

TradeLink Technologies Limited 香港萃領科技有限公司

Gaining a Seal of Trust and Competitive
Edge through Accreditation
業界認證 加強信任及提升競爭優勢



About the Company 公司簡介

TradeLink Technologies was created in late 1999 to help global importers and logistics companies connect electronically with their supply chain partners. The founders of the company went into business with the primary goals of facilitating better shipment information and maximizing supply chain information benefits for customers.

成立於1999年底的香港萃領科技，旨在幫助全球進口商和物流公司以電子方式，與其供應鏈合作夥伴建立聯繫。該公司的創始人最初的業務目標，是促進最佳的船運數據，為客戶從供應鏈數據獲取最多優勢。

Background 背景

Founded in 1999, TradeLink Technologies Ltd aims to help global importers and logistics companies connect electronically with their supply chain partners. Operating in over 70 countries with over 6,000 customers, the company's mission is to facilitate better shipment information communication and optimise supply chain information sharing for its customers.

In keeping with increasing shipment visibility, maximizing order fulfillment, and reducing supply chain costs, TradeLink launched a scan-&-pack solution that incorporate RFID technology. The company asserted that the solution is low-cost, fast, and help reducing labor packing costs by over 50% with zero mistake. They extend its use to areas in production, finishing and QC operation, and wish to obtain industry recognised certification for their much-acclaimed solution.

香港萃領科技有限公司(TradeLink)於1999年成立，目標能幫助全球進口商和物流公司通過電子方式與其供應鏈合作夥伴建立聯繫。在全球超過70個國家營運並擁有6,000多位客戶，該公司致力促進更有效的貨運訊息傳遞，並為其客戶優化供應鏈信息共享。

為協助客戶提高貨運的能見度、盡力履行訂單及降低供應鏈成本，TradeLink推出了結合RFID技術的掃描及包裝解決方案。公司稱該解決方案成本低、速度快、零錯誤，有助將人工包裝成本降低50%以上。他們將其用途擴展到生產、加工和QC操作領域，並希望其廣受好評的解決方案獲得行業認證。

“TradeLink has become a supply chain solution partner of global importers/brands since late 1999. The industry-recognised certification supported us to better sell our scan-&-pack solution, which resulted in an increase of clients' packing efficiency by up to 30%, providing us an upper hand in the competitive market environment.”

「自1999年成立以來，TradeLink已成為全球進口商/品牌的供應鏈解決方案合作夥伴。業界認證能讓我們更有效推銷我們的掃描及包裝解決方案，從而使客戶提升包裝效率達30%，亦讓我們在競爭激烈的市場中佔盡上風。」



Daniel Entac
Managing Director
董事總經理

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

- GS1 HK Academy: Solution Certification Programme

應用的GS1標準或方案/服務

- GS1 HK學院: 解決方案認證計劃



Solutions

Realising GS1 as a neutral, not-for-profit global organisation with expertise in supply chain, TradeLink joined GS1 Hong Kong's Solution Certification Programme (SCP) to ensure its solution complies with the globally-recognised GS1 Standards and international best practices, hoping to further strengthen their position as an enabler linking up suppliers globally.

TradeLink has now obtained certification from GS1 Hong Kong on its Scan and Pack Solution. There are 4 testing scopes for such certification, including identification, supplementary information, capture and operation flow. The scope of operation flow is comprised of 4 processes: scan and pack, Advance Shipment Notice (ASN) generation and submission, ASN validation, shipment visibility and status, in which TradeLink has excelled. A test report was thus issued to the company, assuring its scan-&-pack solution complies with international standards.

Owing to the accreditation, they were able to upsell and convince customers like suppliers for Ralph Lauren to use the certified, upgraded version of the solution. Instead of traditional barcode-based solution, the GS1-endorsed RFID-based solution is now adopted. This not only helps TradeLink boast bigger business but also instill greater trust for customers in TradeLink and its solution. It is beginning to become a competitive advantage for the company to attract potential clients.

Benefits

1. Increased confidence for customers, supporting sales in their business dealing process
2. Boost company image and competitiveness with the opportunity to reach out to new clients

解決方案

TradeLink認為GS1在供應鏈專業上具備豐富知識和經驗，亦信任其中立及非牟利國際組織的角色，因此公司參加了GS1 Hong Kong的解決方案認證計劃(SCP)，以確保他們的解決方案符合全球標準及最佳實務，期望強化公司在聯繫全球供應商的推動者角色。

TradeLink現已獲得GS1 Hong Kong的掃描和包裝解決方案認證。該認證在4個範疇去進行評估，當中包括識別、補充資訊、擷取及操作流程。操作流程範疇涵蓋4個步驟，包括掃描及包裝、建立及發出預先付運通知(Advance Shipment Notice, ASN)、ASN驗證、物流狀態及訊息透明度。TradeLink在這幾項都表現卓越，而TradeLink亦獲得了該評估報告，證明其掃描及包裝解決方案符合國際標準。

TradeLink成功向其客戶如Ralph Lauren的供應商推薦該獲認證的解決方案，以RFID掃描及包裝解決方案取代了以條碼為基礎的系統，為客戶升級。這不但有助提升公司銷售額，亦讓客戶對公司及其方案更有信心。獲認證的解決方案有助TradeLink建立競爭優勢，吸引潛在客戶。

效益

1. 加強顧客信心，助銷售人員售賣推廣
2. 提高公司形象和競爭力，為接觸新客戶帶來更多機會

GS1 Hong Kong 香港貨品編碼協會

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

香港灣仔告士打道160號海外信託銀行大廈22樓

T 電話 (852)2861 2819 | F 傳真 (852)2861 2423 | E 電郵 info@gs1hk.org

www.gs1hk.org

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