

Over 85 Hong Kong Companies Armed with Barcode in the Battle Against COVID-19

85間本地公司加入抗疫戰線 生產口罩「碼」上抗疫



The outbreak of COVID-19 in Hong Kong had triggered a wave of panic buying of masks, leading to a short period of shortage in supply. In response, local companies had quickly roused to set up anti-pandemic production lines in Hong Kong to aid the city's fight against the pandemic.

Up till now, more than 85 companies which supply anti-epidemic items have approached GS1 Hong Kong to apply for barcode, helping to roll out their products to market faster.

疫情期間，香港曾一度出現口罩短缺，全城搶購口罩。一眾本地公司及機構紛紛作出迅速反應，在港自設工場生產口罩及抗疫物資，緩解全城抗疫需求。

疫情開始至今，本會共接獲85間公司申請GS1條碼，讓抗疫產品更快推出市場。

Local Garment Producer Manufactures Disposable Mask and Uses Barcode “Inside-Out”

The shortage of masks in Hong Kong had driven the founder of Li Hung International Company Limited, a garment manufacturer of 20 years, to initiate the production of disposable face mask under their new company – Hong Kong Mask Co. Ltd. -since February this year, aiming to diversify its business.

“Despite our 20+years of experience in the field, we had a number of hurdles to overcome, like the price hike of face mask machine from HK\$300,000 to over HK\$1,000,000, the soaring price of melt blown fabric (raw material of face masks), and suppliers failing to deliver machines and causing delay.” Their spokesperson said.

The endeavour had paid off as mask production went in operation in early May. The company is now offering EN14683 Type II certified (BFE>99%) disposable face masks, providing the city with an estimated 2.5 million pieces per month, with plans to expand overseas.

Their spokesperson acknowledges that **barcodes help them “inside and out”**. Externally, the barcode with “489” prefix indicating HK-origin supports them sell in both local and global markets, as it's a prerequisite for products to be listed on retail stores and e-commerce platforms like Amazon, and worldwide consumers would recognise and be assured of the “Made in Hong Kong” quality. Internally, barcodes can help in inventory management, pick & pack, distribution and sales management etc, bringing huge benefits to the company.



製衣業者增設口罩生產線 靠條碼「內外兼修」

眼見本港出現口罩短缺，製衣貿易公司俐鴻國際創辦人早於2月已籌備生產口罩，並註冊新公司 Hong Kong Mask製造拋棄式口罩，使業務多元化發展。

其發言人表示：「雖然我們具20年製衣貿易相關經驗，但仍需面對各樣難題，例如是口罩機由HK\$300,000炒高至HK\$1,000,000以上、原材料熔噴布價格暴升、供應商未能兌現承諾，延誤了我們的進度。」

經過公司團隊鍥而不捨的努力，口罩終在5月初投產，並獲歐盟EN14683 Type II的防護標準 (BFE>99%)認證，已有現貨出售。公司預期每月可供應約250萬個口罩，並有長遠計劃於海外銷售。

「**申請條碼目的是『內外兼修』**：對外、口罩除本地銷售之外亦將賣向國際，489香港條碼能國際通行，更是Amazon等電商市場的上架要求，讓全球消費者知道香港口罩的質素保證；對內、公司以條碼掃描便利倉存管理、包裝、發送、銷售管理等，帶來莫大好處。」

Made-in-HK Mask Makes its Mark in Japan

Specialized in Japanese food trading, Honesty Trading Development Co. Ltd. knows the Japan market like the palm of its hand. As the pandemic unfolded in Japan, the company rolled out their mask production line in Hong Kong with incredible speed. Its mask was ASTM F2100-19-certified with BFE=>99% within 3 weeks. These are attributed to the company's understanding of the market and its worldwide connections. Their "GOEIDO" masks are currently sold in Japan and Europe via distributors, and its spokesperson hinted their plans to sell in Hong Kong soon.



The company agreed that **the international GS1 barcodes are indispensable to global trade**, providing a common language for supply chain stakeholders to identify, capture and share data as product moves along the supply chain - from distributors, logistic providers, retailers and even consumers.

港產口罩 日本熱賣

除本地市場外，亦有商家瞄準其熟悉的海外市場商機。專營日本食品貿易的誠信貿易發展有限公司對日本市場瞭如指掌，在疫情肆虐日本之時，迅速在香港籌措口罩生產線及申請ASTM F2100認證(BFE=>99%)，短短2-3星期內已獲確認。

公司擁有強大的環球人脈，其GOEIDO口罩主要透過分銷商賣到日本及歐洲市場，並計劃推出香港市場。

其發言人表示：「因公司在生產口罩時已計劃於海外銷售，所以我們申請了**全球通行的GS1條碼**。而且，條碼字首『489』代表公司已在香港註冊，符合香港公司註冊處條例規定，讓全球消費者買得安心。」

他續說，公司的供應鏈涉及多個持份者，包括分銷商、物流商、零售商、以至消費者，條碼可以讓供應鏈上所有持份者都能識別、擷取及分享產品數據，提高效率及透明度。

Philanthropic Mask by Social Enterprise Shares Happiness



Operates as a social enterprise, masHker now produces 5,000 boxes of surgical masks every day to fulfill the pre-orders. The company's 3 production lines are yet to be fully automated, so its co-founder and spokesperson Denis Huen has expanded its manpower threefold and have been working head over heel to fulfill all the orders by end of June.

Coming from ICT / healthcare / social enterprise background, Denis and its co-founders are bonded by the kindred spirit of "Doing Good Feels Good". In addition to frontline healthcare staff, they believe patients and their families are in dire need of masks for they access hospitals or clinics regularly.

The company launched a 'Buy 2 Donate 1' pre-order scheme which for every two boxes of masks (HKD248 for two boxes of 51 pcs) purchased, one box will be donated by masHker to different local patient groups in need, e.g. Hong Kong Alliance of Patients' Organizations. It helps to share their mission of "Doing Good Feels Good".

Denis said their masks meet certain criteria in ASTM F2100-19 and EN14683:2019 standards like BFE=>99%, effectively blocking bacteria from body. masHker has also applied for GS1 barcode standard because the "489" prefix means Hong Kong registered company, increasing trust and recognition for its brand and products. As the unique ID for products, **barcode also facilitates its pick-and-pack and order fulfillment processes.**

社企慈善口罩 助人為樂

以社企模式營運的masHker現每日生產5,000盒口罩予參與預售的市民，雖然3條生產線未能完全自動化運作，但其創辦人禰彥勳及其團隊已每天「捱更抵夜」，更額外增聘3倍人手，務求在6月底前為所有訂單完成送貨。

禰彥勳與其他創辦人是創科/醫護/社企出身，能聚首共襄善舉全為助人自助的理念。他們認為除前線醫護外，需要經常出入醫院或診所的病友及其家人，都因缺乏口罩而未能覆診感無奈，同時擔心病情惡化。

masHker早前推出「買2盒捐1盒」預售計劃，市民即以HK\$248訂購兩盒「本土好罩」，masHker便會捐出一盒予香港病人組織聯盟等200多個本港



病友團體，實踐助人為樂的精神。

禰彥勳稱口罩符合ASTMF2100-19及EN14683:2019當中某類標準，包括細菌過濾率(BFE)大於99%，有效阻擋細菌穿透。masHker同時申請了GS1條碼，條碼字首『489』代表香

港註冊的公司，讓品牌及產品更被信賴和認同；而條碼是貨品的獨一識別身份證，有助社企在執貨、出貨等流程上更快更準確。

Industry-first Reusable Far-infrared Mask Uses REAL Barcode for Authentication

Fake masks had once gone rampant in times of plague. To protect consumers from buying counterfeits and preserve its positive brand image, Super X International Group adopted GS1 Hong Kong's REAL Barcode solution to perform authentication and boost consumer trust.



The spokesperson highlighted that the patented far-infrared material exclusively used on their ACCAPI FIR mask series, is a result of 13 years of evidence-based clinical practice around the globe, with CE Marking Class I medical devices compliance. Their Xmask series is the first to incorporate Coolmax and silver fabric technology, and even though they are one-of-a-kind, consumers cannot identify the uniqueness with naked eyes.

To prevent copycats, the company decided to adopt the trustworthy and cost-effective

REAL Barcode onto its 3 series of masks, including the handmade artistry Queen Mask series. Printed with durable materials, the REAL Barcode can still be scanned even after multiple washing, enabling consumers to use for a long time.

There are 500 different styles of masks in the above-mentioned series, on which consumers can verify whether the product is genuine simply by scanning the QR code with "REAL Barcode" mobile app. Consumers are enabled to further understand the masks' health benefits, offering a peace of mind for them.

Using state-of-the-art technologies, REAL Barcode integrates patented anti-forgery micro printing, multi-layered digital encryption and GS1 standards to prevent the barcode from forgery.

In addition, the solution also empowers brand owners with real-time visibility on scan activities. If counterfeit goods are scanned, brand owners will be alerted and receive the scan location and other information of the counterfeits.

首推可重用遠紅外線能量口罩「碼」上驗證真偽

市面上口罩五花八門，假口罩泛濫。有口罩生產商擔心消費者會因而購買假冒口罩，影響消費者的同時破壞品牌形象，早前推出了三款可重用口罩系列的Super X International集團便應用了本會「真的碼」(REAL Barcode)方案去防偽，鞏固消費者信心。

其發言人稱，ACCAPI FIR口罩系列獨家使用獲歐盟一級醫療認證、於國際臨床實驗應用逾13年的遠紅外線專利新物料，而X Mask首度引用Coolmax及銀纖維結構，均為市場比較獨特的款式，消費者難以區分真偽，易惹不法商人抄襲。

品牌亦有推出全人手時尚工藝的Queen Mask系列，為防範三款口罩被偽冒，公司遂決定為產品添上可靠兼具有成本效益的「真的碼」(REAL Barcode)。該標籤物料跟可重用口罩一樣可重覆清洗，消費者長時間使用亦不會混淆。

三個系列共500款可重用口罩均加入了「真的碼」標籤，消費者只需以手機程式掃描該標籤便可驗證產品真偽，並了解功能性新物料對健康的好處，為他們帶來無憂消費體驗。

「真的碼」融合了多層防修改保安塗層及GS1標準條碼，以及微印刷(micro-print)加密專利技術，能有效防止條碼被複製。方案還可讓品牌實時捕捉消費者的掃描活動，如有不法商人抄襲「真的碼」，被消費者掃描後，系統便會知道是偽冒，通知商戶假貨的位置和資訊。



To enquire more about barcode or REAL Barcode, please email to
如希望申請條碼或了解更多關於「真的碼」如何防偽，歡迎電郵至

services-web@gs1hk.org