯承諾。

「真的碼」方案融入了專利的多層防修改保安塗層，需要由GS1提供給產品供應商的專用圖像檔案方可做到防偽效果，令假冒商品難以複製，好比一條獨一無二的鑰匙。而當顧客在掃描時遇上仿冒T MARK珠寶鑒證卡，T MARK資訊中心會即時獲得匯報。

Benefits

The REAL Barcode solution provides T MARK with the following benefits:

1. Personalizes the entire brand experience by virtually allowing customers to make a mark on their diamond(s)

2. Provides customers a way to validate their diamonds' authenticity themselves, enhancing customer's trust and safeguarding brand reputation

效益

「真的碼」方案為T MARK品牌帶來以下優勢：

1. 讓顧客為鑽石刻上獨一無二的印記，提升個人化體驗

2. 顧客能辨識真偽，增加信心亦保障品牌聲譽