

Bridgepoint HK Co. Ltd. 博橋香港有限公司

Defending the Interest of Customers and
Businesses with Anti-Counterfeiting Weapon
防偽打假神器 維護顧客商家利益



About the Company 公司簡介

Bridgepoint HK Co. Ltd. is the exclusive agent of American premium fish oil supplement brands Omegavia and InnovixLabs in Hong Kong, Macau and Mainland China, responsible for their brand development and sales in the region. The products high purity is conceived in the market as “medicine—graded purity”. Besides premium products, the company is armed with leading production technology that offers users purer, safer and more effective protection.

博橋香港有限公司是美國專業級高純度魚油品牌 Omegavia 和 InnovixLabs 在香港、澳門和中國大陸地區的獨家代理商，負責區內的品牌推廣和銷售。其品牌的高純度產品被稱為「醫藥級純度」的魚油。除了優質產品，該公司亦有行業先進的製造技術，為用家提供更加純淨、安全和有效的保障。

Background 背景

According to HKTDC Research, the total sales of health food in China was around RMB222.7 billion in 2019, and is expected to reach RMB330.7 billion in 2021. Eyeing the opportunity, BridgePoint HK Co. Ltd. reached an agreement with a US pharmaceutical company to market OmegaVia and InnovixLabs high purity fish oil with trademarks in Hong Kong and China, taking charge of their local brand building and development, sales and marketing, pre- and after-sales services.

With the increasing branding efforts and rising popularity, third-party logistics service providers are needed to support its fulfillment, the company began to find products in different questionable e-com channels and even some pirated labels. Customers had called to ask about the quality of those products, or to exchange for the real ones with those from suspicious sources. When customers enquired how to authenticate the goods, BridgePoint believed they need an anti-counterfeit solution not only providing quality seal and authenticity proof, but also serving as a tool to manage third-party warehouse in caring customer service delivery.

香港貿發局經貿研究的數據顯示，2019年中國內地保健品市場的銷售額約2,227億元人民幣，預期2020年更會升約5成*。為搶佔商機，博橋香港有限公司自2015年起便和美國保健品生產商達成協議，在中國大陸和香港註冊OmegaVia和InnovixLabs商標銷售高純度魚油，並負責品牌建立及維護、推廣銷售、售前售後服務等。

隨著品牌的廣告力度加大、知名度提升，同時公司亦需要第三方物流商的倉庫協調發貨，逐漸發現在電商渠道出現來歷不明、以至剽竊商標的產品，也有顧客查詢由非正規渠道出售商品的品質問題，或由不明渠道獲得的商品來更換品牌真貨。顧客曾詢問公司如何驗明正品，因此，博橋認為商品需加貼防偽碼，除了是正貨、品質的保證，也是對第三方倉庫的一個規管、一個代表良好服務的標誌。

“As the online market in Mainland China flourishes, consumers are valuing more on brand equity and product quality. As the sole agent of the US leading fish oil brand OmegaVia in the market, our core value is to stay true to integrity and offer genuine products at fair price, we will do all we can to prevent counterfeits. GS1 Hong Kong’s REAL Barcode meets our needs, and brings our customers a seal of trust.”

「隨著香港及國內網購市場日趨成熟，消費者越來越重視品牌商譽及產品質量。作為美國領先的專業魚油品牌Omegavia的獨家代理，我們的經營理念亦是信譽第一、貨真價實，所以不容有冒牌或假冒產品存在。GS1 Hong Kong『真的碼』便正切合我們的理念，為我們顧客帶來信心保證。」

Mr. William Wu,
CEO
行政總裁 William Wu先生

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

- REAL Barcode Authentication Solution



應用的GS1標準或方案/服務

- 「真的碼」條碼驗證解決方案



Solutions

BridgePoint selected GS1 Hong Kong as partner because its not-for-profit and global organisation background can offer the consumer confidence. Besides, GS1 HK's REAL Barcode solution, powered by patented anti-forgery printing technology and a robust data platform, can help protect their customers, fight the fakes and preserve their brand equity, which is ubiquitous in the market.

A habit to scan products using WeChat for customers in Mainland China, it is growing common among mobile phone users in Hong Kong as well. Every OmegaVia and InnovixLabs product is now sealed with a unique REAL QR on the package, convenient to enable consumers in both regions to authenticate products with one code. In the past 2 months, many customers have scanned the products to clear up doubts.

BridgePoint has been promoting how consumers can identify the real from fakes using REAL Barcode, at the prominent areas of its flagship e-shop like product page. Receiving enquiries about QR code scanning from time to time, the company is enabled to check the backend data platform to examine and address the issue for each customer, raising the customer service level backed by GS1 Hong Kong's full support.

* 香港貿易發展局經貿研究, 2020年8月5日,《中國保健食品市場概況》
<https://research.hktdc.com/tc/article/MzA4NzQ3NzUw>

† Hong Kong Trade Development Council Research, 5 August 2020, 《China's Health Food Market》
<https://hkmb.hktdc.com/en/MzA4NzQ3NzUw/hktdc-research/China%E2%80%99s-Health-Food-Market>

Benefits

REAL Barcode solution boosts consumers' confidence in OmegaVia and InnovixLabs and:

1. Facilitate access to China's health supplement market with a mark of quality and authenticity
2. Control third-party logistics service providers and reveal their wrongdoings
3. Achieve better after-sales service and reinforce brand reputation.

解決方案

博橋首選香港貨品編碼協會(GS1 HK)作為合作夥伴,不但因為其非牟利國際組織背景、有助增強消費者信心,其「真的碼」解決方案具備專利的防偽加密印刷技術,配合強大的後台數據庫,能保障顧客、打假溯源、維護商譽,是市場中難得的方案。

國內顧客經常使用微信掃描識別產品,而香港手機用戶掃描情況亦日益普及。現時公司在OmegaVia和InnovixLabs品牌的每件產品,都會在包裝封口加貼獨一無二的QR「真的碼」,該防偽碼在兩地都能讓消費者驗證產品真偽,非常方便,在使用2個多月來,已有不少顧客掃描驗證,消除疑慮。

博橋在網上旗艦店的顯眼位置如產品頁面,向消費者介紹可用「真的碼」去辨識正貨。公司偶爾收到國內顧客有關掃碼問題的查詢,而GS1 HK能提供完善支援,讓其通過後台數據庫查看顧客掃碼時的問題,作出針對性處理,為公司提升客戶服務質素。



效益

「真的碼」方案提升消費者對OmegaVia和InnovixLabs品牌的信心:

1. 更易打入國內保健品市場,成為正貨及品質的標記
2. 管理第三方物流供應商,讓違規者無所遁形
3. 為顧客提供更佳售後服務,鞏固商譽

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