

Business to Business to Consumer Service with GS1 QR Codes

Recently, the needs of providing multi-language product information to consumers have increased in the wake of a growing number of foreign visitors, spread of cross-border e-commerce and other circumstances. On the other hand, consumers also have become more influential amid expansion of Social Networking Services (SNS), which makes manufacturers more focus on preparing for unexpected recalls as well as securing the product safety. The government is currently under consideration to revise the Food Sanitation Act for introducing a reporting system of food recall/retrieval information adding to enhancing their food safety effort. To respond this trend, TDN International Ltd. (hereinafter called "TDN") released free app scodt®. This app leverages GS1 QR codes and enables manufactures to offer the product instructions, notices/recalls in multi-language. With the app, consumers can claim for recalls or repairs easily.

Overview of scodt®

TDN issues GS1 QR code for each product after registering the product information from the

brand owners into its systems. GTIN (AI (01)) and URL (AI (8200)) are encoded into the GS1 QR code. The brand owners display those codes on their products.

Consumers can access detail information, user's guides, and websites in multi-languages by scanning the GS1 QR codes on product.

In addition, safety information can be provided: for example, the application notifies consumers with dates of required maintenance, the expiration date of proper use. If a product is recalled, the system sends push notification to the consumers who ever accessed the information of the recalled product through scodt®, in response to the request from the brand owner.

Fig. 1 scodt®



Fig. 2 Multi-lingual detailed product information on the app



Use cases

A Japanese Sake Brewery Hayakawa Brewing Co., Ltd. which was established in 1873, is based in Mie Prefecture, western Japan. Recently, Japanese Sake is getting popular abroad. Many of 1800 or more Sake brewers in Japan tend to sell their products not for retailers/consumers directly. They depended on particular wholesalers to sell their product. Therefore, the brewers did not have to provide their product information to consumers, either. However, this company recently thinks that it is essential to offer the detail information to foreign consumers in multi-languages. Therefore, Hayakawa Brewing decided to adopt scodt®.

A Cosmetics Firm

Fig. 3 shows skin care products made from malted rice, which is used for brewing Sake. They are used being mixed with a little water. By scanning GS1 QR codes on products through the application, the manufacturer can provide consumers with usage instructions in several languages including Japanese and Chinese.

Fig. 3 Skin Care Products with GS1 QR codes



Conclusion

To receive fair acclaim on a product from consumers, it has become more important to deliver them with the information about its correct usage. The consumers may want to know to-the-point information such as tips to appreciate their flavor, or foods that go with sake. In the field of cosmetics, it is important to offer the information about proper method for using. Moreover, when a product is recalled, its manufacturer must provide the information to their customers, without delay. In conclusion, offering more detailed product information with GS1 QR codes will offer new consumer experiences.

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