Hong Kong retailer **PARKnSHOP** sees multiple benefits from implementing Verified by GS1

百佳超級市場因推行Verified by GS1而獲益良多

Replacing one-at-a-time manual GS1 GTIN checks with batch-sized automation through Verified by GS1 allowed PARKnSHOP to reduce the time needed to list products.

百佳超級市場利用自動化GTIN批量驗證的 Verified by GS1方案，取代逐個檢查GTIN 的人手程序，加快產品上架速度。

Product ID 產品編號
Company name 公司名稱

GTIN 全球貿易貨品編碼：**9504002100016**
Brand name 品牌
Product description 產品描述
Product Image URL 產品圖片網站
Global product category 全球產品類別
Net content & unit of measure 淨含量和計量單位
Country of sale 銷售地區

Challenge 挑戰

As part of their commitment to provide accurate product listings, PARKnSHOP's supply chain team previously checked each new product's GS1 Global Trade Item Number® (GTIN®) manually.

百佳供應鏈團隊過往需要人手檢查每件新產品的GS1全球貿易貨品編碼(GTIN®)，確保能提供準確產品資料。

Solution 解決方案

PARKnSHOP now queries batches of GS1 GTINs in Verified by GS1 and instantly gets feedback for all items.

百佳現在只需利用Verified by GS1方案的GS1 GTINs批量驗證功能，便可即時獲得所有產品的核實結果。

Benefits 好處

PARKnSHOP's product listing process is efficient and streamlined. What used to take days, now only takes a few hours.

現時百佳的產品上架流程更精簡、更高效，由以往幾天時間縮短至只需幾個小時。

PARKnSHOP is Hong Kong's leading supermarket chain and one of the most trusted brands in Hong Kong. Part of the A.S. Watson Group, PARKnSHOP has about 260 physical outlets in Hong Kong and Macau as well as a thriving e-commerce market.

"We provide a wide range of products for our customers to purchase both online and in our stores," explains Garrick Chan, PARKnSHOP Supply Chain Director, "and we frequently update and refresh our product range, in order to ensure that our customers stay excited."

PARKnSHOP believes in the GS1 GTIN and understands well the efficiencies of the GS1 system of standards. The company has long-established control points to make sure every product's GS1 GTIN is validated before it is listed.

百佳是香港領先的連鎖超市，也是香港最值得信賴的品牌之一。作為屈臣氏集團旗下公司，百佳在香港和澳門擁有約260家實體店，而其電商業務亦發展得有聲有色。

百佳供應鏈總監Garrick Chan表示：「我們提供多元化產品供顧客在網上和門店選購，同時經常加入新產品系列，讓顧客持續有驚喜。」

百佳深明GTIN及GS1標準體系所帶來的效用，長久以來已在產品上架程序上設有監管措施，確保每件產品GTIN都經過驗證。

> **Accurate GTINs help us ensure that our supply chain flow is error-free, whether in catalogue planning, planogram design, ordering, supplier delivery to our warehouse and to retail shops—and even for our customers.**
> 準確的GTINs有助我們確保供應鏈流程無誤，無論是在產品目錄規劃、貨架設計、訂購、供應商交付到我們的倉庫和零售店，以至送貨到顧客手上都有條不紊。

- Garrick Chan, PARKnSHOP Supply Chain Director
百佳超級市場供應鏈總監Garrick Chan

Manual processes

For years, PARKnSHOP staff manually checked every GS1 GTIN one by one: an obviously time-consuming and inefficient method that limits the quantity of GS1 GTINs that can be processed on any given day.

So, in February 2021, when GS1 Hong Kong introduced Verified by GS1 to PARKnSHOP, the retailer was immediately interested: "We were very keen to grasp this opportunity to improve our business," says Garrick Chan.

Being an early adopter of Verified by GS1 was also completely in line with the A.S. Watson Group's commitment to support The Consumer Goods Forum, as they work to empower the digital transformation with accurate and better product information.

手動流程

多年來，百佳員工需要人手逐一檢查每個產品GTIN的準確性，既費時亦低效率，每天只能檢測有限數量的GTIN。

2021年2月，百佳對GS1 HK的Verified by GS1服務充滿期待，Garrick稱：「我們很希望這會改善供應鏈的運作效率。」

百佳率先應用Verified by GS1服務，同時可配合屈臣氏集團對消費品論壇(Consumer Goods Forum)的承諾，銳意通過準確和優質的產品信息來推動數碼轉型。

Product found and complete.
This number is registered to PARK'N SHOP LTD.

	04898118944639
GTIN	SELECT
Brand name	
Product description	SELECT QUICK COOKING OATMEAL FREE200G 1KG+200G
	佳之選 快熟燕麥片送２００克 1KG+200G
	佳之選 快熟燕麥片送２００克 1KG+200G
Product image URL	https://www.barcodeplus.com.hk/eid/resource/libx/dfile/g... Download
Global product category	Cereal / Muesli Bars [10000287]
Net content	200 GRM
Country of sale	HK
Last modified	2022-02-17 17:27:57
MO of record	GS1 Hong Kong, China

Benefits quickly visible

PARKnSHOP's GS1 GTIN validation process for a batch of new items now only takes hours instead of days. "Within a few months of implementing Verified by GS1," says Garrick Chan, "our product listing processes were streamlined. We can query a big batch of barcodes in the system and instantly get back the feedback for all items—all in one go, without limitation on the number of GS1 GTINs."

Thanks to Verified by GS1, PARKnSHOP can reinvest their resources into other tasks and projects that bring more value to their business. They are also avoiding the bottlenecks they used to face whenever they want to add a large set of new items to their product listings.

Less than a year after going live with Verified by GS1, Garrick Chan and his team are fully convinced by its benefits and value: "Having accurate product information flowing along our supply chain has helped us achieve efficiency."

Information they can trust

Another benefit the retailer has found in using Verified by GS1: access to a single source of trusted information. PARKnSHOP is increasingly selling products that come from all over the world. Because Verified by GS1 is linked to the GS1 Registry Platform, the company can check the GS1 GTINs of all of their products, no matter where they were sourced.

好處迅速顯現

百佳現時對新商品的GTIN驗證流程由幾天縮短至幾個小時。Garrick表示：「Verified by GS1服務大大簡化了我們的產品上架流程。我們可以在系統中查詢一大批條碼，並立即獲取所有項目的結果 — 既一次過、亦不受數量限制。」

憑藉Verified by GS1服務，百佳可集中資源在其他更有價值的業務和項目，還可免除將大批新產品上架時遇到的困難。

Garrick和其團隊應用Verified by GS1未及一年，已對其優勢和價值深信不疑：「準確的產品信息幫助我們提高了供應鏈的運作效率。」

顧客信賴的資訊

Verified by GS1服務為零售商帶來的一大優勢是單一可靠的資訊來源。百佳銷售來自世界各地的產品數量愈來愈多，而專責登記產品數據的GS1全球註冊平台（Global Registry）已與Verified by GS1系統對接，因此無論它們來自何處，公司都可以核查其所有產品的GTIN。

Better online experiences

Garrick Chan notes that using Verified by GS1 also enhances the experience of their online shoppers.

Since nowadays many customers shop online—where they cannot physically see or touch a product—accurate and complete product information has become an extremely important part of the purchasing decision.

With Verified by GS1 connecting them directly to information provided by brand owners themselves, PARKnSHOP can get trusted and up-to-date product descriptions, images and more into their listings of product master data and then onto the web pages of their online shop.

"It's not only about efficiency and speed," Garrick Chan says, "it's also about accuracy and alleviating the legal risk of incorrect product information."

更優質的網上體驗

Garrick表示使用Verified by GS1還可以增強消費者的網上體驗。

顧客在網購時都無法親眼看到或觸摸產品，因此準確和完整的產品信息對選購決定極其重要。

Verified by GS1能直接與品牌負責人所提供的資料對接，百佳便可將可靠可信的最新產品描述、圖像等放上其主產品數據庫，然後發佈至其網店頁面。

Garrick說：「這不僅關乎運作效率和速度，還涉及準確性及減少產品信息不正確所帶來的法律風險。」

> At PARKnSHOP, we believe in GS1 global standards. Only through a collaborative effort from brand owners, retailers and e-tailers can we build a reliable and trusted commerce ecosystem around the world.
> 百佳相信透過GS1全球標準，以及品牌持有人、零售商和電子零售商的共同努力，我們可建立出一個可靠可信的全球商貿生態系統。

- Garrick Chan, PARKnSHOP Supply Chain Director
百佳超級市場供應鏈總監Garrick Chan

For Brands

✔ Simplified listing process and faster time to market

✔ Data quality visibility and insights

對於品牌

✔ 簡化的上架流程及加快推出市場

✔ 提升數據質量可見程度和市場洞見

For Retailers

✔ Reduced time and costs to gather and verify data

✔ Optimised business processes

對於零售商

✔ 減少收集和驗證數據的時間和成本

✔ 優化業務流程

For Consumers

✔ More reliable product information

✔ Increased satisfaction and fewer returns

對於消費者

✔ 更可靠的產品信息

✔ 提升使用者滿意度和減少退貨

> " Verified by GS1 creates a triple win for brands, retailers and consumers: simplifying the datasharing process for brands, accelerating the listing process for retailers, and ultimately, providing reliable product information and a richer experience for consumers.
> Verified by GS1為品牌、零售商和消費者創出三贏局面：品牌商能簡化數據共享的過程，零售商可加快產品上架流程，最終為消費者提供可靠的產品信息和更豐富體驗。"

- Norman Yum, PARKnSHOP Managing Director
百佳超級市場董事總經理任良安

About PARKnSHOP

PARKnSHOP believes in better living through better eating. We have about 260 stores in Hong Kong and Macau, with different store formats to meet the needs of different customer segments. With an aim to provide seamless O+O (Offline plus Online) experiences, PARKnSHOP's eShop and mobile application offer added convenience to tech-savvy customers to shop from anywhere, anytime. Over 230 stores provide the "Click & Collect" service for customers to pick up in store after shopping online. PARKnSHOP is a member of the A.S. Watson Group, a subsidiary of CK Hutchison Holdings Limited.

www.parknshop.com

關於百佳

百佳深信，優質的食材能為大眾帶來更美好的生活。百佳超級市場致力為顧客提供無縫的O+O(線下及線上)體驗，超過約260間不同類型店舖遍佈港澳，及透過網上商店和流動應用程式，讓顧客隨時隨地選購貨品。當中超過230間提供「店取易」服務，方便顧客網購店取。百佳超級市場是長江和記實業有限公司附屬公司屈臣氏集團的成員之一。

www.parknshop.com

About GS1

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of "the 50 things that made the world economy." GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 116 countries, 2 million user companies and 6 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

www.gs1.org

關於GS1

GS1是一個中立、非牟利組織，負責研發和維護全球最為廣泛使用的全球標準，實現高效的商務溝通。GS1條碼全球知名，英國廣播公司(BBC)更稱之為「50件影響全球經濟事件」之一。GS1標準為25個不同行業的實體和數碼供應鏈渠道改善了效率、安全性和可見度。我們的規模和覆蓋範圍包含116個國家的當地分會、200萬用戶公司和每天60億筆交易，確保GS1標準成為支援全球各系統和交易流程的通用語言。

www.gs1.org

About Verified by GS1

Verified by GS1 is a repository of product data that helps organisations answer the question: "Is this the product that I think it is?" Brand owners use Verified by GS1 to associate seven core attributes with each of their products: the product's GS1 GTIN, brand name, description, a URL of a product image, its GS1 Global Product Category (GPC) code, the net content and unit of measure and the country of sale. With the help of Verified by GS1, brand owners, retailers and marketplaces can build rich consumer experiences that deliver trusted, brand-sourced product data, which drives confidence, satisfaction, loyalty—and ultimately, increased efficiency and growth for their businesses.

www.gs1.org/verified-by-gs1

關於Verified by GS1

Verified by GS1作為產品數據庫，能回應機構對產品真確性的問題。品牌持有人使用Verified by GS1賦予每個產品7個核心屬性：產品的GS1 GTIN、品牌名稱、描述、產品圖片的網址、其GS1全球產品類別代碼(GPC)、淨含量、計量單位和銷售地區。在Verified by GS1的幫助下，品牌持有人、零售商和市場可以構建豐富的消費者體驗，提供可信、源自品牌的產品數據，從而增加消費者的信心、滿意度和忠誠度，並提高其業務的效率和發展。

www.gs1.org/verified-by-gs1