

Business Casebook 2018
成功個案彙編 2018

Thrive in the Digital Age: Smart Business Connectivity

數碼時代脫穎而出：智能商貿互聯貫通



Table of Contents

目錄

- 3 Foreword 前言
- 4 GS1 Standards Enhance Commerce Connectivity
GS1 標準提升商業聯繫
- 5 GS1 HK Solutions and Services
香港貨品編碼協會解決方案與服務
- 7 Enhance Business Efficiency 促進商業效率**

- 9 Café de Coral Holdings Limited 大家樂集團有限公司
Achieving Seamless Supply Chain with Paperless Trading
無紙化交易達致緊密無縫的供應鏈
- 11 DCH Food Mart 大昌食品市場
Modernising Food Supply Chain to Fortify Management
食品供應鏈現代化 強化管理
- 13 Kwok Kam Kee Cake Shop 郭錦記餅店
Enforcing Inventory Management and Market Promotion with Barcode
條碼標準 保貨品出入平安 拓新市場
- 15 Mainetti (HK) Limited 香港萬美有限公司
Nurturing New Growth with Technology Training
以科技培訓強化人才發展
- 17 HKSAR Government Department
香港特區政府部門
Facilitating Asset Management Process with GIAI
全球個體資產識別碼 助資產管理更周全
- 19 Improve Traceability 改善可追溯性**

- 21 Indigo Living
When Technology and Lifestyle Cross Path and Result with Flying Colours
科技與時尚偶遇 營造出色成效
- 23 Rich Harvest Agricultural Product Limited 豐泰農產品有限公司
Fertilising the Soil for Supply Chain Management
為供應鏈管理提供肥沃土壤



- 25 Quality Food Traceability Scheme 2018 Winners' Voices
優質食品源頭追蹤計劃2018得獎企業心得分享

33 Enhance Digital Engagement and Drive Sales 提升數碼參與度及促進銷售

- 35 Crown Gas Stoves (Holdings) Co. Ltd. 皇冠爐具(集團)有限公司
Striking the China e-Commerce markets while the Stove is Hot
打鐵趁熱 進軍中國內地電子商貿市場
- 37 E.P.S.A. Corporation Limited 億世集團有限公司
Electric Appliances SME Identifies New Incomes and Savings with Barcode Standard
本地家電中小企 以條碼標準開源節流
- 39 Hart Limited 哈特有限公司
Scanning Barcode Opens Up New Business Prospects
「碼」上有商機
- 41 Kingsford Far East Limited 港豐遠東有限公司
Marching into Medical and Healthcare Market in China with Trusted Products
信心產品 開拓國內醫療及保健產品銷售市場

43 Boost Consumer Trust 增強消費者信心

- 45 Hang Cheong Loong 恒昌隆
Building Consumer Trust on Product Quality against Product Counterfeiting
對抗假冒產品 建立消費信心
- 47 Hong Kong Bakery Ltd. 香港烘焙有限公司
“Bake Off” the Counterfeits with Barcode Authentication
掃碼驗真偽 烘焙假貨無所遁形
- 49 Acknowledgement 特別鳴謝

Foreword

前言

Welcome to the GS1 Hong Kong Business Casebook 2018. Themed “Thrive in the Digital Age: Smart Business Connectivity”, this year’s edition highlights the vital role that GS1 global standards play in connecting businesses and consumers, through transforming their supply chain visibility, efficiency, traceability and engagement capability.

13 case stories are compiled here that demonstrate how business optimises their operations, improved visibility, innovated new income streams and derived maximum benefits by capitalising on our standard-based services and solutions. These stories came from a diverse field of industry players, spanning across retail and FMCG, food and food services, healthcare and technology. There are also 22 food / food services companies featured for their distinguished food traceability practices.

Our gratitude is owed to all the case contributors who so generously shared their initiatives and industry best practices in striving for excellence in quality products and superior services.

Enjoy your reading and discover the potential values and benefits of GS1 Standards to your company.

歡迎閱讀《香港貨品編碼協會成功個案彙編2018》。本年度的主題訂為「數碼時代脫穎而出：智能商貿互聯貫通」，突顯GS1全球標準透過改革供應鏈、提升效率、改善可追溯性及提升顧客參與度，以聯繫商家和消費者不可或缺的角色。

彙編內輯錄了13個成功個案，以及22間在食品追蹤表現卓越的機構，展示商界如何善用以標準為基礎的服務及方案帶來業務優勢，包括優化營運、改善可見度、開創新收入來源以盡展公司優勢。是次結集了各行各業的故事，涵蓋零售及快速消費品業、食品及餐飲業、醫療護理及科技等多個行業。

在此特別鳴謝各企業，慷慨分享其業務動向及業界最佳實踐，展示如何追求最優質的產品與服務。

希望您享受閱讀此彙編，發掘GS1標準能為您帶來的潛在價值及效益。

GS1 Standards Enhance Commerce Connectivity

GS1 標準提升商業連繫

GS1 Standards is a universal but unique language in the business world to facilitate the communication between all parties along the supply chain, both locally and globally. It plays an important role for any industries, transforming the way businesses function and operate, providing a concrete foundation upon which enterprises are empowered to carry out business expansion effectively.

GS1 Hong Kong has been assisting around 8,000 of our corporate members from various industries to adopt GS1 global standards, innovative technologies, solutions and platforms that support their business growth.

Our core values to the industries are the bedrock of today's business success: strengthen efficiency, enhance traceability and visibility in the supply chain, ensure product authenticity, protect brand equity, facilitate omni-channel business, carry out analytics that predict consumer behavior and ensure sustainability.

For more information about GS1 Hong Kong's solutions and platforms, please contact our professional team at info@gs1hk.org or **(+852) 2861 2819**.

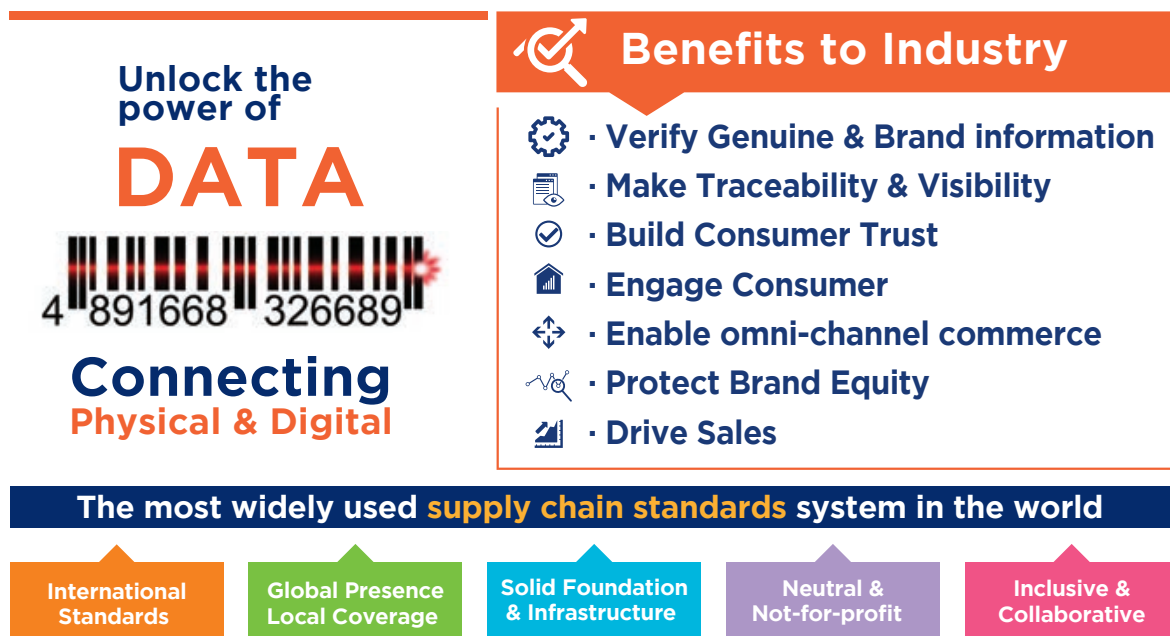
GS1標準是一套獨特的全球通用商業語言，促進本地及全球供應鏈持份者之間的溝通。GS1標準對所有行業都極為重要，除了刷新企業的運作模式，還為企業打下拓展業務的穩固基礎。

香港貨品編碼協會一直致力協助各行各業採用GS1全球標準以及創新科技。現時，本會服務約8,000間企業會員，提供GS1解決方案和平台助各會員邁步向前，贏得擴展業務所需的競爭優勢。

本會對行業的核心價值同時是現代企業的成功要素：加強效率、提高供應鏈可追溯性及透明度、確保產品真確性、維護品牌價值、推動全渠道業務發展、利用數據分析預測消費者行為及確保持續性。

如欲詳細了解香港貨品編碼協會的解決方案及平台，請透過電郵info@gs1hk.org或電話**(+852) 2861 2819** 聯絡本會的專業服務團隊。

GS1 Global Standards



GS1 HK Solutions and Services

INDUSTRY 行業



Food and Food Services
食品及餐飲

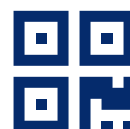


Retail and Apparel
零售及成衣

SOLUTIONS 解決方案

Product
Authentication
產品驗證

REAL Visibility



Data
Services
數據服務

Supplier
Portal
供應商管理系統



Digital
Services
數碼服務

e-Marketplace
信心港商城
eCoupon
電子優惠券



DATA PLATFORMS 數據平台

Product Data
產品數據



GS1 Standards

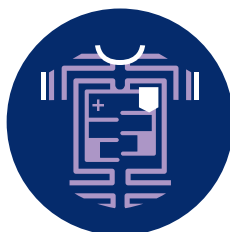
香港貨品編碼協會解決方案與服務



Healthcare
醫療護理



Transport and Logistics
運輸及物流



Apparel
成衣及鞋履



ICT
資訊及通訊科技

Smart Retail 智慧零售

Smart Kiosk
智慧信息亭
One Tag



Smart Business 智慧商業

Smart Cabinet
智慧機櫃
Smart Scan
智慧掃描



Smart Logistics 智慧物流

Cold Chain
冷鏈管理



SERVICES 服務

Consultancy 諮詢



Training & Certification 培訓及認證



Transactional Data 交易數據



Event Data 事件數據



Enhance Business Efficiency

促進商業效率

To ensure supply chain efficiency, it is crucial for different parties on the supply chain to communicate effectively. GS1 Standards can uniquely identify trade items and locations and enable business partners to exchange information about products and locations in consistent ways.

In this section, we are going to introduce the cases which have adopted identification standard data and solutions that helps them easily exchange that data in a standardised way, helping them optimise supply chain and facilitate communication.

Barcode – The carrier of Global Trade Item Number (GTIN) which can be scanned at Point-of-Sale and distribution centers anywhere to enable data input automation and enhance information accuracy, thus streamlining business procedures and enhancing supply chain efficiency.

ezTRADE – A standard-based e-commerce platform that supports the exchange of business transactions including purchase order, invoice and shipment notice using Electronic Data Interchange (EDI) to facilitate connection and paperless trading among trading partners along the supply chain.

GIAI – or “Global Individual Asset Identifier”, is one of the two GS1 Keys for asset identification. Companies can apply a GIAI on any asset to uniquely identify and manage that asset, such as a computer, desk, vehicle, spare part, and so on.

RFID – An acronym for “radio frequency identification”, RFID is the use of radio waves to capture information stored on a tag attached to an object. Much like GTIN, EPC is a unique number stored on RFID tag for automatic identification of products in the supply chain. The EPC-enabled RFID tag can store much more information than conventional barcode label and provides visibility of goods along supply chain, serving as foundation for companies to improve their business processes.

Supplier Portal – A web-based supply chain collaboration solution used to manage supplier communication, transaction and processes. It streamlines the buying activity by managing the information interchange between supplier and internal ERP system.

要確保供應鏈有效率地運作，持份者需要在供應鏈上有良好的溝通。GS1的標準能夠獨有識別產品和位置，讓業務夥伴以一致的方式傳送產品信息和其位置。

我們會在這個章節為您呈上採用數據識別標準的案例，展現方案如何助公司以標準化數據便利溝通、優化供應鏈管理。

條碼 – 全球貿易貨品編碼的載體，可在各銷售點和發貨中心隨時隨地掃描，令數據輸入得以自動化、提升信息準確度，以精簡業務流程，提升供應鏈效益。

「通商易」 – 以GS1標準為基礎的「通商易」電子商貿平台，貿易夥伴可利用電子數據聯通的標準在平台傳送電子訂單、發票及付運通知書，可促進無紙交易，無縫地連繫供應鏈中的各個貿易夥伴。

全球個體資產識別碼 – 該碼是GS1兩項資產識別碼中其中一項。公司可於任何資產上運用該碼，獨立識別及管理該資產，如電腦、桌椅、汽車、零件等。

無線射頻識別 – 簡稱RFID，意指以無線電波擷取儲存在商品標籤上的信息。EPC則是儲存在RFID標籤的獨有編碼，與GTIN一樣可以用於自動識別供應鏈中的產品。以EPC為基礎的RFID標籤比傳統條碼可以儲存更多信息，增加了供應鏈中的產品透明度，是改善企業業務流程的基石。

Supplier Portal – 以網頁作基礎的供應商管理系統，協助管理與供應商溝通、交易和互動的過程。它能簡化採購程序，優化供應商與內部企業資源管理系統的資訊交換過程。



Café de Coral Holdings Limited 大家樂集團有限公司

Achieving Seamless Supply Chain with
Paperless Trading
無紙化交易達致緊密無縫的供應鏈



“ We now enjoy the reduction of administrative work and speeding up in supply chain procedures with ezTRADE. Despite massive number of document, the working process is now extensively streamlined between Café de Coral and the suppliers. ”

Mr. Ivan Ng, General Manager (Supply Chain)

This year marks a major milestone in Café de Coral Group's business: the 50th anniversary. Over the past half century, the Group has experienced both successes and challenges – and applied these lessons and knowledge to create a robust, front-running organisation that is sensitive to the customers and focused on innovation.¹

Challenges

Until 2 years ago, Café de Coral (CdC) had to input and validate, manually every day, a massive number of paper delivery notes, payments and invoices. On average CdC staff might take up to 30 minutes to endorse all the paper invoices against the goods receipt data for each single supplier. Obviously, such a process is not only time-consuming but also prone to human errors sometimes. Suppliers, on the other hand, were unclear about CdC's invoice handling and settlement status, giving rise to unnecessary mis-communication – and misunderstanding – between the parties.

Since then, CdC adopted ezTRADE, a B2B e-commerce platform based on GS1 EANCOM/EDIFACT standard, which enables electronic information exchange between the company and its trading partners every step along the supply chain.

Solutions

More than 100 major suppliers are now using ezTRADE to receive CdC electronic purchaser order, sending electronic advance shipment notice (ASN) and invoice, which accounts for over 40% of CdC's total invoice lines.

The ASN, a document that provides detailed information about a pending delivery, helps CdC to be fully prepared to accept delivery. Once accepted, the ASN will automatically populate an invoice number and the received quantity for confirmation of the goods receipt. CdC staff now needs only 39 seconds on average,

compared to 112 seconds before, to complete this process, reducing drastically two-third of the time spent for each branch.

Suppliers can then submit electronic invoices through ezTRADE, which would automatically undergo a pre-validation process, so that any non-compliant invoices are filtered out and only the compliant ones be accepted into CdC's backend system.

With the adoption of the ezTRADE solution, CdC staff took only 5 minutes (previously 30 minutes) to verify and approve payment for each supplier, a significant six-fold gain in efficiency. CdC staff can approve the invoices by batches because of improved invoice quality pre-validated by the platform.

For suppliers, they can easily ascertain whether an invoice is accepted or rejected with relevant reject justification from the 24x7 ezTRADE platform, thus enabling CdC and suppliers to take remedial actions swiftly to address any deviation. It has not only greatly enhanced CdC's operation efficiency and accuracy, but also assured a frictionless supplier management system.

The success of the implementation has offered CdC much confidence to plan ahead – for expansion to engage another 80 suppliers in the system in 2019. The subsidiary brands under Café de Coral Holdings are also adopting the solution.

¹ Source: Café de Coral website http://www.cafedecoral.com/tch/investor_relations/chairman

Benefits

Café de Coral is able to enjoy the following benefits with the use of ezTRADE:

- 1 • Reduce almost two-third of manpower hours in goods receipt data entry;
- 2 • 6 times enhanced manpower efficiency in terms of data validation between goods receipts and invoice, and enhanced greater data accuracy;
- 3 • More agile responses can be provided in case of problematic invoice or any discrepancy;
- 4 • Increase visibility of invoice handling status for suppliers.

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

- Global Location Number (GLN)
- EANCOM
- ezTRADE

About the Company

Established in 1968, Café de Coral Holdings Limited is now one of Asia's largest publicly listed restaurant and catering groups, is principally engaged in operating quick-service (QSR) and casual dining. The Group is also a major operator in institutional catering and food processing business. With over 450 outlets in Hong Kong and the Mainland, its brand portfolio includes Café de Coral Fast Food, Super Super Congee and Noodles, The Spaghetti House, Oliver's Super Sandwiches, Shanghai Lao Lao, Mixian Sense, etc.



今年是大家樂集團創業五十週年，代表著其業務發展將跨進另一個重要的新里程。半個世紀以來，集團締造不少成就，亦克服過各種挑戰。集團把累積而來的經驗融會貫通，以客為本、銳意創新，成為一家具實力和前瞻性的企業。¹

挑戰

大家樂於兩年前仍需要每日以人手輸入和確認大量送貨單、付款與付款通知單。平均來說，其員工需要為每家供應商分別花上30分鐘，以確認供應商的收款通知單與公司的收貨數據一致。這程序不但太過費時，亦難以避免人為錯漏。同時，供應商對於大家樂的付款處理狀態亦不清晰，容易引起雙方在溝通上的不必要誤解。

始後，大家樂開始採用ezTRADE。這是一套建基於GS1 EANCOM / EDIFACT標準的B2B電子商貿平台，可供企業與其貿易夥伴在供應鏈每一個階段交換電子信息。

解決方案

目前，有超過100家主要供應商正利用ezTRADE接收大家樂的採購訂單，再向大家樂發出預先付運通知(Advance Shipment Notice, ASN)及付款通知單，涉及公司超過40%的支付單據。

ASN是一份列明正待付運貨物的詳細資料文件，有助大家樂員工做好準備，收貨時確認資料。確認收貨後，ASN會自動新增發票編號和已收取的貨物數量。大家樂人員現時平均只需要39秒處理此工序，相比之前的112秒，為每間分店大幅減省逾6成時間。

供應商可以通過ezTRADE發出付款通知單，系統會自動作預先驗證，將不合規格的付款通知單過濾，而合規格的則會被送到大家樂的後端系統中。

採用ezTRADE方案後，員工只需花5分鐘(之前為30分鐘)為每個供應商核實和批核付款，效率顯著提升6倍。這是由於系統的預先驗證工序改善了付款通知單的質素，並讓員工可以按批次批核付款通知單。

對供應商而言，他們能更容易透過全天候運作的ezTRADE，查詢收款單的處理狀態，包括被接受或被拒絕的原因，好讓他們迅速跟進及修改。系統不但大大改善了大家樂的營運效率及準確度，亦確保其供應商管理系統運作暢順無阻。

新系統成功實施後為大家樂打了一支強心針，公司計劃於2019年另外納入80家供應商運用系統。大家樂集團旗下多個餐飲品牌都正採用ezTRADE方案。

¹ 資料來源：大家樂集團網站http://www.cafedecoral.com/tch/investor_relations/chairman



“ ezTRADE減省了我們的行政工作，並加快供應鏈的程序。儘管供應鏈的文件數量龐大，現在大家樂集團和供應商之間的工作流程得到了大量的精簡。

總經理(供應鏈)吳子超先生

”

效益

大家樂採用ezTRADE後獲得以下效果：

1. 節省逾6成輸入收貨數據的時間；
2. 核對收貨單及付款通知單的工作效率遞升6倍，資料準確性亦大大提升；
3. 當付款通知單出現問道或數據偏差時，供應商能作出迅速反應；
4. 供應商可清晰檢視付款進度。

應用的GS1標準或方案 / 服務

- 全球位置編碼
- EANCOM
- 通商易

公司簡介

大家樂集團有限公司為亞洲最大的餐飲上市集團之一，集團業務多元化，涵蓋速食餐飲、休閒餐飲及機構飲食，旗下品牌包括大家樂快餐、一粥麵、意粉屋、Oliver's Super Sandwiches、上海姥姥及米線陣等，於本港及中國內地擁有逾450間分店。除餐飲業務外，大家樂集團也是食物產製及加工食品的供應商。



DCH Food Mart 大昌食品市場

Modernising Food Supply
Chain to Fortify Management
食品供應鏈現代化 強化管理



“ Standards are critical component for retail business to meet the ever-changing needs of customers. GS1 HK SCMPs team helps us revisit our supply chain and develop a supply chain standard for us to support the future retail growth. An estimated saving over 30% on our operation is expected to be gained through this supply chain improvement project.

Ms. Margaret Lau, General Manager

”

Challenges

DCH Food Mart currently offers over thousands of food items, including imported seafood, poultry, meat produce, rice and noodles, ice cream and instant food products. As the business expands, the company realized the paper-based approach and manual operation at the back-office are no longer tenable and in need of improvement, where efficiency and accuracy are declining gradually. The management acknowledged that a systematic approach to transform the current paper-filing system into a digitalized and systematic process is of paramount importance to improve warehouse efficiency and inventory visibility, so as to support the sustainable growth of DCH Food Mart.

As such, DCH Food Mart enlisted GS1 Hong Kong's Supply Chain Management Professional Services (SMPS) team for support.



Solutions

The SCMPs team had conducted a full assessment of the company's current system to understand its strengths and areas of improvement in the supply chain, followed up with a thorough process consultancy project and a series of customized solutions designed to modernize their work procedures.

Based on the global best practices - Supply Chain Operations Reference Model (SCOR), the SCMPs team identified some major pain points in supply chain efficiency and connectivity, product traceability, etc. The team proceeded to tailor-made certain "to-be" process, meaning the ideal process in future, and solution models to drive the supply chain transformation of DCH Food Mart.

Started in March 2018, the 6-month project is expected to help improve the data visibility and connectivity across the whole DCH Food Mart, making the inventory, production and sales data with greater transparency throughout. The exercise also boosts inventory accuracy in warehouse and retail stores, tightening the control on raw materials and products batch.

The supply chain re-design project is turning into several Enterprise Resource Planning (ERP) system modules, revamping the company's manual operation to an electronic mode. GS1 Hong Kong also advised the company on vendor sourcing on the development of ERP system, and specifically where to apply barcodes throughout the supply chain.

Benefits

DCH Food Mart is able to optimize its operations flow through the supply chain revamp advice and application of barcode, achieving:

- 1 • More than 30% of savings is expected after the supply chain transformation;
- 2 • Improved cross-departments communication with higher data transparency;
- 3 • Facilitate inventory data analytics to keep an optimal amount of inventory, which is especially key to environment-sensitive food products.

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

- Global Trade Item Number
- Supply Chain Management Professional Services

About the Company

With the values of "Guaranteed Quality Products and Excellent Customer Service", DCH Food Mart is dedicated to providing quality products and top-notch service to customers. Nowadays, DCH Food Mart operates over 48 stores and has become the market leader in the frozen food specialty chain store market in Hong Kong.



挑戰

大昌食品市場提供過千款多元化的食品，由進口海鮮、家禽、肉類、飯麵、雪糕及即食食品等應有盡有。隨著業務增長，公司意識到過往後勤的運作方式應與時並進，否則有損工作效率和準確度。管理層認同公司必須循序漸進地，由現時以紙本文件及人手化主導的工作方式，演變至電子化的工作系統，希望改善倉庫管理效率及存貨透明度，以支援大昌食品市場持續業務增長。

有見及此，大昌食品市場向香港貨品編碼協會的供應鏈管理專業服務 (SCMPS) 團隊尋求建議。



解決方案

SCMPS 團隊評估公司現時供應鏈系統的優勢及改善之處，進而開展了一個全面的流程諮詢項目，度身制訂出一系列解決方案，促使其工作流程更現代化。

SCMPS 團隊利用全球最佳範例之一的供應鏈運作參考模型 (SCOR)，找出現時供應鏈在效率、連通性、產品可追溯性等方面的不足之處，並以此為基礎，設計出一套理想流程及一組營運模式，以推動大昌食品市場供應鏈系統變革。

整個項目由2018年3月開展並為期6個月，期望提高大昌食品市場各個部門的數據透明度和連繫性，增加了庫存、生產和銷售數據的透明度。項目有助改善倉庫和零售店庫存量的準確性，令原材料和產品批次的控制更嚴謹。

這項供應鏈重塑工程正被轉化至多個企業資源規劃(ERP)系統模組，將公司的人手操作部份電子化。香港貨品編碼協會亦向大昌食品市場建議ERP系統開發商的選項，以及在供應鏈中條碼應用的地方。



“標準對零售業務來說非常關鍵，能有助應對不斷轉變的顧客需求。香港貨品編碼協會的SCMPS團隊協助我們重新審視供應鏈、繼而製作出一套供應鏈標準，支援我司未來發展。我們預計這改進項目將為公司營運節省超過三成的成本。

大昌食品總經理劉碧鳳

”

效益

重塑供應鏈的建議及條碼的應用讓大昌食品優化其運營流程，並預期：

1. 供應鏈革新預計可節省30%成本；
2. 提升數據透明度，從而改善跨部門溝通；
3. 有助分析庫存數據，讓庫存量維持於最佳水平，這對易受環境因素影響的食品尤為關鍵。

應用的GS1標準或方案 / 服務

- 全球貿易貨品編碼
- 供應鏈管理專業服務

公司簡介

「大昌食品」一直以「優質產品，信心保證；服務至上，以客為尊」為經營理念，致力為全港市民提供優質的食品及服務。至今，大昌食品市場及大昌食品專門店分店超過48間，為全港首屈一指的急凍食品連鎖專門店。



Kwok Kam Kee Cake Shop 郭錦記餅店

Enforcing Inventory Management and
Market Promotion with Barcode
條碼標準 保貨品出入平安 拓新市場



“ **Technology is king in the future. We believe that technology could help us have a better life and ease us for doing a better business. We have to embrace the power of technology for our further expansion.** ”

Mr. Martin Kwok, Business Development Director

Challenges

Renowned for making Ping An buns, Kwok Kam Kee always sold out its buns during the Cheung Chau Bun Festival. Still, manpower issue has been one of biggest headaches for this traditional bakery, as there are only a few employees to manage the overall supply chain from materials procurement to production, and from inventory management to sales and marketing. This restricts their business expansion.

Besides their remote working location in Cheung Chau Island, the modest margin that the company made has constrained Kwok's from providing a competitive offer to the new employee.

Making pastries by hand has been Kwok's practice, and although the company has installed bakery production equipment to increase efficiency, it did not expand the scale of the facility because the business can fluctuate a lot depending on the seasons.



Benefits

After becoming GS1 Hong Kong member, Kwok's adopts GS1 barcode to help drive revenue and reduce cost:

- 1 • Barcode supports faster and more efficient inventory management, reducing the need for manpower;
- 2 • The barcode standards are interoperable with most retailers' systems, easily opening up a new market space;
- 3 • WeChat Connect helps increase marketing exposure, raising consumers' confidence for the products and brand to drive online sales growth.

Solutions

Kwok's used to sell only thousands of Ping An buns in the past, yet the sales volume jumped to 60,000 units in 2017. More efficient inventory management and delivery process are needed when Kwok's products began to go listed in online retailers and food chain stores. Kwok's starts to use GS1 barcode on the package of the food products, so that warehouse staff and retailers need only a scan of barcode to make inventory and delivery record. GS1 barcode can easily be interfaced with the system of the retailers, facilitating management of the increasing stocks.

Besides Ping An buns, Kwok's makes other Chinese bakeries like pastries for wedding or egg cake, and hopes to become visitors' designated souvenir from Cheung Chau. As GS1 Hong Kong member, Kwok's uses BarcodePlus, a product information portal, to upload information like product pictures and e-shop link to connect with consumers. This is done by WeChat Connect, where consumers can simply scan a product barcode using WeChat, read and share product information and connect to the e-marketplace platform for shopping. This is an important step for Kwok's to establish its product and brand image to the massive Mainland Chinese consumers.

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

- Global Trade Item Number (GTIN)
- BarcodePlus Platform
- WeChat Connect

About the Company

Found in the 70s, Kwok Kam Kee has been making Chinese traditional pastries, bakery and dim sum in Cheung Chau for more than 40 years. The products do not contain preservatives or additives. Kwok Kam Kee is famous for its commitment to quality, no matter in food products or services, that are highly endorsed and trusted by the customers.



挑戰

「郭錦記」最為港人熟悉的是平安包，每逢長洲太平清醮定必賣斷市。然而這家傳統餅店仍面對人手短缺難題，由採購原材料至製作、由倉儲管理到銷售，都只由老闆及數名員工分擔，窒礙發展。其位處長洲、路途偏遠，而老式餅店利潤亦未能支持具競爭力的薪酬回報，難以吸引新員工加入。「郭錦記」一向以傳統人手工藝製餅，雖曾添置製作機器、提升生產效率，但因生意未能長期保持平穩而沒有擴大設置規模。



解決方案

「郭錦記」往年賣出數千個平安包，到2017年售出逾6萬個，更開始於網上零售商及連鎖店上架，倉儲管理及送貨記錄便需要更有效率。「郭錦記」遂在成品包裝上運用GS1條碼，在倉庫和零售商收到或送出貨品時，只需掃描條碼便可記下進出記錄，既能銜接連鎖商舖的系統，亦方便管理日益增多的貨量。

除平安包外，「郭錦記」亦製作其他唐餅，例如是嫁娶喜餅的紅綾蓮蓉酥及雞蛋糕等，希望打造成為「長洲手信」。作為本會會員，「郭錦記」利用BarcodePlus產品資訊平台，上傳產品圖片及網購平台連結等，資訊即時與「微信」資料庫連繫，消費者只需以微信掃描產品條碼，便可瀏覽及分享資訊、連結網店選購。中國內地龐大的消費者群便得以口碑傳播「郭錦記」產品及品牌，為「長洲手信」的宣傳踏出重要一步。



“ 科技在未來將成皇道。我們相信科技會帶來更優質生活，推動更蓬勃商業發展。我們定會欣然採納科技，為未來擴張做好準備。 ”

業務發展總監郭宇鈺先生

效益

「郭錦記」成為香港貨品編碼協會會員並採用條碼後，為公司開源節流：

- 1 • 條碼有助更快捷及更有效率地存倉管理，減輕人手負擔；
- 2 • 條碼標準能對接大部份零售商系統，讓產品能輕易上架、拓新市場；
- 3 • 「微信連繫」提升曝光率，讓顧客對產品及品牌更有信心、促使網上銷售。



應用的GS1標準或方案 / 服務

- 全球貿易貨品編碼
- BarcodePlus平台
- 微信連繫

公司簡介

「郭錦記」始創於七十年代初，屹立長洲逾四十年，以製造中式傳統餅食、麵包及包點料理為主，產品並沒有添加任何防腐劑或添加劑。「郭錦記」對品質的堅持一直深入人心，無論在產品或服務態度，都獲得顧客的贊賞及信賴。



Mainetti (HK) Limited 香港萬美有限公司

Nurturing New Growth with
Technology Training
以科技培訓強化人才發展



“ We need to evolve with customer and to help them go through the days in the new retail O2O environment with our end-to-end solutions.

Mr. Paul Tai, Regional Director

”

Challenges

Mainetti (HK) believes people are the main assets of a company: the business will grow if the people grow. The company has devised the GROW model: First decide the **G**oal; then establish the current **R**eality; third explore the **O**ptions; and finally maintain the **W**ill to commit to the growth journey.

On-the-job training is an integral GROW process for Mainetti. Recognising the importance of technology in its business, Mainetti partnered with GS1 Hong Kong on a series of RFID consultation and training sessions to build the staff capacity. The trainings started in 2017, covering 7 regional offices including Australia, South Korea, Hong Kong, Mainland China, India, Sri Lanka, Bangladesh and Vietnam, and has since expanded to European markets in the UK, Netherland and Italy in 2018.

Solutions

The trainings focused on retail / logistics technology like barcode, RFID principles and implementation, with the course materials localised and fine-tuned subject to the differences on technology adoption status, target audience (senior management / salespersons / designers), etc.

More than 150 staff have attended the training since then. Equipped with the knowledge on RFID applications, Mainetti staff are able to confidently present new ideas that are based on RFID technology to their clients, for example NEXT and Chiho Environmental, to help them streamline their supply chain management. On the other hand, Mainetti designers are inspired to embody technology in the packaging solutions that look pleasing to customers with practical functionality.



Benefits

The company's GROW culture coupled with the trainings motivate employees to embrace future technology and:

- 1 • Stimulate new product / solution ideas that potentially help the company yield better margin;
- 2 • Cultivate a life-long learning environment across the company that supports its sustainable business growth.



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

- RFID Consultation and Training

About the Company

Established in 1961, Mainetti is a global provider of hangers and packaging solutions. Leveraging its successful business and vast global footprints, the company is expanding product offerings with the launch of full RFID solutions to customers, tailoring for each customer's unique needs.



挑戰

萬美深信人才是一間公司最重要的資產，公司發展與人才培訓是相輔相成的。萬美特別設計了一套GROW模式，首先是制定目標(Goal)，然後是評估現狀(Reality)，接着是探索可行的解決方案(Options)，最後是確立行動計畫(Will)，達至個人成長。

在職培訓是萬美GROW模式的重要一環。萬美明白科技對其業務發展非常重要，因此與香港貨品編碼協會(GS1HK)合作，推行一系列無線射頻識技術(RFID)顧問及培訓，提升公司人才能力。有關培訓計劃自2017年展開，遍及公司在澳洲、南韓、香港、中國內地、印度、斯里蘭卡、孟加拉及越南的區域辦公室，並於2018年推展至英國、荷蘭及意大利的歐洲市場。



解決方案

培訓課程內容主要圍繞零售及物流科技，包括條碼、RFID原則及應用，並因應歐洲當地科技運用的情況、受眾(銷售人員或設計師)等情況，將內容作微調。

萬美至今已有逾150名員工參與培訓，他們掌握RFID應用的知識後，能將新意念結合RFID技術，向NEXT、齊合環保等客戶推銷，協助其簡化供應鏈管理。另一邊廂，萬美的設計師亦受啟發，應用科技，創作出美觀又實用的包裝方案。

“ 我們需要與客戶與時並進，運用我們全面的解決方案，助他們在全方位的新零售環境中突圍而出。

區域總監戴麟先生

”

效益

萬美的GROW文化及培訓活動，鼓勵員工擁抱未來科技並：

- 1 • 刺激新產品及新方案構思，有助提高公司利潤
- 2 • 在公司建立終身學習的文化，支援可持續的業務發展

應用的GS1標準或方案 / 服務

- 無線射頻識技術顧問及培訓

公司簡介

成立於1961年的萬美是全球性的衣架及產品包裝方案供應商。萬美憑藉遍及全球的蓬勃業務，進一步開發全面的RFID解決方案，拓展產品範疇，滿足不同顧客的獨特需要。

HKSAR Government Department 香港特區政府部門

Facilitating Asset Management Process with GIAI
全球個體資產識別碼 助資產管理更周全

“ **GS1’s Global Individual Asset Identifier (GIAI) can uniquely identify and manage a particular asset, while its scalability and interoperability matches the requirements of OGCIO.**

Mr. John Wong, CEO, SP Infinite Technology Ltd.

”

Background

A HKSAR Government department commissioned SP Infinite Technology Ltd. (SPIT) (A subsidiary of SecurePro Group), which is one of the leading IoT and RFID solution providers in Hong Kong, to develop a RFID application system that can be integrated to the inventory system. The RFID application system helps to perform the asset stock-taking by RFID technology. The system allows multiple users working for verification at multiple locations in order to improve the verification accuracy and effectiveness. However, challenges came up when the department requested the RFID tags number (EPC) must be unique worldwide, which could enhance scalability, management efficiency, data integrity and data interoperability. GS1 Hong Kong thus plays a big part in the whole solution.

Solutions

The department adopted GS1’s Global Individual Asset Identifier (GIAI) keys to identify its electronic assets in various divisions, where the keys are encoded into EPC RFID tags and affixed to the assets, which enables its staff to easily and quickly verify the inventory appointed location.

The GIAI enables assets to be individually recorded and harmonizes the various inventory coding system used by different departments. It is also highly scalable to incorporate systems from other government departments as needed in future.

GIAI is carried in the unique EPC Class 1 Gen 2 security features that pertains to GS1 RFID standard, where no change can be made once encoding is completed. This ensures no tampering of the coding by anyone, enhancing the security level for the department’s annual inventory verification system.

GIAI standard is a global GS1 standard and also ISO-compliant: ISO/IEC 15459-4 & ISO/IEC 15459-5. Using global identifier to encode asset record in the system simplifies the department inventory management process. It allows the department to conduct computer inventory taking in a faster and more accurate manner.

Benefits

Deploying GIAI identifier in RFID tags that forms part of the Government department’s inventory system helps the organisation in the following ways:

- 1 • Its IT team is able to increase its operation efficiency by completing inventory verification process more rapidly and accurately;
- 2 • The team can increase the frequency of inventory verification to ensure sufficient asset for maintaining daily operation;
- 3 • GIAI is scalable to enable the department to harmonies the various asset numbering scheme by other government departments.

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

- Global Individual Asset Identifier (GIAI)
- EPCIS (Electronic Product Code Information Services)

背景

香港特區政府某部門委託安寶創科有限公司(SPIT)開發一套無線射頻識別(RFID)應用系統，整合到部門的庫存系統中。SPIT是安寶集團的子公司，是行內提供物聯網及RFID解決方案的領先企業之一。該套RFID應用系統利用RFID技術，協助部門處理年度庫存盤點。系統容許多名用戶在不同地方盤點庫存，令盤點程序更有效及更準確。然而，部門要求RFID的產品電子代碼(EPC)必須獨一無二，確保其可擴展性、管理效率、數據完整性及數據互通性，這絕對是一大挑戰。香港貨品編碼協會(GS1 HK)就此扮演著重要角色。

解決方案

該部門採用GS1的全球個體資產識別碼(GIAI)，去識別不同業務單位的電子設備資產。識別碼會被編碼成為EPC RFID標籤，並附於電子設備資產上。員工便可輕易並快捷地確認該批資產的指定位置。

GIAI可獨立記錄資產，並可協調不同部門正使用的庫存編碼制度。GIAI的應用擴展性高，故日後若有需要，也能用於其他政府部門的系統。

GIAI擁有GS1 RFID標準專屬而獨有的Class 1 Gen 2產品電子代碼的安全特徵，意味一旦完成編碼，將不能作任何改動。此舉確保無人可擅自更改編碼，提高部門年度庫存清點系統的安全性。

GIAI標準是GS1全球性標準其中之一，並已獲ISO/IEC 15459-4及ISO/IEC 15459-5的認證。該部門利用GIAI為資產紀錄編碼，簡化了其庫存管理的步驟，同時讓部門可更快捷、更準確地處理電腦庫存盤點。

“ GS1的全球個體資產識別碼(GIAI) 可讓資產被獨立識別及管理，完全符合該政府部門對方案擴展性及相互操作性的要求。

安寶創科有限公司行政總裁John Wong

”

效益

部門的庫存系統採用內含GIAI的RFID標籤，有以下好處：

- 1 • 其資訊科技團隊得以更快速並更準確地完成庫存盤點，提高運作效率；
- 2 • 團隊可以增加庫存盤點的次數，確保有足夠的資產應付日常運作；
- 3 • GIAI的可擴展性相當高，令部門可協調不同政府部門現有的各種資產編碼系統。

應用的GS1標準或方案 / 服務

- 全球個體資產識別碼
- 產品電子代碼訊息服務(EPCIS)

Improve Traceability

改善可追溯性

Traceability enables products to be made visible across the supply chain, building the fundamental blocks within quality, risk management and other types of systems. Traceability is especially important to the food service supply chain, which is known to be complex, dynamic and consumer driven.

The following section will showcase how GS1 standards, solutions/services and schemes in Hong Kong, including ezTRACK™ and Quality Food Traceability Scheme, helping businesses achieve comprehensive traceability.

ezTRACK™ – An end-to-end cloud-based visibility platform that allows enterprises to uniquely identify, capture, and share real-time data about movement of a particular product from source to destination, providing visibility of information along the supply chain.

Quality Food Traceability Scheme – A scheme that helps local food brands to identify their current strengths and weaknesses of food traceability practices and systems for further improvement through performing structural and professional audits in accordance with GTS.

可追溯性除了能夠確保產品於整條供應鏈內清晰可見，亦能夠為品質系統、危機管理系統及其他類別的系統打下穩健的基礎，使各個系統都得以順暢運作。另外，由於餐飲服務供應鏈相當複雜、變化多端及受制於消費者的需求，故此可追溯性於這個領域就更顯得格外重要。

以下章節將會展現企業如何透過活用香港的GS1標準、解決方案、服務和計劃，即「縱橫網™」及「優質食品源頭追蹤計劃」，達致全面追溯力。

縱橫網™ – 是個點對點的雲端追溯平台，可以完全清晰地呈現整條供應鏈的資訊，讓企業可以識別、擷取及分享特定產品的實時資訊及流向，由來源地至目的地的相關資訊都一應俱全。

優質食品源頭追蹤計劃 – 由專業審計人員以全球追溯標準(GTS)為基礎，進行結構性審計，評估本地食品品牌的食品追溯方案及系統，識別當中的優勝及不足之處，有助品牌再作進一步改善。



Indigo Living

When Technology and Lifestyle Cross
Path and Result with Flying Colours
科技與時尚偶遇 營造出色成效



“ Every minute counts in retail. Without standards enabled technology - RFID, we will lose our competitiveness on quick response. With the implementation on item level tagging, it vastly increases our inventory visibility and response capability, our time to response has improved over 50%.

Mr. Alan Tse, Head of Operations

”

Challenges

Retail business has always been at the forefront of early adopter of technology to reshape consumer experiences and business process. One example is the use of RFID technology, which penetrates virtually every aspect of retail operations.

To prepare for the new season of furniture catalogue called the Lookbook, Indigo Living was faced with a colossal task at hand – in transporting hundreds of items from the warehouse to 4 different shooting locations for a one-week photography session. The furniture pieces range from a 3-seater sofa to a tissue box, and some with detachable components that need to be detached and pieced together between the moves.

Having awared of the magnitude and difficulties of the task, Indigo Living sought help from GS1 Hong Kong's Supply Chain Management Professional Services (SCMPS) Team for advice and solutions on how to move the furniture efficiently within a critical time frame.



Solution

After careful assessment, SCMPS team advised the company to leverage RFID tagging system and helped develop a temporary Warehouse Management System (WMS) to facilitate the demanding transport exercise. By attaching hundreds of items with RFID tags, Indigo Living staff can easily identify and record in real time all the inventories that were moved out of the warehouse, and still keep track of the whereabouts of each and every piece of item at the 4 shooting locations.

The RFID implementation and the customized WMS had significantly reduced the company's manpower on such project, whilst improving the inventory visibility and accuracy with automatic wide-area scanning in operation.

Indigo Living will continue the application in the next season of Lookbook shooting session. In light of the rapid growth of omni-channel retailing and diversification of product portfolio, the company is also considering to extend the RFID system application to the entire supply chain, from goods receiving to goods dispatching, so that they can optimise their inventory level and offer even better service to their customers.

Benefits

The power and versatility of RFID tagging system coupled with WMS supported the company remarkably in the following aspects:

- 1 • Saved up to 70% of time, compared with manual record, for item check-in & out of warehouse and various locations;
- 2 • Increased 80% of inventory accuracy compared with manual tracking;
- 3 • With WMS, staff can better forecast and manage inventory, improving item availability for use in store, showroom or clients who lease the items.

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

- Warehouse Management System (with RFID technology)
- Supply Chain Management Professional Services

About the Company

Indigo Living began in 1979, as a fashionable upscale retailer of furniture and home accessories as well as baby and child products in the Hong Kong, China and the UAE markets and beyond. They also provide furniture leasing packages for their corporate expatriate clients as well as individual clients looking for short or long term rental options.



挑戰

零售行業一向以來都是應用科技的先驅，全因科技能重塑消費者體驗及商業流程。無線射頻識別(RFID)技術應用就是一個例子，相關技術已於零售行業不同營運層面上廣泛使用。

Indigo Living在製作名為《Lookbook》的新一季傢俱產品目錄時，面對一項艱巨任務。公司需要將數百件傢俱運送往4個不同拍攝地點，以進行一星期的拍攝工作。傢俱種類各有不同，當中有的是3座位梳化、有的包含可拆卸組件，並在不同拍攝場景之間需要反覆拆卸重裝，過程繁瑣。

考慮到該項工作的規模及難度，Indigo Living決定向香港貨品編碼協會的供應鏈專業服務(SCMPS)團隊尋求意見及解決方案，務求於指定時間有效地將傢俱移送。

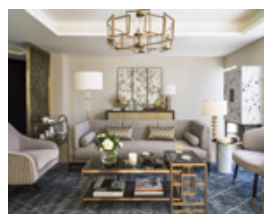


解決方案

經過仔細評估，SCMPS團隊建議公司利用RFID標籤，並協助公司建立了一套臨時倉庫管理系統(Warehouse Management System, WMS)，以應付這項嚴謹的運輸工作。透過貼在數百件傢俱上的RFID標籤，Indigo Living員工可以輕鬆識別及實時記錄從倉庫中移出的所有物品，並可實時追蹤散佈於4個拍攝地點每件物品的下落。

利用RFID和度身訂制的倉庫管理系統，公司大大降低了此拍攝工作的人力資源需要，而利用自動廣域掃描則有效提升了庫存的透明度和準確度。

Indigo Living已決定繼續沿用方案，安排下一季《Lookbook》的拍攝工作。面對全方位零售的快速增長，而公司產品組合亦越趨多樣化，公司也正考慮將RFID系統的應用擴展至整個供應鏈收發貨物的流程上，有助公司優化庫存水平，提升客戶服務質素。



“零售業界往往分秒必爭。若沒有配備以標準為基礎的RFID技術，我們可能喪失迅速回應的能力。實施了RFID單品標籤系統後，大幅增加了我們的倉存透明度，而回應能力更改進了逾五成以上，非常出色。

營運總管謝嘉駿先生

”

效益

結合RFID標籤系統與WMS後，Indigo Living能坐享多項強大功能，為公司提供實質支持：

1. 相比人手記錄、以電子記錄物品在倉庫和各地點之間運輸的時間，節省達70%；
2. 與人手操作相比，追蹤庫存量的準確性提高了80%；
3. 員工能利用WMS更有效地預測和管理庫存，充分發揮傢俱在零售舖、展示廳或租賃傢俱業務上的不同用途。

應用的GS1標準或方案 / 服務

- 貨倉管理系統 (及射頻識別技術)
- 供應鏈管理專業服務

公司簡介

Indigo Living始創於1979年，專門銷售潮流時尚的傢俱飾品及嬰幼兒產品，於香港、中國內地、阿聯酋以至其他市場均有業務。公司亦提供傢俱租賃服務，為企業客戶的海外僱員及個別客戶提供短中長期的租賃選擇。



Rich Harvest Agricultural Product Limited

豐泰農產品有限公司

Fertilising the Soil for
Supply Chain Management
為供應鏈管理提供肥沃土壤



“ Being an agricultural provider, global standards play an important role for us to build trust in the markets and assist us to comply with government regulation. We expect global standards can continue to add values to our supply chain and build modernized model for our industry.

Mr. Kenneth Chan, CEO, Rich Harvest Agricultural Product

”

Challenges

With 8 farmlands in China, Rich Harvest Agricultural Product supplies more than 30 tonnes of a multitude of agricultural products to restaurants, supermarkets and hotels in Hong Kong and Macau every day. Fresh vegetables are harvested in Guizhou and imported to both locations through Guangzhou distribution centre.

In meeting the exacting demands of the health-conscious consumers, the company has attained recognition by Guizhou Agricultural Bureau as qualified agricultural products provider. They took one step further in registering their products to Guizhou Agricultural Product Quality and Safety Tracking System, and furthermore were determined to maintain an end-to-end traceability system to strengthen consumer confidence.

However, the system set-up turned out to be immensely challenging because along the supply chain, there involves exhaustive and complicated processes, such as cross-border transportation and last mile delivery, and multiple stakeholders from farmers to logistics service providers, and governments to retailers. In addition, the product data requirements and procedures also caused much headache to the company.

Solutions

GS1 Hong Kong's Supply Chain Management Professional Service (SCMPS) Team was called to evaluate the performance of Rich Harvest supply chain. The team visited the farmland in Guizhou, all the way down to its Guangzhou distribution centre, in order to achieve a full picture of the current roles, business steps and performances of all relevant parties.

The team subsequently mapped out a comprehensive implementation blueprint that aimed to realise an efficient and robust end-to-end traceability process. GS1 HK's affordable technologies, like barcode and RFID, were recommended to assure the product data are captured properly throughout the supply chain. Also suggested were Global Data Standards (GDS) and ezTRACK™ platform to ensure compliance with government requirements on food products and interoperability among the many stakeholders. With these solutions in place, Rich Harvest's clients need only a simple scan of the products and the whereabouts information and other health-related reports can be immediately displayed, which helps boost their trust.

Since opening its first retail store in Hong Kong, Rich Harvest has been planning to launch the traceability extension to consumers through Serialized Global Trade Item Number (SGTIN) in 2019, ensuring food safety and promoting brand building with this unique feature.

Benefits

Since employing SCMPS' advice on supply chain management, Rich Harvest is able to enhance their operations:

- 1 • The time for processing documents with the exporters and importers was reduced by 20 percent;
- 2 • Efficiency gains in communication increased by 30 percent with the data consolidated under one platform and standardization across multi-parties;
- 3 • Expect to achieve end-to-end traceability to enhance clients' engagement and trust.

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

- Global Item Trade Number (GTIN)
- ezTRACK™
- Electronic Product Code Information Services (EPCIS)
- Supply Chain Management Consultancy Services

About the Company

Founded in 2006, Rich Harvest Agricultural Product Limited's business covers agriculture farming, processing, trading and logistics, delivering high-quality and safe agricultural products to Chinese customers and exports to Hong Kong and Macau. Rich Harvest currently owns 8 vegetable farms and plans to expand its farmland to 100,000 hectares in 3 to 5 years.



挑戰

豐泰農產品有限公司在中國內地擁有八幅農地，每日向港澳兩地的餐廳、超市及酒店供應逾30噸農產品。豐泰供應的新鮮蔬菜於貴州收割後，旋即會送往廣州的配送中心進口至港澳兩地。

為滿足注重健康的消費者的高要求，公司獲取了貴州省農業局的認證，成為其合格農產品供應商，並進一步將其產品送往貴州農產品質量和安全追蹤系統註冊。公司堅持要擁有一套點對點的產品追溯系統，以增強消費者信心。

然而，設立該系統的過程相當具挑戰性，因供應鏈有不少環節涉及仔細且繁複的程序，例如跨境運輸的手續、「最後一里交付」，並牽涉農民、物流服務供應商、政府及零售商等多方的配合。此外，系統對產品資料的要求和資料收集過程也令公司很困擾。



解決方案

香港貨品編碼協會的供應鏈管理專業服務(SCMPS)團隊獲邀為豐泰評估其供應鏈的表現。團隊前往公司於貴州的農地考察，沿著供應鏈的路徑一直往廣州的配送中心，沿途視察以全面了解所有相關方所擔當的角色、業務工序及其表現。

團隊隨後規劃出一個全面的解決方案實施藍圖，旨在製定出一個高效、緊密的點到點可追溯性物流程序。香港貨品編碼協會建議豐泰使用如條碼及RFID等這些經濟實惠的技術，方便在供應鏈的不同部份準確獲取產品數據。本會並建議豐泰採用全球數據標準(Global Data Standards)和ezTRACK™平台，以確保系統符合政府對食品的合規要求，以及眾多持份者之間的相互操作性。有了這些解決方案，豐泰的客戶只需要對產品進行簡單掃描，就可以立即取得其行蹤信息和其他與健康相關的資訊，有助提升他們對食品的信心。

豐泰在香港開設第一家零售店之後，便計劃於2019年將追蹤流程擴展至消費者層面，包括應用全球貿易貨品編碼序號(Serialized Global Trade Item Number, SGTIN)的獨特功能，確保食品安全、加強品牌推廣。

“ 作為農產品供應商，全球化標準對我們非常重要，協助公司在市場建立信任及符合政府的規定要求。我們期望全球化標準會繼續為我們的供應鏈增值，在農產品行業創立出現代新模式。

豐泰農產品有限公司總裁陳峰先生

”

效益

自採用SCMPS的供應鏈管理建議，豐泰改善了多方面營運能力：

1. 處理出口商和進口商的文件所需時間減少20%；
2. 由於數據整合在同一平台，讓眾多持份者以標準化形式交流，令溝通效率提升30%；
3. 透過點到點的追溯系統，有望提升與客戶的關係及信任度。

應用的GS1標準或方案 / 服務

- 全球貿易貨品編碼
- 縱橫網™
- 產品電子代碼訊息方案
- 供應鏈管理專業服務

公司簡介

香港豐泰農產品有限公司成立於2006年，主要經營農產品種植、加工、進出口貿易、物流等，將安全、高品質的蔬菜直接配送國內客戶及出口至香港及澳門。豐泰農產品現擁有8個蔬菜種植基地，更計劃在未來3-5年期間把耕地增加至十萬畝。



Quality Food Traceability Scheme

2018 Winners' Sharing

優質食品源頭追蹤計劃2018 得獎企業心得分享



To encourage enterprises to optimise their food traceability practices, GS1 Hong Kong holds the “Quality Food Traceability Scheme” annually since 2015. Through performing a structural, standard-based audit, the Scheme aims to recognise local enterprises which demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for their food management systems to enable a high level of traceability with the ultimate goal of serving better and safer food to consumers.

為了致力推動企業實踐食品追溯，香港貨品編碼協會由2015年開始均每年舉辦「優質食品源頭追蹤計劃」。計劃採用以GS1標準為基礎的結構性審計方式，旨在嘉許本地企業於食品追溯獲得卓越表現，包括透過有效地採用國際標準及監控食品管理系統技術，以達到食品追溯的要求和提供優質及安全食品予消費者的最終目標。



Diamond Enterprise Winners

鑽石企業獎得主



Cafe de Coral Holdings Ltd.
大家樂集團有限公司

We participate in the Scheme to ensure our supply chain are closely linked, increasing customers' confidence in our food. It is my sincere advice to the industry to uphold their commitment to food traceability. It is not easy because there are challenges, long-term commitment and time. I will certainly recommend this scheme to the industry peers.

我們參加計劃，確保整個供應鏈環環緊扣，加強顧客對大家樂食品的信心。我建議業界堅守這個承諾，而要做到這個承諾並不簡單，因為會遇到很多難題及挑戰，也要花很多付出和犧牲去達成。我當然會推薦這個計劃給其他行家。

Ms. Grace Yee, Assistant Director (Corporate Quality Assurance)
助理總監 (集團品質監控) 余惠娟小姐



FrieslandCampina (Hong Kong) Ltd.
菲仕蘭(香港)有限公司

We are honoured to receive this top acclamation in our first year of participation. Participation in this Scheme is a solid testimony of the strength of our supply chain, bringing us tremendous support and encouragement from the professional level. GS1 HK has provided two-day training with exemplary case studies from the industry, supplying professional knowledge for our team.

很榮幸我們今年第1次參加已經得到最高級別的獎項。參加這個計劃對公司的供應鏈是非常有力的認可，是在專業評審之下對於我們公司的肯定和很大的鼓勵。GS1 HK額外提供了兩日的培訓，當中有很多優秀的行業範例，令到我們的團隊增長了很多專業知識。

Mr. Gary Siu, Operations Director
營運總監 蕭健揚先生



Hop Hing Oils & Fats (HK) Ltd.
合興食油(香港)有限公司

Hop Hing Group has an internal food traceability system. GS1 HK has provided us with professional assessment criteria which help us review on food track-and-trace. Through the adoption of global food traceability standards, we are able to smoothen the whole process, improve our management ability, increase visibility of internal resources and enhance our confidence in food monitoring.

合興以往都有一套內部的食品追蹤系統。GS1 HK為我們提供專業的審核，幫助我們在食品追蹤追溯的範疇上作出檢討，通過採用國際食品追溯標準，優化整個流程，加強我們的管理能力，將內部資源透明化，令我們對食品的監控更添信心。

Ms. Tammy Lam, Chief Operating Officer
首席營運總監 林鳳明女士



Maxim's Caterers Ltd.
美心食品有限公司

GS1 standards can seamlessly comply with Maxim's backend system, which trigger synergy and effectively enhances system operation and efficiency of the back office. Through the Scheme, the Maxims' Group understands that integrity, accuracy and information exchange are critical elements. It helps us to coordinate better with our partners and achieve the best outcomes.

GS1的標準與美心技術順利接軌，形成協同效能，令後勤部門有效提高系統操作和效率。在參加計劃的過程中，美心集團體驗到完整性、準確性和資訊交換都是非常重要的環節，所以與我們的合作夥伴協調和配套，以達至最佳效果。

Mr. Louis Mah, Head of Information
Technology
資訊科技總監 馬慶和先生



Swire Coca-Cola HK Ltd.
太古可口可樂香港有限公司

The assessment of the Scheme focus on four major aspects - scope of application, procedures, resource management and supervision, allowing us to comprehensively review our existing food traceability management system. In addition, it helps us to identify rooms for improvement, and ensure that our system complies with international standards, raising customers' confidence in our products.

由於這個計劃會從四個關鍵項目評審，包括應用範圍、程序、管理資源和監督，所以這個正好讓我們全面審視公司已建立的食品追溯管理系統。計劃能夠找出可以持續進步的空間，也能確保我們符合國際標準，提升顧客對我們產品的信心。

Mr. Patrick Wu, Loading & Warehouse Manager
貨倉及起卸經理 鄺志衡先生



Tsit Wing International Holdings Limited
捷榮國際控股有限公司

We have joined the Scheme for 4 years. Through this Scheme, we can continuously strengthen and improve the food supply chain of our company with detailed records, such as the country of origin, processing, packaging, and distribution. I believe that a higher standard of food safety is not only our primary goal, but also the ultimate objective of the food industry.

我們已經是第四年參與此計劃。通過此計劃，我們可以進一步將每一個細節記錄清楚，例如由生產地、加工、包裝、配送，從而令公司生產過程不斷改進及優化。我相信食品安全不單是公司的首要目標，亦是業界的一個共同目標。

Mr. Keith Wu, Executive Director and Group
COO
執行董事及首席執行官 鄺錦安先生

**QUALITY
FOOD**
Traceability
Scheme



Diamond 2017

Diamond Enterprise Winners **鑽石企業獎得主**



Vitasoy International Holdings Ltd.
維他奶國際集團有限公司

We are honored to receive the Diamond Enterprise Award for the 2nd consecutive years, confirming our commitment to food safety and quality which has reached an international standard. I feel that the Scheme not only promote a progressive attitude within the company, but also encouraged colleagues from different departments to work more closely throughout the supply and production chain, seeking continuous improvement and bringing more quality products to consumers.

我們很榮幸連續兩年獲得鑽石獎，印證了我們公司在追求食品安全和質量方面的堅持，並達到國際級的水平。我認為這個計劃不單可幫助推動公司對精益求精的追求，亦鼓勵整個生產鏈的相關部門同事更緊密合作，持續改善，讓消費者對維他奶更有信心。

Ms. Dorcus Lau, Chief Executive Officer
行政總裁劉盛雪女士

Wyeth® | Nutrition

Wyeth Nutrition Hong Kong
惠氏營養品香港

The platform offers valuable opportunities for exchanging ideas with stakeholders in the industry and to better understand the market trends. We have implemented product traceability system to offer the best consumer protection, and the Scheme serves as a transparent and professional platform to assess our excellent ability on food traceability system.

這個平台提供極佳機會，讓我們與同業內不同人士作出交流，了解多些市場新趨勢。我們引入了產品追溯系統，給予消費者最好的保障。這個平台是具透明度和專業的平台，評核了企業在不同食品追溯系統上的監控。

Ms. May Chung, Business Executive Officer
總經理鍾美玲女士



QUALITY
FOOD
Traceability
Scheme
Gold 2017



Gold Enterprise Winners 金企業獎得主



AEON Stores (Hong Kong) Company Limited 永旺(香港)百貨有限公司

It has been 4 years since AEON joined the Scheme in 2015. The Scheme inspires us with new understanding on international standards and raises the awareness of our employees. The annual assessment can resolve unsatisfactory performance of the company and demonstrate the importance of the Food Safety Scheme to our employees.

AEON 已經在2015年開始參加此計劃，今年已經是第4年了。這計劃帶給我們公司對國際標準的新認知及提高員工的意識。而透過每年的評審可以評估公司的表現是否有下降或不足之處，從而可以展示給員工，這個計劃的重要性。

Mr. Alan Lee, Senior Manager, Business Support
業務支援部 高級經理 李文輝先生

CAFE DECO GROUP



Cafe Deco Group 峰景餐廳集團

This is the 4th year for us to participate in this Scheme. It helps us improve the resource management and food monitoring system in various degree. Since we have implemented the Global Traceability Standard, the food traceability and supply chain management has become more systematic, which also shorten the inspection time on suspected food incidents. This benefits consumers and builds consumer confidence.

今年是我們第4年參加這個計劃，計劃令我們在資源管理和食品監控管理有不同方面及程度上的改善。這4年來最大的是改變了公司的系統，由於引入了全球性的追蹤系統，令到食品和資源管理上更系統化，另外也可以縮短懷疑出現問題的食品上的處理時間，令消費者得益同時可以建立信心。

Mr. Patrick Lam, Director of Business Development, Events & Procurement
業務拓展、宴會統籌及採購總監 林卓漢先生



DCH Food Mart & Food Mart Deluxe 大昌食品市場

Through the Scheme, it helps us enhance communication of the team and establish a more effective traceability system. With the rapid technological development, traceability is important in the production process. As the food processing involves manual operation, by joining the Scheme, we can continuously enhance our technological and hardware system. In addition, it also provided a one-stop solution for the company in production, delivery, storage and logistics.

參加此計劃有助建立更高效的團隊和追蹤體系。在現今科技發展當中，食品生產過程之中的可追蹤性非常重要。食品在加工時候由於涉及很多人為操作，透過參加這個計劃，便可以不斷提升系統科技和更新硬件，同時為了公司將來之生產、配送、儲存同物流提供一站式的基礎。

Ms. Margaret Lau, General Manager
總經理劉碧鳳女士



大昌行物流
DCH LOGISTICS

DCH Logistics Co. Ltd. 大昌行物流有限公司

We hope to cooperate with an organisation that is recognised so as to assess our current handling and monitoring capacity on food safety. Logistics service is closely linked. Doing well in logistics tracking enables us to enhance the visibility of the entire supply chain and also improve food monitoring. We hope that the scale of this Scheme can continue to grow as this will be greatly beneficial to enhancing the entire logistics tracking system.

我們希望透過與具認受性的組織合作，評核我們現時在食品處理和監管的能力。物流服務可謂一環扣一環，而做好物流追蹤，就能夠提高整個供應鏈的透明度，並加強食品監控。我們希望這計劃的規模能夠越來越大，對完善整個物流追蹤系統定必大有幫助。

Mr. Johnson Kwong, Head of Logistics
物流總監鄭志聖先生

**QUALITY
FOOD**
Traceability
Scheme
Gold 2017



Gold Enterprise Winners 金企業獎得主



Foreworld Company (HK) Limited 福揚行(香港)有限公司

By joining this Scheme, we aim to improve our logistics and supply chain system through optimising the entire process and increasing its transparency. We hope this can build confidence among our suppliers and customers. After participating in the programme, we received a well-recognized assessment report, from which we can follow the recommendations to improve our operation, making our internal operation more transparent. It benefits both internal and external operations.

參加此計劃是想為整個物流鏈系統作出改善，優化每一個步驟和增加當中的透明度，希望令我們供應商和客人對公司之分銷產品更有信心。計劃後我們收到一份完善的評核報告，報告提出的建議令我們內部運作更加透明，對內外都大有幫助。

Ms. Kitty Liew, Chief Operating Officer
營運總監 劉潔霞 小姐



美國吉時兄弟(香港)有限公司
GETZ BROS. & CO. (HONG KONG) LIMITED

Getz Bros. & Co. (Hong Kong) Limited 美國吉時兄弟(香港)有限公司

As a responsible supplier, we are obligated to provide quality products to our clients and consumers. Our company is very satisfied with the optimization of our progresses and measures after participating in the Scheme, which also enhanced the knowledge of colleagues. If the whole industry participates in this Scheme, it can enhance consumer protection and increase the reputation of the industry, so we will recommend this Scheme to other industry experts.

我們作為一個負責任的供應商，當然要提供一個優質產品給我們的客戶和消費者。我們公司都十分滿意在參加這個計劃之後，優化了我們現有的流程和措施，亦都將同事的認知提升。如果每一個飲食業的行家都參加這個計劃，消費者保障和整個行業的聲譽都會提高，所以我們推介這個計劃予其他行家。

Mr. Philip Ho, Deputy Managing Director
副董事總經理何文錦先生



Infinitus Overseas Market 無限極海外市場

The Scheme can help us to put the core value of our company [Si Li Ji Ren], which means "the interest of all of us should be considered before taking any actions", into practice. By joining the Scheme, the professional team can help to further examine and provide recommendations to our existing business flow, production and logistics operations in order to improve our standards – which fulfill our commitment to consumers and social responsibility. We target to expand our business towards our target markets, and this is why we need an independent and fair third party to review the existing system.

計劃可以幫助我們實現公司的企業精神 [思利及人]，所以我們希望可以透過這個計劃所提供的一個專業評審平台去審視現在的業務，生產及物流運作，令公司可以進步及改善，以實行對客戶及社會責任的承諾。我們會將產品帶到世界各地及目標市場，正因如此，我們需要一個獨立、公正的第三方平台去審視現有制度。

Mr. Marky Mak, Department Director, International
Operation & Supply Chain Management
國際營運及供應鏈管理 部門總監麥永健先生



Lorence & Co. Ltd. 義生洋行

The Scheme helped us a lot since it has improved the process knowledge of our colleagues, and have a clearer and better understanding on the product traceability and thus improved service quality. This boosted up our customers' confidence, sales and our brand image. We will recommend this programme to the industry because it can raise the service quality standard for the industry.

我們發覺公司參加了這個計劃後有很多幫助，同事對於流程更加清晰，同時加強了產品的追蹤和公司服務質素，這都提高客戶對我們的信心，提升了生意和公司形象。我們會推薦計劃予其他行家，因為這個計劃可以大幅提升業界服務質素。

Mr. Steven Chan, General Manager
總經理陳毅正先生



Sims Trading Co. Ltd.
慎昌有限公司

We are honoured to participate in the Scheme for the 4th consecutive years and win the Gold Award. The Scheme can encourage the industry to pledge for the food safety more effectively and systematically, and bring greater confidence to our clients. This Scheme can drive the industry forward and optimize the company's business. I believe that the Scheme can contribute to sustainable development to the food industry and enables consumers to have more confidence on food safety.

我們很榮幸可以連續四年參加計劃，並獲得金獎。這個計劃可以推動及鼓勵業界更加有效和有系統地作出安全保證，為我們的客戶帶來更大的信心。此計劃可以推動業界向前，優化公司業務。我相信這計劃可以為食品業帶來持續發展，令消費者對食品安全有更大信心。

Ms. Grace Hung, General Manager – Supply Chain
供應鏈總經理 洪美嬌小姐



Sun Fat Heung Food Products Limited
新佛香食品有限公司

Sun Fat Heung Food Products Limited has participated in the Scheme for 3 years. This Scheme helps our company to be more systematic in handling food production, food safety and traceability, that's why we continue to join this scheme. There is better communication between different departments on food production process, from sourcing of raw materials, production to delivery to end consumers. It helps optimise our company as a whole.

壹品已經是第三年參加此計劃。這個計劃能夠幫助公司在食品安全、生產和追蹤上更加有系統和做得更好，所以我們會繼續參加這個計劃。計劃讓部門之間對如何處理食品 and 如何由原材料生產到客戶手上有作用，讓食品能更妥善跟進和追蹤，公司營運整體優化。

Mr. Jeff Law, Chief Executive
行政總裁羅孟慶先生



The Kowloon Dairy Ltd.
九龍維記牛奶有限公司

We highly value food safety and understand its importance. The Scheme enables us to reflect upon our food track-and-trace aspect and helps us to continuously improve our tracking system, which increases our team's confidence in food safety. We are very satisfied with the Scheme and will continue to support it. We also hope more companies will join us to further enhance consumer confidence on local food industry.

我們十分重视食品安全，亦深深體會到其重要性。計劃正好讓我們在食品追蹤追溯方面進行檢討，亦幫助我們不斷優化追蹤系統，令到整個團隊對食品安全更加充滿信心。我們十分滿意這個計劃，亦會繼續支持計劃，希望更多公司加入，進一步提升消費者對本地食品行業的信心。

Mr. Roy Cheung, Factory Manager
廠長張志華先生



Tong Shun Hing Poultry (HK) Co. Ltd.
唐順興家禽(香港)有限公司

We participated in the Scheme this year to secure an objective assessment of our businesses and seeks further progress for improvement. GS1 HK is an organization with international recognitions, so the programme not only affirmed our past efforts and motivated us to set higher goals, such as further improving the transparency of information and actively promoting ISO22000. At the same time, the product return rate is measured lower than one in 100,000. We are delighted to share this achievement and experience.

這次特意參加這個計劃，是為了尋求更客觀的評審指標發掘進一步的突破空間，不斷自我提升。GS1 HK是一間國際認證性極高的機構，計劃不但肯定了我們的努力，更啟發我們訂立更高目標，例如進一步提高信息的透明度和積極推行ISO22000，同時令到退貨率極低，低過十萬分之一，令我們非常自豪。

Mr. Patrick Tong, Deputy General Manager
副總經理 Patrick Tong

**QUALITY
FOOD**
Traceability
Scheme
Silver 2017



Silver Enterprise Winners 銀企業獎得主



Aquaculture Technologies Asia Ltd. 亞洲水產養殖科技有限公司

This is the third year that we joined the Scheme. The Scheme fully complies with our company production principles and fulfill our corporate social responsibility, which makes our fish products both traceable and sustainable. ATA does not just deal with the sales of aquaculture like others, we take care of the whole process from fish breeding to growing, all under our control and progress monitoring. We treat traceability as one of the most important elements in food safety.

這是我們第三年參加這計劃。計劃完全附合我們公司的生產原則及滿足企業責任，生產出來的魚都是具備可追溯性及可持續發展。亞洲水產不只是一般的漁業銷售公司，我們是由魚的產卵、孵苗，至養殖過程全部都在亞洲水產的控制及監測之內，因我們認為產品的追溯性對食品安全非常重要。

Mr. Mark Kwok, Director
董事郭志一先生



Rich Harvest Agricultural Produce Limited 豐泰農產品有限公司

The Scheme enhances the attitude of our staff and customers' trust in our food safety responsibilities, so that our customers have stronger trust in the company as a whole. I will recommend this Scheme to other stakeholders in the industry, so that the industry will further improved.

這計劃同時強化了公司內部員工和客人對我們以食品安全為己任的信心和想法，客人對公司整體的信心都會提升。我會推介這計劃給其他持份者，令我們這個行業更加進步。

Mr. Kenneth Chan, Chief Executive Officer
總裁陳峰先生





Enhance Digital Engagement and Drive Sales

提升數碼參與度及促進銷售

Every consumer journey is a blend of online and offline shopping experiences. Shoppers use a variety of offline and online sources to research, compare, buy and review products.

The key to connect with consumers is by providing personalized experience and creating a seamless consumer journey across online & offline channels. The future of retail transformation will be driven by data, enabled by standards along the entire supply chain.

The upcoming section illustrates cases using GS1 Hong Kong's new omni-channel solutions, WeChat Connect and e-marketplace programme, which address the needs of the modern day consumer behavior.

WeChat Connect – By using WeChat scan function to scan barcodes issued by GS1 HK, consumers can instantly obtain product information, share the product with friends and directly purchase from the designated link of online shopping platform.

e-Marketplace Programme – Launched on Taobao, JD.com and other online platforms, the programme assures “Triple Trust” – credibility of trusted product, trusted merchant, and trusted product information, helping retailers to explore the tremendous online potentials.

對於消費者而言，每次購物旅都是線上線下體驗的結合。消費者都善用各式各樣的實體和網上渠道去搜尋產品資料、作出比較、購買產品，並對產品評價。

要緊扣消費者，關鍵在於提供度身訂造的購物體驗，打造無縫的線上線下消費者旅程。未來，數據將推動零售變革，而供應鏈上的各項標準將會是變革的原動力。

接下來的章節將會介紹企業如何巧用香港貨品編碼協會嶄新的全方位渠道方案，「微信連繫」及「信心港商城」，以滿足現代消費者的購物模式。

微信連繫 – 透過使用微信掃描功能去掃描GS1 HK的條碼，消費者即能獲得產品資料、在朋友圈分享、及連至指定的網上銷售平台。

信心港商城 – 計劃在淘寶、京東全球購等平台推出，以「正貨鐵三角」為招徠 — 即商戶、產品及商品資料的信心保證，支援零售商發掘龐大的網上商機。



Crown Gas Stoves (Holdings) Co. Ltd. 皇冠爐具(集團) 有限公司

Striking the China e-Commerce
markets while the Stove is Hot
打鐵趁熱 進軍中國內地電子商貿市場



“ We are expert of stoves appliances! We provide creative, green and stylish stoves to satisfy customers need. They are no longer a cooking or bathing device, but a highlight at home. We also developed outdoor appliances, including BBQ stoves, heaters, mosquito killers to diversify the business. GS1 HK e-Marketplace programme provides us a new sales channel in China market and creates business opportunities to reach China customers. ”

Ms. Joyce Lee, Managing Director

Challenges

A well-known brand among Hong Kong consumers with over 40 years of history, Crown Gas Stoves (CGS) regularly re-invents itself to maintain its relevance to consumers. They believe stoves are more than simply an appliance today, but can be a personal home signature of creativity, style and “green” elements.

The company applies the same strategy on its sales and promotion: it launched its online shop, Facebook and YouTube channel successively 6 years ago, to keep abreast of the consumers’ product search and purchase behavior. CGS was keen to further broaden its e-commerce footprints to Mainland China in a short time, and sought GS1 Hong Kong’s cooperation.

Solutions

CGS joined the e-Marketplace programme in July 2018. This helped them quickly expand sales channel in Mainland China in an affordable and efficient way, and establish their brand and credibility in China’s e-commerce market through the Mainland’s top two e-commerce platforms.

Listing CGS’s products at e-Marketplace not only means the merchant identity is verified by GS1 Hong Kong, but all product information is reliable because they are provided by brand owners or authorized distributors.

CGS also enjoys the frequent promotion of the e-Marketplace by GS1 Hong Kong, especially during shopping festivals in the Mainland, which strengthens the brand image and thus sales volume.

Benefits

GS1 Hong Kong’s e-Marketplace programme provides a shortcut for Crown Gas Stoves to build up digital presence and:

- 1 • Expand their e-commerce channels to capture the new generation of consumers;
- 2 • Shape a new lifestyle image for the company;
- 3 • Enhance consumer confidence in their products.

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

- GS1 Hong Kong’s e-Marketplace on Taobao and JD.com

About the Company

Crown Gas Stoves appliances have over 40 years of history, its brand new series embraces creativity, style and “green” components, on top of safety, meeting the needs of the new generation of customers, and aiming to make their appliances a truly glowing delight at home.



挑戰

皇冠爐具享譽香港逾四十年，公司一直致力革新，迎合顧客的需求。時至今日，公司深信爐具不止是煮食或沐浴器具，更是包含創意、時尚及環保元素的個人家居品味象徵。

公司在銷售及宣傳上都秉承同一原則，早在6年以前已陸續推出網上商店、Facebook及YouTube頻道，緊貼顧客對產品的需求及購買習慣。皇冠爐具冀在短時間內進一步擴展其電子商貿市場至中國，因此選擇與香港貨品編碼協會合作。

解決方案

皇冠爐具在2018年7月加入「信心港商城」，協助公司以實惠的方式迅速擴展其在中國內地的銷售網絡。透過進駐淘寶及京東全球購兩大電子商貿平台，皇冠爐具順利打開中國電子商貿市場，鞏固其品牌形象及信譽。

皇冠爐具的產品在「信心港商城」上架，代表商戶的身分獲本會認證，同時確保所有產品資訊均由品牌持有人或獲授權的銷售商提供，真確可信。

本會的「信心港商城」計劃會定期為商戶作產品推廣，適逢內地網購時節更會加強宣傳，皇冠爐具受惠於此，得以提升品牌形象並提高銷售額。



“我們是爐具專家，專門提供創新、時尚及環保的爐具滿足客戶需要。爐具不再單是一件煮食或沐浴器具，而是點綴家中的一個亮點。我們亦開發戶外用具，包括BBQ爐，暖燈，滅蚊機等，使業務更多元化。『信心港商城』為我們在中國市場提供新銷售渠道接觸國內客戶，締造新商機。

董事經理李蔓瑩女士

”

效益

本會的「信心港商城」計劃為皇冠爐具建立其數碼版圖提供捷徑：

- 1 • 擴展其電子商貿網絡以滿足新世代顧客的需求；
- 2 • 塑造代表時尚生活方式的公司形象；
- 3 • 加強顧客對產品的信心。

應用的GS1標準或方案 / 服務

- 信心港商城

公司簡介

CGS皇冠爐具擁有四十多年歷史，全新安全爐具系列注入創意，環保及時尚的風格元素，滿足新世代顧客需求，讓爐具成為點綴家中的一個亮點。



E.P.S.A. Corporation Limited

億世集團有限公司

Electric Appliances SME Identifies
New Incomes and Savings with
Barcode Standard
本地家電中小企 以條碼標準開源節流



“ Having the support of GS1 barcode, we are more confident to expand our global footprints.

Mr. Simon Hui, CEO

”

Challenges

A superior inventory management not only enhances operational efficiency and customer satisfaction, but also improves cash flow and the bottom line. ecHome, the subsidiary brand of E.P.S.A. Corporation Limited, carries a growing diverse range of electric appliances in store, each with different colours and sizes for customer choices. This invariably leads to difficulty in inventory management, creating pressure on operation, cost and resources.

ecHome is looking for a universal set of product codes to streamline its product management, simplify internal process and improve logistics management. The company is also actively expanding its online sales channels, in hope to capture a share in the global e-commerce market.

Solutions

Much to ecHome delight, it discovered that GS1 system of standards are the ideal solution for their inventory management. The company now applies Global Trade Item Number (GTIN) on every product, integrating it into its own sales and warehouse management system, to increase the inventory efficiency. GTIN also enables improved sales data analysis, so that ecHome can adjust inventory and marketing strategy according to consumption pattern based sales data.

E-commerce has been one of the domains that ecHome set to expand, GTIN thus becomes the essential bullet for the company in this battlefield. Major e-commerce platforms like Alibaba, Amazon and eBay either require or request e-tailers to provide GTIN, so that there is a standardised way to identify products, facilitating consumers convenience for buyers to compare and purchase.

With GTINs, ecHome is enabled to list their products on various e-commerce platforms rapidly, increasing the product web page traffic and searchability. Since each GTIN is unique globally, the counterfeit products or unauthorised sellers bearing the same look-alike GTINs will be visible on the online platforms, helping to resolve copyright infringement issues by brand owners in case they arise.



Benefits

ecHome achieves a number of efficiency boosts after adopting GS1 GTIN standard:

- 1 • Supports more efficient inventory management and scale down manpower resources needed;
- 2 • Product listing is made easier on e-commerce platforms, opening up new sales channels;
- 3 • Helps increase product online exposure and potentially driving online sales growth.

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

- Global Trade Item Number (GTIN)

About the Company

Founded in 1988, E.P.S.A. Corporation Limited has worked in co-operation with various major chain stores in Hong Kong on an electric appliances redemption scheme under the brand name “ecHome”. In July 2010, the retail brand “ecHome” was officially launched, signifying the company’s commitment into retail business market, with the company experience and wisdom in bringing the best of products to customers.



挑戰

良好倉存管理不但能影響營運效率、顧客滿意度，更會改善現金流及盈利狀況。億世集團有限公司旗下的億世家品牌，其家電產品種類繁多，每款都有不同顏色、大小選擇，倉庫及分店存貨管理難度日益增加，為營運效率、成本及資源帶來壓力。

億世家需要一套統一的貨品編碼，以精簡庫存管理、簡化內部程序、改善物流管理。同時，億世家亦正積極開拓網上銷售渠道，冀望在國際電子商貿市場分一杯羹。

解決方案

億世家發現GS1標準能為倉存管理提供理想的解決方法，便以全球貿易貨品編碼(GTIN)為每款產品製作獨立條碼，配合零售、倉庫管理系統，有效管理產品庫存及銷售，提升效率；同時編碼有助公司分析銷售數據，解構消費者購物模式，配合市場而調整來貨及營銷策略。

億世家同時正積極開發電子商貿平台，而GS1的產品識別碼正是電商的通行證。各大電商平台包括亞里巴巴、亞馬遜、eBay等都要求或促請電商提供GTIN，方便電商以標準方法分辨產品，讓買家能更容易比較及採購。

億世家透過GTIN令產品可以更快地地上傳到各大電商平台，並有效增加產品頁面流量及被搜尋的機會。GTIN擁有全球獨一性的特質，讓偽冒產品在網上無所遁形，有助解決全球電商業務之間的产品侵權問題。



“ GS1條碼的支持及陪伴，令我們更有信心闖遍天下！ ”

行政總裁許慶得先生

”

效益

億世家在採用本會的編碼後，在各方面提升不少效率：

- 1 • 有助更有效率的存倉管理，降低人力資源需求；
- 2 • 讓產品能輕易在各大電商平台上架、拓新銷售渠道；
- 3 • 提升產品網上曝光率，催谷網上銷售。

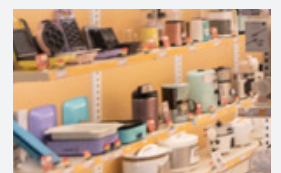


應用的GS1標準或方案 / 服務

- 全球貿易貨品編碼

公司簡介

億世集團有限公司成立於1988年，以「億世通」的品牌與香港各大連鎖店合作，推出家電產品換購計劃。2010年7月公司正式進軍零售業，並易名為「億世家」，以經驗和智慧提供最好的產品給客戶。



Hart Limited 哈特有限公司

Scanning Barcode Opens Up New Business Prospects 「碼」上有商機



“ We are the expert of organic grain and nut! In order to provide customers with high quality food, Hart continuously strives to find better products. We focus on natural, organic and no-additive processing to ensure our products are of the highest quality and safety standards. GS1 HK's WeChat Connect function provides us an additional channel to engage with customers in China and spread our message effectively.

Mr. Lloyd Wong, Managing Director

”

Challenges

The rapid growth of omni-channel retailing has reshaped corporate business and marketing strategies. Widely distributed in offline channels in Hong Kong, Hart's products are available in supermarkets and chain stores, and are frequently on sale in exhibitions like Food Expo. Yet the company found it hard to know customers' feedback and in particular their buying behavior.

Eyeing the online market, Hart started its own e-shop since 2017. With an established brand position and sales channels in Hong Kong, the company feels it is the right time to expand into the Mainland China online market.

Solutions

Being a GS1 Hong Kong member, Hart used the product and location information portal - the BarcodePlus platform - to keep a centralised database of product information. The product information is input by the brand owner onto the platform. Since 2016, it is synchronised with WeChat which means consumers in China and worldwide can access Hart's product information with just a scan. This feature, called WeChat Connect, enables Hart to provide not only information like prices and descriptions of product, but also links to their e-shop so that customers can repeat their purchase with convenience and confidence.

The function is free for GS1 Hong Kong members, allowing easy expansion of online footprints into the Mainland China market. As part of Hart's integrated marketing strategies, it meets the behavior of the growing number of consumers who now habitually scan a code before purchase.

Additionally, the function allows WeChat users to share information with friends or on Moments, generating word-of-mouth publicity among the consumers.

果仁系列



Benefits

With just a scan, Hart's products are now reaching potentially billions of WeChat users. WeChat Connect enables Hart to:

- 1 • Promote online sales by driving traffic to their e-shop directly
- 2 • Increase engagement and interaction with customers via social media
- 3 • Boost consumer confidence and trust by enhancing product information transparency

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

- WeChat Connect
- BarcodePlus platform
- Global Trade Item Number (GTIN)

About the Company

Established in 2002, Hart Limited sells its products in supermarket and health food stores in Hong Kong, Macau and Mainland China markets. Hart's mission is to deliver the best quality and reasonably-priced products to customers.



挑戰

全方位零售的急速發展，重塑了企業的商業及營銷策略。哈特的產品在香港隨處可見，遍佈超級市場及連鎖商店，亦參與美食博覽等各種活動。然而，公司要知悉顧客的回饋，尤其是了解他們購買行為並非易事。

哈特於2017年開設網店，拓展網上市場。哈特立足香港已久，並擁有眾多銷售渠道，因此公司認為現時是合適時機進軍中國內地網購市場。

解決方案

作為香港貨品編碼協會的會員，哈特利用本會的產品及位置資訊平台「BarcodePlus」，建立載有其產品資訊的中央數據庫。自2016年起，品牌持有人儲存在平台的產品資訊，已跟微信同步，意味在中國以至全球的顧客只要掃描產品條碼，便可檢視哈特產品的資訊。這個名為「微信連繫」的功能不單讓哈特顧客閱覽價錢及簡介，更載有連至哈特網上商店的鏈結，讓顧客可再次光顧品牌，既方便又安心。

本會會員可免費使用有關功能，輕鬆拓展國內網上市場。「微信連繫」是哈特整合營銷策略的一部分，正正切合越來越多顧客在購買產品前，習慣先掃描條碼的消費模式。微信用戶並能跟朋友分享資訊，或在朋友圈發放有關資訊，有助為產品建立口碑。



“我們是有機穀物和果仁的專家。哈特一直致力搜羅最佳產品，為顧客提供高質食品。我們專注自然、有機、無添加的程序，確保產品達到最佳品質及標準。香港貨品編碼協會的微信連繫功能助我們增加新銷售渠道，並與國內顧客互動，加強信息宣傳效果。

董事總經理黃偉棠先生

”

效益

只需簡單一掃，十億計的微信用戶便有機會接觸到哈特的產品，讓哈特得以：

1. 將顧客直接連至網上商店，提高網上銷售額
2. 透過社交媒體增強顧客的參與並加強互動
3. 提高產品資訊的透明度，提升顧客的信心

應用的GS1標準或方案 / 服務

- 微信連繫
- BarcodePlus平台
- 全球貿易貨品編碼

公司簡介

哈特公司建立於2002年，主要市場為香港、澳門及中國內地各大超級市場及健康食品店。營商宗旨是將最佳品質、價廉物美的貨品提供予顧客。

Kingsford Far East Limited 港豐遠東有限公司

Marching into Medical and Healthcare Market in China with Trusted Products
信心產品 開拓國內醫療及保健產品銷售市場



“ We are specializing in distribution of medical devices, healthcare and baby products and we like to enhance the quality of life of families by importing quality brands. GS1 HK’s e-Marketplace provides us an additional channel to increase product exposure and promote our products effectively. ”

Ms. Teresa Li, Director and General Manager

Challenges

For business owners, Taobao and JD.com are the key entry gateways to the enormous online consumer markets in Mainland China. It is no exception for Kingsford Far East Limited, which has firmly established its presence in the healthcare medical industry since 20 years ago. With a wide online and offline distribution network in Hong Kong, Kingsford’s products are available in various Government establishments, department stores, chain stores and pharmacies, and command a large group of fans followers on social media like Facebook and Instagram.

With its reputation on superior quality, Kingsford has set its eyes on expanding its business to Mainland China. The company sought the help of GS1 Hong Kong to promote their business reputation and get their foot in the door to the huge market in Mainland China.

Solutions

Kingsford becomes a GS1 Hong Kong’s e-Marketplace merchant to get their products listed on Taobao and JD.com platforms. The e-Marketplace is not just a highly cost-effective scheme, but also immensely convenient, because GS1 HK offers a one-stop service for them, including product listing, page design and photo shooting, cross-border logistics, advertising and customer service etc. It helps Kingsford increase its product exposure and expand sales channels in Mainland China, whilst saving considerable costs and manpower to handle the orders.

The company achieved over HKD30,000 of sales in one month alone, and earned over 60 positive customer feedback on their hero product, Haenim UV sterilizer, on the platform. The programme helps Kingsford successfully builds up awareness and new sales channels.

Furthermore, equally important, there has been growing concerns over the authenticity of medical and healthcare products in Mainland China. By joining the scheme, Kingsford addresses aptly the matter as the platforms boost two major advantages - trusted products and brand reputation. GS1 Hong Kong requires all the listed products and the respective product information to be provided by registered brand owners or authorised retailers, so that Mainland consumers can shop online worry-free with guaranteed authentic source of product.

Benefits

By joining GS1 Hong Kong’s e-Marketplace programme, Kingsford is now able to capitalise on the following advantages:

- 1 • Expand sales to two dominating e-commerce channels in Mainland China with minimal efforts at an economical way;
- 2 • Increase product and brand reputation as a Hong Kong local company with guaranteed product quality;
- 3 • Initiated word-of-mouth effect among Mainland consumers and builds credibility.

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

- GS1 Hong Kong’s e-marketplace on Taobao and JD.com

About the Company

Founded in 2012, Kingsford Far East Limited obtained ISO9001:2015 and ISO13485:2016 certification. The company specialises in the wholesale and distribution of medical equipment, household healthcare devices and baby products. Kingsford has regularly diversified its product portfolio and has introduced new products like A&D blood pressure monitor and Haenim UV sterilizer.



挑戰

眾所周知，淘寶及京東全球購是商家打入內地龐大網上消費市場的入門平台。對於紮根保健醫療行業逾二十年的港豐遠東有限公司亦不例外。港豐在本港的網上或實體店舖都擁有廣泛的銷售網絡，政府部門、百貨公司、連鎖零售商及藥房均可見港豐的產品，公司的Facebook及Instagram亦坐擁大批支持者。

港豐的產品品質優越，商譽良好，下一步著眼拓展業務至中國內地市場。公司遂與香港貨品編碼協會合作，透過本會在內地建立商譽，為其打入龐大內地市場邁出成功一步。

解決方案

港豐成為本會「信心港商城」的商戶，產品得以進駐淘寶及京東全球購兩大網購平台。對港豐而言，「信心港商城」不止成本效益極高，更非常方便，因為GS1 HK提供一站式服務，產品上架、產品頁面設計及拍攝、跨境運輸、店鋪推廣及客戶服務等一應俱全。「信心港商城」不但提高了港豐產品在內地的知名度，擴闊銷售渠道，更為其在處理訂單上，節省大量成本及人力資源。

港豐於一個月內達到超過港幣三萬元的銷售額，並獲得逾60位顧客對其Haenim紫外線消毒烘乾機的正面回應，成功為公司建立名氣及新銷售渠道。

中國內地的醫療及保健產品的安全問題近年備受關注，但透過加入「信心港商城」，港豐得以消除有關疑慮，因為「信心港商城」坐擁商譽及信心兩大優勢。GS1 HK要求所有上架的商品及其資料，均由註冊的品牌持有人或獲授權的零售商提供，確保貨源真確，內地消費者買得安心。



“ 我們專營分銷醫療器材、護理及嬰兒產品，期望透過進口高質品牌，提升本地家庭的生活質素。『信心港商城』為我們提供新渠道，增加產品曝光率、同時有效地推廣我們產品。

董事總經理李家寶女士

”



效益

港豐參與本會「信心港商城」計劃並得以建立以下優勢：

- 1 • 以低成本高效益的方法，擴展銷售業務至中國內地兩大電子商貿平台；
- 2 • 作為產品質素有保證的本地品牌，成功進一步提升產品及品牌的商譽；
- 3 • 讓品牌在內地得以口碑傳播，增加可信性。

應用的GS1標準或方案 / 服務

- 信心港商城

公司簡介

港豐遠東有限公司於2012年成立，並獲得ISO9001: 2015及ISO13485: 2016認證。公司專門從事醫療儀器、家庭保健用品、嬰兒用品批發及分銷；於成立數年間，不斷引入外國優質品牌，如日本愛安德A&D電子血壓計、韓國喜臨Haenim紫外線消毒烘乾機等，使產品多元化。

Boost Consumer Trust

增強消費者信心

Consumers expect safe, genuine products and trusted product information. Trust disappears when a consumer is duped into purchasing an inauthentic, inferior, or even worse, unsafe product. As the saying goes, “trust is hard won and easily lost”.

GS1 standards help reduce the proliferation of counterfeit goods by identifying and tracking products, making it easy for consumers to verify product authenticity. The following case studies detail how GS1 Hong Kong has helped businesses boost consumer trust by providing an array of solutions, including REAL Barcode and REAL Visibility.

REAL Barcode – An integrated barcode that combines a mark of multiple layers of tamper resistant security features with a GS1 standard barcode to prevent replication. Through using the mobile app “REAL Barcode” developed by GS1 Hong Kong, consumers can simply scan the barcode to authenticate a product before purchase.

REAL Visibility – A solution that allows consumers to easily verify product authenticity by a simple mobile phone scan. In addition, the solution can track and trace the flow of goods and product information from point of manufacture to point of sale. It also offers consumer insight for retailers to personalise their offerings.

消費者理所當然期望產品安全可靠及貨真價實，並得到可信賴的產品資訊。信任難建易毀，一旦消費者遭受欺騙，誤買假冒、質素參差，甚至是劣質、不安全的產品，他們對品牌的信賴就會於彈指間化為烏有。

GS1標準可用於識別及追蹤產品，讓顧客能輕易認證產品的真偽，同時助品牌抑制盜版的風氣。為幫助企業增加消費者信心，香港貨品編碼協會提供「真的碼」及「REAL Visibility」解決方案，保障品牌。

「真的碼」 – 融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。透過利用本會開發的流動應用程式「真的碼」，消費者只要一掃便可於購買前分辨正貨及假貨。

REAL Visibility – 此方案讓消費者只需用手機輕鬆掃描，便可辨証貨品真偽。此外更可追蹤追溯產品及其資訊從生產點至銷售點的動態，亦能提供客戶情報，讓零售商與顧客互動。



Hang Cheong Loong 恒昌隆

Building Consumer Trust on Product
Quality against Product Counterfeiting
對抗假冒產品 建立消費信心



“ Online shopping has become the new trend for consumption. Through the e-Marketplace by GS1 HK platform and the REAL Visibility solution, our customers can buy a variety of authentic Hang Cheong Loong products that help further boost our sales.

Mr. Eric So, Managing Director

”

Challenges

According to the Hong Kong Trade Development Council, total sales of health food in Mainland China surged to RMB237.6 billion in 2017. Nonetheless, the quality of the health-related products varies so vastly in the Mainland market that consumers tend to trust Hong Kong or foreign brands.

Established for more than 40 years, Hang Cheong Loong (H.C.L.) places consumer health and safety as its top priority. H.C.L. is determined to take a proactive approach to safeguard the health of customers, boost consumer trust and protect the brand image.



Solutions

Upon the advice of GS1 Hong Kong, H.C.L. decided to adopt the “REAL Visibility” solution on its hot seller item and join the e-Marketplace programme. REAL Visibility is an innovative solution that offers consumer instant product authentication and traceability, while empowering brand owners with real-time visibility. The solution seamlessly combines barcode, patented cryptographic technology, ezTRACK™ - the global traceability platform, and internet applications that offer consumer analytics and insight.

The barcode printing files with hidden encryption pattern were issued to H.C.L., for printing on the product packaging. Shoppers can simply use the mobile app to authenticate the barcode printed on the package. If the product barcode cannot pass the authentication, it could possibly be a counterfeit and the result would be transmitted back to the owner, so that response plan like anti-counterfeiting action or more brand education can be taken accordingly. Without the need to adjust the retail POS checkout system, the solution is easy to implement, cost effective and highly secure.

H.C.L. also listed their products on GS1 Hong Kong's e-Marketplace platform on Taobao and JD.com, the Mainland platforms that offer distinctly two major advantages: trusted products and brand reputation. H.C.L. enjoys not only the additional sales channel, but also promotes consumer confidence on the brand.

Benefits

By making use of the REAL Visibility solution and trusted e-Marketplace, H.C.L. is able to:

- 1 • Enhance consumer confidence by allowing them to verify product authenticity;
- 2 • Demonstrate H.C.L.'s commitment to the safeguard of consumers' health;
- 3 • Extend its reach to Mainland Chinese consumers on e-Marketplace, assuring the products are sold by brand owners / authorized retailers.

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

- Global Trade Item Number (GTIN)
- REAL Visibility
- e-Marketplace Programme

About the Company

Hang Cheong Loong Bird's Nest & Ginseng Ltd. is a Chinese medicine wholesaler and retailer. It has been set up for a long time, and is renowned for selling genuine products at reasonable price. The company provides a great variety of health food, including cordyceps, ginseng, swallow's nest(bird's nest), pearl, dried seafood, etc. Its business covers Mainland China, Hong Kong and many other countries and regions.



挑戰

香港貿發局資料顯示，中國內地保健食品市場總銷售於2017年已達至2,376億元人民幣。然而，內地保健產品質素良莠不齊，消費者傾向信賴香港或外國品牌。

恒昌隆成立超過40年，一直將顧客的健康及安全放於首位。即使未曾發現偽冒產品，恒昌隆認為仍需採取積極預防措施以保障顧客，提升品牌信譽及保護品牌形象。



解決方案

恒昌隆決定採納香港貨品編碼協會的建議，將「REAL Visibility」方案套用至其熱銷產品上，並進駐了本會的「信心港商城」網購平台。「REAL Visibility」是一項創新方案，讓消費者能即時辨別產品真偽及追蹤產品來源，同時為品牌商提供實時的產品可見度。方案將條碼、專利的加密技術、全球追蹤追溯平台ezTRACK™、及兼具消費者分析、市場情報的互聯網應用等多個項目無縫結合。

恒昌隆於產品包裝上印刷的條碼，都帶有專屬於恒昌隆的隱藏加密圖案，讓假貨無所遁形。消費者可方便地利用手機上的應用程式驗證印刷在包裝上的條碼。如果條碼無法通過驗證，便可能是偽冒品。驗證結果亦會同時傳送到品牌擁有人，以採取打擊偽冒的相應行動，或更積極的品牌教育工作。這個解決方案的設置簡單，毋須對銷售系統作修改或更新，兼具成本效益及高安全性。

恒昌隆透過本會於淘寶和京東的銷售平台「信心港商城」將其產品上架。「信心港商城」的優勢在於商譽及信心，讓恒昌不但能開闢新的銷售渠道，還能提升消費者對品牌的信任。

“ 網上購物已經成為消費的新趨勢。透過GS1 HK的『信心港商城』及『REAL Visibility』方案，客人可以買到多種正品恒昌隆的保健系列產品，進一步推動產品的銷售情況。

董事總經理蘇瑞龍先生

”



效益

「REAL Visibility」方案配合「信心港商城」平台，讓恒昌隆取得以下成效：

1. 允許消費者驗證產品的真偽，增強消費信心；
2. 兌現保障消費者健康的承諾；
3. 打入內地消費者市場，確保在內地銷售的產品由品牌擁有人或授權零售商提供。

應用的GS1標準或方案 / 服務

- 全球貿易貨品編碼
- 「REAL Visibility」
- 信心港商城

公司簡介

恒昌隆燕窩參茸行有限公司是香港一家參茸燕窩零售及批發之供應商，創辦已久，一貫奉行貨真價實，信譽第一的宗旨，經營參茸燕窩、冬蟲夏草、珍珠八寶、鮑參翅肚、高級海味。擁有完善的銷售網路，業務遍及中、港及海外國家及地區。



Hong Kong Bakery Ltd. 香港烘焙有限公司

“Bake Off” the Counterfeits with
Barcode Authentication
掃碼驗真偽 烘焙假貨無所遁形



“ We are willing to adopt every means to confront counterfeits because food safety is important to our customers. GS1 HK’s “REAL Visibility” solution is able to butter both sides of the bread as they not only protect our consumers but also enhance our brand reputation.

Patrick MNK, Product Development Manager



Challenges

Despite continuous efforts to combat counterfeiting, news about fake products still come to light regularly in markets from packaged food to cosmetics and to health and medical supplements. Hong Kong Bakery was faced with such a predicament: Many counterfeiters are making similar cookies products, which not only causes substantial losses to its business, but also jeopardises its brand reputation and consumer trust. This is especially important for Hong Kong Bakery because they aim at the gifting market for tourists, if fake products run rampant, not only the customers but their relatives and friends would all lose trust in the brand.

Conscious of the gravity of the situation as consumer complaints about allegedly pirated products were brought to their attention, the company decided to find a way to protect its brand and secure consumer confidence in the products.



Solutions

GS1 Hong Kong recommended Bakery to adopt the “REAL Visibility” solution on its cookie packaging. With this innovative patented anti-counterfeiting technology, the solution offers Hong Kong Bakery a web-based product validation and information tracking system, which allows consumers to verify the authenticity of the products with a simple mobile scan before purchase. The brand can distinguish itself from other fraudsters.

The easy-to-implement solution would greatly increase the cost for unscrupulous traders to fake the products, yet without the hassle to carry out an overhaul on the existing system. Hong Kong Bakery can now proactively monitor reports from the system that shows authentication activities among users, and report to legal agency once fraudulent products data is brought to light. The solution effectively serves as a reliable tool for Hong Kong Bakery and its customers to keep counterfeits at bay.



Benefits

With the support of the versatility of REAL Visibility authentication solution, Hong Kong Bakery is able to:

- 1 • Regain the confidence of consumers, who could verify the authenticity of the product with a mobile app and a simple scan of the product;
- 2 • Instill the spirit of innovations and consumer-centricity to help enhancement of the brand image;
- 3 • Know the customers' buying pattern and make informed strategic sales and marketing decisions

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

- Global Trade Item Number (GTIN)
- REAL Visibility

About the Company

Hong Kong Bakery (Little Bear) treats are crafted by the most skilled, experienced hands, creating delicious gifts and taste that are as irresistible as they are unforgettable. Our range of gifts are beautifully decorated with snapshots of a symbolic cuddly bear going places around the world, featuring images from London, Paris, and many more.



挑戰

儘管各商家一直致力打擊偽冒貨品，但市面上有關冒牌貨的新聞仍不絕於耳。不論是包裝食品、化妝及個人護理用品，還是保健醫療藥品，均無一倖免。香港烘焙有限公司亦面對同一困境，不少不法商人仿冒其曲奇產品，此舉不但令公司蒙受巨大損失，更損害公司的商譽、打擊顧客對公司的信心。由於香港烘焙公司的業務重心之一為手信市場，倘冒牌貨猖獗，不但本地顧客喪失信心，其他來港旅客及其親友亦會對公司品牌感失望。

鑑於有顧客投訴曾買到冒牌產品，香港烘焙有限公司設法打擊冒牌貨，以保障自家品牌，令顧客安心。

解決方案

香港貨品編碼協會建議香港烘焙在其曲奇產品的包裝上印上「REAL Visibility」防偽條碼。「REAL Visibility」採用創新的專利防偽冒技術，為香港烘焙提供網上產品認證及信息追蹤系統，消費者在付款前可利用手機應用程式簡單掃描產品上的條碼，辨別貨品的真偽，品牌亦能以此區分自家正貨與仿冒產品。

採用此簡單易用的防偽條碼，毋須在現行系統作大改變，卻大大增加了不法商人仿冒產品的成本。香港烘焙可藉系統發送的報告，主動監察用家驗證貨品真偽，一旦接獲有關冒牌產品的數據資料，更可向執法部門舉報。「REAL Visibility」是香港烘焙及其顧客的可靠工具，協助他們對抗冒牌產品。



“ 我們願意採用一切方法對抗假冒食品，因我們明白顧客非常在意食品安全。GS1 HK的REAL Visibility解決方案既能保障消費者，又可以提升品牌形象，一舉兩得。

產品發展經理Patrick MNK

”

效益

「REAL Visibility」驗證解決方案功能多元化，支援香港烘焙：

1. 挽回顧客的信心，顧客只需用手機簡單掃描貨品上的條碼，即能辨別真偽；
2. 營造品牌創新形象，強調以客為本；
3. 了解顧客的消費模式，並按此制定銷售及營銷策略。

應用的GS1標準或方案 / 服務

- 全球貿易貨品編碼
- REAL Visibility

公司簡介

Cookies & Chocolate Makers的產品全都由手工嫺熟、經驗豐富的師傅精心製作而成，各款美味可口的禮品帶著誘人香氣之餘，亦充滿難以忘懷的味道。公司的禮品系列都以趣緻可愛的旅行小熊圖案作裝飾，由倫敦、巴黎，以至環遊整個世界。





Acknowledgement 特別鳴謝



AEON Stores (HK) Co. Limited
永旺(香港)百貨有限公司



DCH Food Mart &
Food Mart Deluxe
大昌食品市場



美國吉時兄弟(香港)有限公司
GETZ BROS. & CO. (HONG KONG) LIMITED

Getz Bros. & Co
(Hong Kong) Limited
美國吉時兄弟(香港)有限公司



Aquaculture Technologies Asia Ltd.
亞洲水產養殖科技有限公司



大昌行物流
DCH LOGISTICS

DCH Logistics Co. Ltd.
大昌行物流有限公司



Hang Cheong Loong
恒昌隆



Café de Coral Holdings Ltd.
大家樂集團有限公司



E.P.S.A. Corporation Limited
億世集團有限公司



Hart Limited
哈特有限公司



Cafe Deco Group
峰景餐廳集團



Forewide Company (HK) Limited
福揚行(香港)有限公司



Hong Kong Bakery Ltd.
香港烘焙有限公司



Crown Gas Stoves
(Holdings) Co. Ltd.
皇冠爐具(集團)有限公司



FrieslandCampina (Hong Kong) Ltd.
菲仕蘭(香港)有限公司



Hop Hing Oils & Fats (HK) Ltd.
合興食油(香港)有限公司



Indigo Living



Maxim's Caterers Ltd.
美心食品有限公司



Tong Shun Hing
Poultry (HK) Co. Ltd.
唐順興家禽(香港)有限公司



Infinitus Overseas Market
無限極海外市場



Rich Harvest Agricultural
Produce Limited
豐泰農產品有限公司



Tsit Wing International
Holdings Limited
捷榮國際控股有限公司



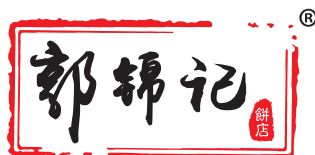
Kingsford Far East Limited
港豐遠東有限公司



Sims Trading Co. Ltd.
慎昌有限公司



Vitasoy International Holdings Ltd.
維他奶國際集團有限公司



Kwok Kam Kee Cake Shop
郭錦記餅店



Sun Fat Heung
Food Products Limited
新佛香食品有限公司



Wyeth Nutrition Hong Kong
惠氏營養品香港



Lorence & Co. Ltd.
義生洋行



Swire Coca-Cola HK Ltd.
太古可口可樂香港有限公司



Mainetti (HK) Limited
香港萬美有限公司



The Kowloon Dairy Ltd.
九龍維記牛奶有限公司

About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. We also engage with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

關於香港貨品編碼協會

香港貨品編碼協會於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。本會賦予數據一個可信的基礎，讓數據變得準確、可共享、可被搜索並具備鏈接能力。透過採用及實施全球標準，香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

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