

## Good Mask 山河亞太有限公司

Accessing Diverse Possibilities and  
Global Market with One Code  
口罩品牌一碼多用 冀打出國際名堂



### About the Company 公司簡介

Found in 2020 with an investment of HK10 million, Good Mask strives to build a “Made-in-Hong-Kong” brand that produces quality surgical face masks for the individual and business markets. The company set up its own production line compliant to international standard in Hong Kong, to protect Hongkongers in midst of the pandemic strike.

Good Mask 成立於2020年，投資總額超過一千萬。公司務求建立香港製造品牌，製作出具質量保證的個人及機構防疫口罩，於香港自設合規生產線與市民站在抗疫最前線。

### Background 背景

Responding to shortages of face masks at the beginning of the coronavirus outbreak, a millennial who owns a pharmacy in Yuen Long has set up a surgical face mask factory branded “Good Mask” with business partners, among the numerous mask manufacturers in Hong Kong. The company claims to have attained EN14683 TYPE IIR standard, the highest level in EU standard, for most of its masks, with a production volume of 300,000 pieces a day. Available in the brand’s 9 local outlets and online platforms, the mask is also supplied to Canada, looking to market globally. Intended to become an international Hong Kong brand, the company hopes to restore Hong Kong’s former glory as the hub of quality product with integrity.

疫情初期口罩短缺，許多本地口罩工廠如雨後春筍般紛紛成立，元朗一家藥房的80後老闆便與夥伴創立了本地口罩品牌「Good Mask」。公司大部份口罩達到歐盟最高級級別 EN14683 TYPE II R標準，現時產量可達每日30萬個；除了在9間本地門市及網上有售外，口罩亦已在加拿大落地，公司並期望產品能賣向全球市場，成為知名的本港品牌，延續香港以品質及信譽著稱的輝煌時代。

“Profits aside, we like to give back to the society, and make a Hong Kong brand heard in the global markets. The international GS1 barcode not only helps us get listed on e-marketplaces, but also let consumers well-informed of our product information and promotion campaign. Connected to multiple information platforms, BarcodePlus supports our product promotion abroad.”

「我們作為香港品牌，在營商及回饋社會之餘，亦希望將本土品牌在全球市場發揚光大。GS1條碼能通行全球，助我們在電商上架、亦能提供更多資訊給消費者，以至進行促銷推廣，而BarcodePlus數據庫亦連繫多個資訊平台，有助我們將產品帶出國外。」

Mr. Joseph Lee,  
CEO  
行政總裁 李秉峰先生

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

- Global Trade Item Number (GTIN)
- BarcodePlus platform
- GS1 Digital Link



### 應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- BarcodePlus平台
- GS1數字鏈接 (Digital Link)



## Solutions

Applied GS1's Global Trade Items Number (GTIN), or barcode, Good Mask believes the "489" barcode prefix can earn them trust and recognition for its brand and products, because it indicates a registered Hong Kong company regulated by local company ordinance. Barcode is also a "visa-free passport" for global e-marketplaces, because e-commerce giants like Amazon, Alibaba, Google Shopping are requiring product barcode for items listed on their platforms, in order to improve search result and uplift consumer experience.

With GTINs, Good Mask uploads product information onto GS1 Hong Kong's product data platform - BarcodePlus, and generates product barcodes and QR codes (i.e. GS1 Digital Link) at the same time, bringing dual benefits to businesses - enhance supply chain efficiency with barcodes, and to take offline customers to online with Digital Link, redirecting them to brand's website, online store, social media or e-com platforms.

The information stored in the QR codes are provided by brand owner, which means it is a trusted source of information, boosting customer trust. Free-of-charge for GS1 Hong Kong members, BarcodePlus platform helps the company maintains an up-to-date online product catalogue with various SKUs, and allows worldwide buyers and consumers to read the products' extended information via website (using GS1 Global Registry) or app (using Barcode Scan@WeChat), increasing global exposure.



## Benefits

Good Mask capitalises on GS1 GTINs, BarcodePlus and Digital Link to:

1. Meet the requirement of e-marketplaces like Amazon, open up online opportunity and highlight its "Made in Hong Kong" quality
2. Share product information to other platforms to promote brand awareness and exposure
3. Serve as a trusted source of information from supplier to enhance buyers' confidence

## 解決方案

公司為產品申請了GS1全球貿易貨品編碼(GTIN)，編碼字首「489」代表香港註冊的公司，符合香港公司註冊處條例規定，讓品牌及產品更易被信賴和認同；而編碼亦是公司拓展全球網上零售的「免簽護照」，因Amazon、阿里巴巴、Google Shopping等電商巨擘都已要求在其平台上架的貨品，都需要附有GS1編碼，藉此改善搜尋結果、提升消費者體驗。

Good Mask負責人在獲得編碼後，於香港貨品編碼協會(GS1 HK)的BarcodePlus產品數據平台中輸入產品資料，同時獲取條碼及QR碼(即GS1數字鏈接- Digital Link)，發揮一「碼」二用的功效 — 以條碼方便收銀等營運效率，及透過Digital Link(QR碼)將消費者從線下帶到線上，連接到品牌的網站、網店、社交媒體或電商平台。

由於條碼及QR碼載有的產品資訊均由品牌商提供，為可靠的產品資訊來源，有助提升Good Mask買家的信心。GS1 HK會員亦可免費使用BarcodePlus平台來作為網上產品目錄、管理不同系列產品，並讓世界各地的潛在買家及消費者，透過網頁(如GS1全球註冊資料庫，GS1 Global Registry)或手機程式(如條碼掃一掃@微信)來閱覽產品資訊，亦有增加品牌及產品的全球曝光率。

## 效益

Good Mask利用GS1條碼、BarcodePlus和數字鏈接以獲享：

1. 符合Amazon等電商市場的上架要求，開拓網絡商機並強調香港質素保證
2. BarcodePlus將產品資訊共享與不同平台，提升品牌曝光及知名度
3. 平台提供的產品資訊源自品牌商，有助加強買家信心

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