

Go Digital

Hays Bio-Tech Company Limited 晞氏生物科技有限公司

New Brand Carrying New-Generation
Smart QR
新品牌應用新一代智慧QR標籤



About the Company 公司簡介

As a new brand featuring natural ingredients, Hays Bio-Tech plant-based cleaning products are made with natural enzyme, ensuring no harmful residues on items. The brand name represents the founder's gratitude to his family for years of continued support and care.

新品牌晞氏生物科技強調天然，其清潔用品都以植物萃取的天然酵素製成，不留有害殘留物。品牌名字背後藏著深情厚愛，是創辦人對家人多年來不離不棄、支持照料的謝意表白。

Background 背景

The pandemic has given rise to many small businesses and new brands, predominantly in the personal care and household cleaning market. Recognising the rising demands for hygiene, the current leader of Kwok Kam Kee partners with industry expert to set up new brand "Hays Bio-Tech". Featuring high price-performance ratio, plant-based ingredients and made-in-Hong-Kong, Hays is launching 5 household cleaning products, including detergent, laundry liquid, kitchen and floor cleaning spray, etc, expecting availability by end 2021.

Riding on the established retail network of Kwok Kam Kee, the new brand will be introduced to the market via existing sales channels such as major supermarkets, as well as HKTMall and owned e-shop.

疫情催生小店及新品牌湧現，在個人護理及家居清潔界別的市場增長尤其明顯。郭錦記第二代掌舵人觀準該市場需求，便與業內好友合作成立新品牌晞氏生物科技。主打「性價比高」、植物萃取、香港製造，晞氏將推出5款家居清潔用品，包括洗碗液、洗衣液、廚器、地板清潔噴霧等，預計2021年年底上市。

透過郭錦記漸見成熟的零售網絡，新品牌將利用現有銷售渠道滲透市場，除在各大超市有售，亦會在HKTMall及自家網站等上架。

"As QR scanning with mobile phone is prevailing, we are of course taking the first-mover advantage as a new firm using new tech. With GS1 HK's Smart QR, customers can easily scan for information, increasing interactions and chance of repeat purchase, meanwhile letting us assess the scan data and gain market insight. This is a simple and effective tool for SMEs indeed."

「手機掃描QR是大勢所趨，所以作為新品牌當然要早著先機、用新技術。GS1 HK的『智慧QR』能讓顧客掃描獲得資訊，增加與品牌互動及重覆購物機會，又可讓我查看掃描情況、分析市場反應，簡單又有效、最適合中小企。」



Martin Kwok, Founder
創辦人 郭宇鈞

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

- Smart QR
- BarcodePlus Platform

應用的GS1標準或方案/服務

- 「智慧QR」
- BarcodePlus平台



Solutions

Knowing that GS1 barcode is the first step to “Go Digital”, the company has it printed on the new product packages to help listing in physical and online stores. To bring better shopping experience, GS1 HK’s Smart QR is also applied on the new items to offer different promotions with the same QR at different times in future, bringing traffic to the online store and increasing sales.

Without redesigning the package, Hays can update the QR code-linked information at the backend system, enabling consumers to scan the code and link to the brand’s website / GS1 HK Product Website (wall.gs1.hk) for trusted useful product information like instructions for use, detail ingredients and more; at the same time scanning for latest discount or promotional video that can be shared on social media platforms, which incentivise purchase, foster interaction and viral effect. With the scan data, the company can gauge the effectiveness of the promotions, understanding consumption pattern and creating more impactful campaign.

Free for GS1 HK members, the Smart QR are automatically generated on BarcodePlus product information platform when creating barcode. Hays hopes to apply the same onto the personal care and cosmetics products of its next phase of development.

解決方案

公司深知GS1條碼是「Go Digital」的第一步，有助產品在零售舖及網店上架，遂已在新產品上應用；而為提升顧客體驗，新品上亦印上GS1 HK的「智慧QR」，方便晞氏在未來不同時間、以同一QR碼靈活推出不同優惠，為網店帶來人流、刺激銷售。

晞氏將來毋須更新包裝，只需在後台更改鏈結資訊，即可讓消費者掃描「智慧QR」、即時連上品牌網站或GS1 HK產品網頁 (wall.gs1.hk)，閱覽可靠產品資訊，如使用方法、詳細成份等，或者掃出最新優惠或推廣影片、將優惠輕易在社交平台分享，帶動消費意欲、增強互動、締造群體效應。公司亦可實時以掃描數據追蹤宣傳活動成效，掌握消費模式、作針對性推廣。

GS1 HK會員可免費使用在BarcodePlus產品資訊平台上自動生成的「智慧QR」。晞氏期望在未來開發出的個人護理產品及化粧品上都能採用。

Benefits

Hays Bio-Tech uses GS1 HK Smart QR to :

1. Use the same QR code on the same packaging to show different offers at different times
2. Drive organic traffic to e-shops for free
3. Track & measure promotional campaign performance

效益

晞氏生物科技使用GS1 HK的「智慧QR」時可：

1. 以同一個QR碼，於不同時間展示不同的推廣優惠
2. 免費為品牌的網店帶來更多自然搜尋流量
3. 實時追蹤促銷活動成效。

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