

ThinkThing Studio

Decoding the Secrets for Authentication and Customer Engagement 「碼」上防偽兼與客互動

About the Company 公司簡介

Established since 2011, ThinkThing Studio Limited is a design and consulting firm that provides clients with innovative design solutions. Their works encompass products and packaging, graphics and identity, exhibitions and installations, content creation and editorial design, websites and social media marketing, fashion and styling.

成立於2011年的THINKTHING Studio Limited是一家設計和諮詢公司，專為客戶提供創新的設計方案。創作作品包括產品和包裝、平面設計及品牌標記、展覽和室內裝置、內容創建和編輯、網站和社交媒體營銷、及服飾造型。

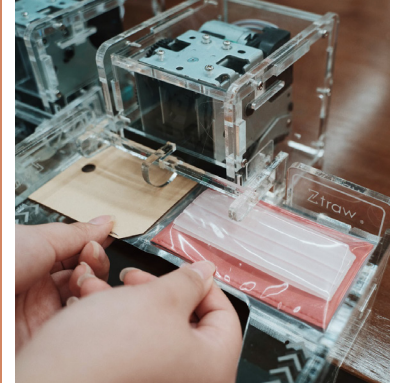
Background 背景

Much progress has been made for the intellectual property development of technologies, logos and songs, but for product design, the piracy situation has yet to be under control. Jason Li, Managing Director of ThinkThing Studio, recalled designing an award-winning, octagon-shape based LED table lamp 10 years ago, and found the same product appeared in a large homeware store years later, using exactly the same mini-USB port, which is now outdated.

The company team took 2 years afterwards to engineer and produce a reusable, foldable, card-sized drinking straw, which received much acclaim and more than 3,500 orders via online crowdfunding. The drinking tube used certified food-grade recyclable materials sprinkled with patented antibacterial agent from Korea, made it easy to clean. Because of the product forgery experience in the past, the company has immediately applied for patent, and also determined to “fight the fakes” with technology.

知識產權在科技、商標、歌曲等領域上發展逐漸成熟，但在產品設計上仍見不少「山寨」、「老翻」產品。ThinkThing Studio董事總經理李崇山約在10年前創作出一支可多角度擺放的獲獎檯燈，在數年後卻在大型家品店中看到一模一樣的產品，並仍沿用著當年設計的Mini USB插口。

公司團隊其後用了2年時間，設計生產出一張卡片大小、可摺可拆的可重用飲管Ztraw，並以網上眾籌獲得逾3,500個預訂，大受歡迎。該飲管以可食用安全級別的再生物料製成，灑上韓國專利的抗菌劑，亦容易清洗。由於當年被剽竊的經歷，所以公司馬上為設計申請專利，並決定利用科技方案去打擊偽冒。



“It is remarkable that GS1 Hong Kong can offer one-of-a-kind solution in the market that integrates product authentication and member registration. We had sought help from overseas software engineer but somewhat difficult to work with, which is why we favour the integrated solution by GS1 Hong Kong and its partner.”

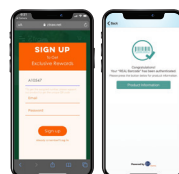
「香港貨品編碼協會能夠結合驗證真偽和登記會員兩種功能二合為一，應在市場絕無僅有；有試過找外國的軟件工程師幫忙做同類方案，但雙方難以配合，最終還是使用香港貨品編碼協會與其夥伴提供的一條龍方案。」



Mr. Jason Li,
Managing Director
董事總經理 李崇山先生

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

The company used GS1 Hong Kong's "Real Barcode" solution that allows consumers to verify product authenticity and protect its brand. The solution integrated patented anti-forgery micro printing, multi-layered tamper-resistant security features and GS1 standards on barcode labels to prevent forgery.

To collect buyers' opinions and improve existing designs, ThinkThingStudio turns the solution into part of its member programme to connect with buyers and build its user database. When the buyer scans the "Real Barcode" on the Ztraw package, a unique membership number will be automatically generated, equivalent to a Ztraw ID card. After filling in simple information, the buyer can receive discounts in future.

Endorsing the solution, the company believes it is unique in the market that achieves dual purposes: fight the fakes and collect customer data. With thousands of buyers registered, it will facilitate new product promotion in the future. Despite facing obstacles during deployment, GS1 Hong Kong and its technical partner had been committed to resolving the issues, ultimately fully meeting the needs of the company.



Benefits

REAL Barcode benefits ThinkThing Studio in below ways:

1. Turn thousands of buyers into members quickly, enabling demographics analysis and targeted promotion
2. Enable customers to authenticate products, which helps in building consumer trust and protecting brand

解決方案

公司運用了香港貨品編碼協會 (GS1 HK) 「真的碼」(REAL Barcode)方案，讓消費者驗證真偽、保障品牌。方案以專利的防偽技術製成標籤，包括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。消費者只需以手機掃描該標籤、啟動GS1 HK「真的碼」手機app再次掃描，便能立刻驗證產品真偽。

ThinkThing Studio更將方案變成會員計劃一部份、與買家連繫，冀建立用家數據庫，方便聆聽意見、改良現有設計。當買家掃描Ztraw包裝上「真的碼」時，便會自動獲編配一個獨一無二的會員號，等同該Ztraw的身份證，而顧客填寫簡單資料後，便隨時收到優惠通知。

公司認同該方案在市場上罕見，有助打擊冒牌之餘更可收集顧客資料，至今已有了過千買家登記，便利日後公司作新產品推廣。部署方案期間雖有窒礙，但GS1 HK及其技術夥伴團隊盡心解決問題，最終將方案調整至完全符合公司要求。

效益

「真的碼」方案為ThinkThing Studio帶來以下好處：

1. 快速吸納過千買家成為會員，方便分析客路、作針對性產品推廣
2. 顧客能辨識真偽，增加信心亦維護品牌聲譽

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