PurCotton Pioneers From Medical Healthcare Into Consumer Healthcare Lifestyle, Striving To Global Sustainable Development Goals

醫學走進健康生活　全棉改變世界

winner
穩健医疗

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In end of January 2019, Hurun Research Institute announced the "Hurun Greater China Unicorn Index 2018", which selected a number of enterprises valued at US$1 billion or more. Within the list of those that operated in Greater Bay Area, Shenzhen PurCotton Technology Co., Ltd (Purcotton®), one of the subsidiaries of Winner Medical Group, takes one of the spots in the top-ten.

Going into B2C Market

Founded in 1991, Winner Medical is specialised in manufacturing, research and development, distribution and exporting of medical dressings, surgical consumables, as well as infection prevention products. In 2009, the company diversified its B2B business model and expanded to consumer product market under the "PurCotton" brand with 100% cotton products. The expansion from medical healthcare market to consumer healthcare has been successful, realising transformation of the company businesses.

Inherited from Winner Medical's new advance fabric material technology in medical cotton-based products with 100% cotton spunlace nonwoven patented manufacturing processes, PurCotton developed four different categories of lifestyle products, including PurCotton Kids, Women, Men and Home product lines, which are immensely popular among consumers.

PurCotton relied on online sales channels at the initial stage. With the number of physical stores rose sharply, from 100 stores opened in 2006 to over 210 stores in more than 40 cities, the revenues from online and offline businesses both drive a balanced growth now.

胡潤研究院於今年1月底發佈了《2018胡潤大中華區獨角獸指數》(Hurun Greater China Unicorn Index 2018)，篩選出國內估值逾十億美元的優秀企業。其中於粵港澳大灣區營運的企業名單中，穩健醫療子公司「深圳全棉時代科技有限公司」（簡稱Purcotton全棉時代)入選了首十名之內。

進軍消費者市場

全棉時代的母公司、穩健醫療於1991年創立，專門生產和經營傷口護理、手術室耗材和感染控制產品，其後在2009年，公司將B2B的醫療客戶經營模式、開拓出專為消費者而設的全棉健康生活產品「全棉時代」，將專業的醫療護理品質帶入生活，實現了從醫療領域邁向消費健康日用市場的擴張。

全棉時代以穩健醫療獨創的"全棉水刺無紡布專利工藝"為核心技術和原材料，開發出PurCotton全棉系列生活用品，包括PurCotton Kids全棉時代嬰童、女士、男士、和家居四大產品類別，深受消費者青睞。

「全棉時代」初時主要在網上銷售，其後公司的實體店數量迅速激增，自2006年100間店鋪開始，發展至今在中國40多個城市開設超過210間連鎖店，公司網上及實體店收入並駕齊驅均衡發展。

Corporate Dynamics

Harnessing Technology Throughout

Kevin Orr, Winner Medical Group's Vice President and Chief Investment Officer, says applying new retail technology and digitalisation in every aspect of its business has been one of reasons that boost the company's rapid growth.

At PurCotton's smart production and logistic centres situated in Mainland China, the company is using automation & robotics technology and aims to input more of such technology in the future for greater efficiency in production and logistics. In addition, the company regularly explores and upgrades its artificial intelligence (AI) technology for adoption in various aspects.

PurCotton is continuing to explore more new retail digital solutions within its physical stores – such as exploring electronic price tag system available in the market. The company is also examining new functionalities of the omni-channel new retailing system, so that it can instantly update all related information for certain items or items in certain stores in response to special promotion integrated in between online or offline for members.

Kevin pointed out that these new retail digital solutions can connect with company's inventory management system, along overall supply chain and point of sales, which helps drastically lower stock inventory & reduce operation risks to achieve targeted marketing results and enhance overall sales outcome.

Maximizing the Benefits of Data

Being GS1 HK member, Winner Medical uses GS1 barcode at point of sales and supply chain to support operations in cashier, product replenishment, logistics, helping to raise efficiency and reduce expenses. With GS1 product database connected to WeChat platform, this enables billions of users / consumers to simply scan and obtain product information provided by brand owner. Users can also share in social media moments and get directed to designated online platform, helping companies to open up new sales channels.

"Today, businesses are increasingly relying on digital technology and big data analytics to achieve omni-channel sales and stock management. It's difficult to make precise decisions without optimising smart systems & technologies." Kevin says.

Through online platform, Purcotton is able to collect and analyse the purchase data and other big data of members to see how sales trends vary from region to region. Kevin says the company is now exploring more ways of interacting with consumers – such as suggesting follow-up purchases supported with digital coupons or other personalised deals. "We're investing a great deal of resources into digital technology – using artificial intelligence to mine data and exploring augmented reality/virtual reality to find out more about our consumers' needs, helping us to create better functioning, higher quality products."

全面運用科技

穩健醫療集團副總裁兼首席投資官柯家洋表示，公司在不同的業務範疇善用新零售科技化及數字化，是讓公司業務得以急速拓展的原因之一。

「全棉時代」在中國內地的智慧生產及物流中心現正套用自動機器化操作，預計會在未來引入更多自動化科技提高生產物流效率。與此同時，公司更不斷探索和升級使用人工智能(AI)科技應用到各領域上。

在「全棉時代」實體店，亦持續探索新零售數碼科技解決方案的應用，包括現時市面上的電子標籤系統，或者探索其他更全面的新零售全方位系統功能，讓公司可以配合會員特別促銷活動，即時更新某些商店或特色商品的相關資訊。

柯家洋表示，這些數碼新零售解決方案與公司的庫存管理系統以至整個供應鏈和銷售相連接，可以大大降低庫存和營運風險，達致精準營銷效益。

發揮數據優勢

穩健醫療是GS1 HK的會員，透過GS1條碼在供應鏈及銷售點掃描，支援收銀、倉庫取貨、物流等過程，助公司提升效率、節省成本。現時GS1產品數據庫已連繫微信平台，過億微信用戶/消費者只需簡單一掃，便能獲取品牌持有人所提供的產品資料、在朋友圈分享，並連至指定網上銷售平台，為公司開拓新銷售渠道。

他指：「時至今日，線上線下的全渠道新零售和庫存管理很依賴數碼科技和大數據分析。假若公司不優化智能系統，實在難以作出精確的決策。」

「全棉時代透過網上平台，收集並分析會員的購物及其相關大數據，藉此了解不同地區的零售趨勢。柯家洋指公司正在探索更多與顧客互動的方式，例如讓顧客可以在下次購物時，使用的電子優惠券或其他個人化優惠。他指出：「我們將大量資源投放到科技技術，例如運用人工智能進行數據探勘、探索虛擬實境/擴增實境體驗，更有效地了解我們顧客的需要，才能創造出功能更佳、質量更高的產品。」