Hang Heung Cake Shop
恆香老餅家市場

Applying REAL QR on Century-old Local Mooncake for Authentication and Added Confidence
百年港產月餅以「真的碼」驗真偽 強信心

About the Company 公司簡介

Established a century ago, Hang Heung Cake Shop has become a well-known Chinese assorted cake manufacturer in Hong Kong and overseas community, particularly for its traditional wife cake and white lotus seed paste. Offering 25,000 homely baked pastries every day, Hang Heung also brings a generous portion of local heritage and history.

恆香老餅家是一間擁有百年字號的公司，多年來享負盛名，其中以家喻戶曉的老婆餅和白蓮蓉餡料最為經典。時至今日，恆香仍每日製作超過25,000個食品，承傳著香港情懷。

Background 背景

As the new management team take control of Hang Heung Cake Shop, a century-old brand, they are committed to infusing modern, new elements to its classic Chinese pastries. Introducing Japanese black sesame flavoured mooncake series, promoting through live commerce and cross-over with toy brands are just some of the examples to rejuvenate its brand to target the youth market.

Famous for its traditional handmade wife cake and mooncake, Hang Heung Cake Shop attracted the attention of illegal counterfeiters. There was once a loyal customer who brought a then-new mooncake package to a Hang Heung's retail shop, complaining about poor quality and taste. They later found out the mooncake were not made by them. Another company attempted to mislead customers by switching the Chinese character of the brand name to impersonate the brand. All these show that copycats are difficult to trace and almost impossible to completely annihilate.

百年字號恆香老餅家在新管理層下，不斷為其中式唐餅業務注入新鮮元素，除了推出日本黑芝麻等新口味的月餅系列外，亦以「直播買」或玩具品牌聯乘等嶄新手段去推廣，吸引年輕人。

恆香老餅家以傳統手製老婆餅、月餅最享負盛名，自然樹大招風，惹來不法商人覬覦。曾有老顧客攜帶當時新包裝設計的月餅，到恆香門市抱怨月餅比以往遜色，查証後發現原來顧客買了假貨。亦有公司以『恆香餅家』來冒認其品牌，手法可說是層出不窮，禁之不絕。

"I was once notified of the production of fake Hang Heung mooncakes at a factory in a province in Mainland China. I went there to verify and report the counterfeit case but it was time-consuming and exhausting, so I believe it's wiser to let consumers know how to identify the pirated goods. By recording the scan activities, we get hold of customers' basic information that helps our analysis and business decision."

「我曾因收到消息，在內地某省市廠房正在偽冒恆香月餅，便親身到內地驗証舉報，但費時失事；所以我覺得教育消費者以『真的碼』親身去認清假貨，才是更明智做法。我們更能透過顧客掃描條碼，獲取顧客所在地點、時間等，有助我們進行簡單分析及決策。」

Mr. Desmond Wong,
CEO
行政總裁 王偉樑先生

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

- REAL Barcode Authenication Solution

REAL Barcode
真 的 碼

應用的GS1標準或方案/服務

- 「真的碼」條碼驗證解決方案

Solutions

The brand decided to adopt GS1 Hong Kong's REAL Barcode solution to prevent counterfeits and offer consumers instant product authentication by simply scanning a barcode. REAL Barcode is an integrated barcode that combines GS1 standard with patented anti-forgery micro printing technology to fight forgery. In 2020, the company used 100,000 REAL QR labels with hologram security features on the package of its white lotus seed paste mooncake with double yolks series.

The instance of pirated mooncake then actually took place the same year. The episode highlighted the importance to educate consumers to distinguish between the real and fake products. When consumers scan the REAL QR with any mobile device using any app, REAL Barcode app will be activated to do a simple scan and perform product authentication instantly. The scan results will then be sent back to Hang Heung as simple sales data, and once a forged product is scanned, the company can be notified and take actions against the counterfeiters, or do more brand education. The solution is simple to setup without the need for change or update of the backend sales system, boosting cost-effectiveness and security.

The solution allows customers to differentiate the real from the fakes and to connect to the company e-shop, which also encourages O2O cross-selling. To combat illegal copycats, the company is considering further adoption of the REAL Barcode on its other best-selling delicacies.

解決方案

公司決定採用香港貨品編碼協會(GS1 HK)「真的碼」方案,讓抄襲者難以複製,消費者「碼」上辨真偽。「真的碼」是一個綜合條碼,融合了多層防修改保安塗層及GS1標準條碼,以及微印刷(micro-print)加密專利技術,能有效防止條碼被複製。公司在2020年推出的雙黃白蓮蓉月餅包裝上,便貼上100,000個融合雷射防偽技術的「真的碼」標籤。

適逢今年發生冒牌月餅事件,更突顯教導市民辨別產品真偽的重要。當消費者以手機程式掃描該標籤,便會啟動GS1 HK「真的碼」手機app掃描條碼,立刻驗證產品真偽。條碼驗證的結果會傳送到恆香,讓公司收集簡單銷售數據;若是偽冒產品被掃描,公司便收到通知、採取打擊偽冒行動、或進行更積極的品牌教育工作。這方案設置簡單,毋須對銷售系統作修改或更新,兼具成本效益及高安全性。

方案既讓顧客分辨真假貨,又可以連接到公司網店,鼓勵線上線下交叉銷售。公司正考慮在其他熱門唐餅上應用方案,遏制非法冒牌市場。

Benefits

REAL Barcode helps Hang Heung reinforce consumer and market confidence in the below ways:

1. Boosting brand image by enabling consumers to authenticate products themselves

2. Countering the fakes by monitoring counterfeiters' sales channels

3. Instilling a younger brand image with technology

效益

「真的碼」方案鞏固恆香的消費者及市場信心,並可:

1. 讓消費者驗證產品的真偽,提升品牌形象

2. 有效監察偽冒者的銷售渠道,打擊翻版

3. 以科技推動品牌年輕化