

# Maruwa Japanese Food Limited 丸和日式食品有限公司

Crave for Japanese Food Revived QR Code Draws New & Young  
日式食品受追捧 二維碼吸年青新客



## Background 背景

Maruwa aims to attract new customers and younger generations through new product packaging to promote their products via online channels and strengthen consumer engagement.

丸和日式食品欲透過全新產品包裝吸納新顧客與年輕客群，並通過網上渠道宣傳產品，加強與消費者互動。

## Solution 方案

The new packaging incorporates “1QR”, GS1 HK’s 2D barcode, which allows consumers to access detailed product information, latest offers and play games to win products.

新包裝採用GS1 HK的2D條碼「1QR」，消費者手機簡單一掃，就能查閱產品詳情、最新推廣及玩遊戲贏獎品。

## Benefits 效益

“1QR” helps Maruwa promote merchandises, tap into new market segments and elevate consumers’ trust in products, while minimise outdated information on printed matters.

「1QR」有助丸和宣傳新品、開拓新客、提升顧客對產品的信心，並減少紙本宣傳品資訊過時問題。

## Background

Originating from Taiwan, Maruwa Japanese Food Limited focus on the production of Japanese-style frozen food and has witnessed the rapid development of modern supermarkets in China during the 1990s. The company became the first-generation frozen food supplier for well-known international supermarkets such as Walmart and Carrefour in China.

Specialised in fish products such as eel, octopus, abalone, as well as various types of cooked food and meal boxes, Maruwa wants to attract new customers and younger generations with new product packaging. To facilitate promotion and enhance interaction with both new and existing customers, the company has implemented the new generation GS1 barcode - "1QR" on their new product packaging.



## Solution - Engage with Customers using 1QR

Maruwa applies "1QR" - a GS1 Digital Link standard-based QR code - on its roasted eel and abalone products, so that diverse product information such as origin, ingredients, nutrient values, etc., could be shown to consumers with a simple mobile phone scan.

### Uplift Confidence and Marketing

Whereas product details provide consumer with clarity and credibility, such information can be easily updated through a back-end system, allowing the company to deliver different offers at different period by using the same "1QR", without changing product packaging. This facilitates consumer engagement and marketing with easy access to the latest promotions, and rules out any outdated information on printed materials available in the market.

## 背景

源自台灣、從事日式冷凍食品生產的丸和日式食品有限公司經歷了90年代中國現代超市的急速發展，是沃爾瑪、家樂福等知名國際超市在中國的第一代冷凍食品供應商。

丸和專營鰻魚、八爪魚、鮑魚等魚類產品，同時售賣不同類型的熟食及飯盒，希望透過全新產品包裝吸納新顧客與年輕客群。為方便宣傳及加強與新舊顧客互動，公司在新產品包裝上應用新一代GS1的2D條碼 - 「1QR」。



## 方案 - 1QR 與顧客互動

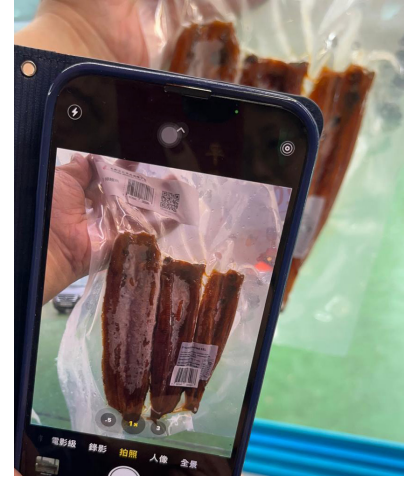
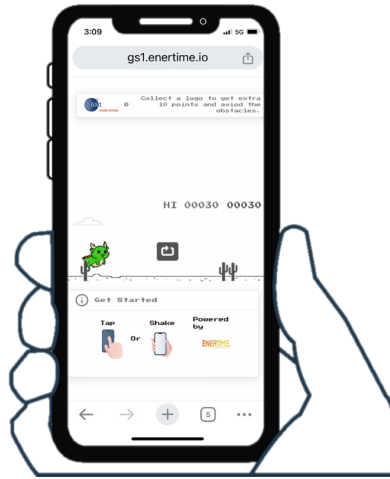
丸和現時在即食鰻魚和鮑魚產品上都應用以GS1 Digital Link作標準的「1QR」二維碼，讓消費者用手機簡單一掃，就能查閱產地、成份、營養資料等產品詳情，並可瀏覽公司的最新推廣資訊，以及玩小遊戲贏取食品。

### 增信心、助營銷

公司除了展示產品資訊增加消費者信心外，同時只需在後台系統更新，即使不更換包裝亦可於不同時段以同一個1QR推出各種優惠，並方便顧客網上獲取最新產品資訊，做好消費者互動及市場營銷，更有助解決紙張宣傳品的過時資訊問題。

The company also creates a mini game for customers to play and win rewards with the use of 1QR, gaining wider traction in market.

另外，公司亦善用1QR讓顧客參加小遊戲贏取不同產品，以作宣傳用途。



The company expects that 1QR can increase customer confidence, boost repeat purchase, and establish long-lasting customer relationships through regular update of marketing information on webpage.

公司期望「1QR」有助提升顧客信心、有利增加回購率，並透過定期於網頁上發放的最新市場推廣資訊，建立持久的客戶關係。

“

Maruwa selects only high-quality fish products for customers. With 1QR, we can gain their trust by showing product information such as origin, ingredients, nutritional value, etc, also publish latest information and offers on 1QR webpage to engage consumer by digital means, this does not only reduce paper waste but also address the problem of outdated information on printed matter and help save the environment.

「丸和食品嚴選各地優質魚類製品，顧客掃描『1QR』後可得知食品產地、成分、營養價值等資料，增加食用信心。我們亦於1QR網頁上定期發放最新資訊和優惠，以科技與更多顧客互動，亦減少用紙，排除印刷品資訊過時的問題、力求環保。」”



Lulu Sun, Person-in-charge  
負責人 孫孟汝女士

## Benefits

GS1 HK's 1QR supports the long term growth of :



Consumer can read product details, latest promotions and discounts with a simple scan



Prevent outdated information on printed materials and save paper to go green



Collect and analyse the scanning records of different products to better shape marketing strategies



Meet the new shoppers' preference by engaging them in both online and offline channels

## 效益

GS1HK的1QR幫助丸和食品長遠發展：

方便顧客以手機掃「碼」，查看產品資訊及最新推廣

解決印刷宣傳品的過時資訊問題，減少浪費紙張

收集及分析產品的掃描紀錄，制定針對性營銷策略

迎合新消費模式，線上線下接觸消費者

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

- 1QR

## 應用的GS1標準或方案/服務

- 1QR

## About the company

Maruwa is originated from the famous Peitu Frozen Food in Taiwan. It is one of the first companies to introduce Japanese technology to produce various fish products. With more than 60 years of manufacturing experience, Maruwa has been serving Hong Kong and Southeast Asia markets with premium products globally since 2005.

## 公司簡介

丸和公司源自台灣著名的北都冷凍食品公司，是一家率先引進日本技術生產各類魚製品、擁有60多年食品生產經驗的公司，自2005起為香港及東南亞地區的客戶提供各國優質產品。

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