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**Case Study:**

GPAS Enterprise Traceability Services

# Micro Focus & QBID in partnership with Zycia as the brand launches into the Chinese Market

## Zycia

**Zycia**, means 'life' and the company is dedicated to providing the best nutritional advice combined with premium nutritional supplements that work in harmony with Mother Nature to provide optimal pre and postnatal nutrition to promote and support life in its earliest stages.

**Zycia** was founded in 2014 by Tasha Jennings ND and has grown exponentially to become a leading provider of nutritional supplements in Australia.

## QBID

Quality Brands International Direct (QBID) provides cost effective turn-key solutions for commercial entry into the world's fastest emerging markets.

**QBID** is an ethical brand representation service, assisting to expand and manage brand owner networks, launch brands on major e-commerce platforms, develop contacts internationally, provide brand representation at trade shows overseas and facilitate transition to physical shelf space in global markets.

QBID has an official partnership agreement with the leading e-commerce platform providers in China, JD worldwide (JD.com).



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## QBID and Micro Focus Strategic Alliance

Micro Focus and QBID's strategic alliance utilises Micro Focus GPAS technology to mitigate counterfeit risk, and uphold international brand equity.

The Micro Focus GPAS system provided by QBID, delivers an information dense QR code combined with both a unique serial code and guilloche fingerprint which is applied to individual Zycia products.

QBID is the exclusive provider of Micro Focus GPAS for Australian and New Zealand brands for use on JD worldwide (JD.com), JD worldwide is the number one online direct sales company in China and globally the 3rd largest revenue generating Internet Company.

**Step 1.**  
Receive product, scan GPAS QR code with phone



**Step 2.**  
Phone Automatically navigates to GPAS. Click 'Verify' button.



Editable text screen - Opportunity for continued brand dialogue and upselling opportunities

**Step 3.**  
Cross check unique guilloche with guilloche printed on bottle to confirm authenticity.



## Zycia launching into China!

Following Zycia's great success supporting Australian families through healthy pregnancies and beyond, in 2015 a decision to expand into the Chinese market was made and an agreement was reached with QBID for the commercialisation of Natal Nutrients in China.

Knowing the concern of Chinese mothers to provide the very best for their children and also knowing the high incidence of counterfeiting in China, **Zycia** was keen to implement Micro Focus GPAS technology onto the labels of the product.

Zycia opted for the guilloche deployment of Micro Focus GPAS, whereby a QR code is scanned using any readily available mobile phone QR code reader, including the ubiquitous Chinese WeChat scanner. The process of scanning the code, opens a website on the phone and returns a unique coloured fingerprint, which if genuine, would match exactly the fingerprint printed onto the product label.

An additional authentication message to the customer is delivered in the language of the customer's phone, and that the customer can clearly identify whether the unit of product is truly and absolutely genuine.

The same message also has links back to specific product education pages on JD.com, as well as to Zycia's websites to help reinforce the value of the product and to improve business opportunity for Zycia

