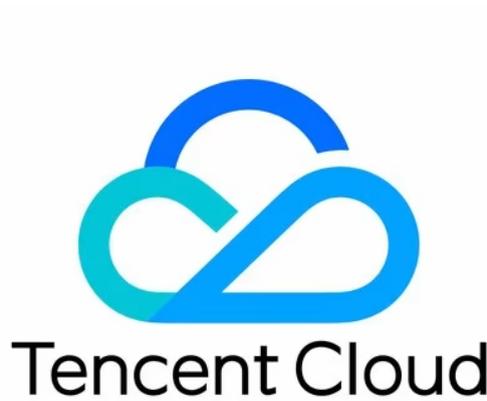


Tencent Reassurance Platform Practice Tutorial



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Overview

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Practice Tutorial

Origin Traceability Practical Tutorial

Overview

Last updated: 2026-03-12 09:47:14

Applicable Scenario

Applicable to basic traceability scenarios where both production and distribution processes cannot be included in the traceability management system. You can directly configure product traceability information, and consumers can scan the code to learn product traceability details.

Directions

1. [Prepare Preliminary Information](#)
2. [Configure Basic Link](#)
3. [Generate Code Package](#)
4. [Configure Traceability Batch](#)
5. [Print Code Package and Labeling](#)

Task One: Prepare Preliminary Information

Last updated: 2026-03-12 14:12:25

Prepare relevant enterprise information

Before using the TRP feature, prepare and upload the relevant enterprise qualification certifications according to different business categories. Ensure that all scenarios where the TRP feature is used are legally compliant. For specific categories and qualification requirements, please refer to [Enterprise Business Qualification Requirements](#).

Note:

All qualifications must be provided with scanned originals or photocopies stamped with the company's red seal, and signed photocopies of the legal person's ID card. The products sold must be within the scope of the license. All qualifications must be within the validity period.

Prepare product-related information

Prepare traceable goods and related information.

The content mainly includes (adjustable as needed): product name, specifications, product introduction (text, images, videos), product quality inspection report, origin information, etc.

Task 2: Configure the basic link

Last updated: 2024-11-29 14:20:48

Establish and maintain the association relationship between merchants and products.

Add a merchant

1. log in to [TRP console](#), in the left menu bar, click **Merchant Management**.
2. On the Merchant Management page, click **Create a New Merchant**, and configure the relevant parameters.

添加商户

商户名称

码来源

**安心平台**
在安心平台生成并下载符合您
商户规则的码包文件

**企业自有**
选择商户已有的生码服务，无
需在控制台生成

注：码来源选择后无法修改

备注

Parameter name	Description
Merchant Name	Enter the name of the merchant.
Code Source	<ul style="list-style-type: none"> Secure Platform: If the enterprise wishes to directly use the QR code generation capability provided by the Secure Platform, select "Secure Platform". The merchant can then generate codes through this platform. Enterprise-owned: If the enterprise has its own encoding system and wants the Secure Platform to perform scan recognition, display traceability information, or bind One Product One Code campaigns, select "Enterprise-owned". The merchant will not be able to generate codes through the Secure Platform and can only upload codes with a specific URL Prefix.
Remarks	Fill in according to actual requirements.

3. After confirming the content is correct, click **Confirm**.



Add Products

The Product Information Management Module includes functions to create, edit, and delete features. Use this module to establish the relationship between products and merchants. The merchant information to which the product belongs cannot be changed, and products with established traceability codes cannot be deleted.

1. Log in to [TRP Console](#), in the left-side menu, click **Product Management**.
2. On the product management page, click **Create New Product**, configure related parameters.

添加商品
✕

商品名称 * ✔

所属商户 * ▼

商品图片

点击上传

最多上传6张
 支持文件类型：jpg、jpeg、png,大小限制:5M
 建议使用正方形，推荐大小 800*800

商品规格

商品说明

Parameter name	Description
Product name (required)	Enter the product name to be configured.
Merchant Affiliate (required)	Enter the merchant associated with the product.
Product Image	Upload product image for remark purposes only.
Product Specifications	Enter product specifications, such as 500g/bottle.
Product Description	Enter product description for remark purposes only.

3. After confirming the content is correct, click **Confirm** to complete the product creation.

商品管理

添加成功 ×

新建商品

商品名称/所属商户

商品名称	商品图片	商品编号	所属商户	商品规格	商品说明	操作
操作手册测试商品	--	dy	操作手册测...	--	--	编辑 删除

Task 3: Generate Code Package

Last updated: 2026-03-12 14:15:59

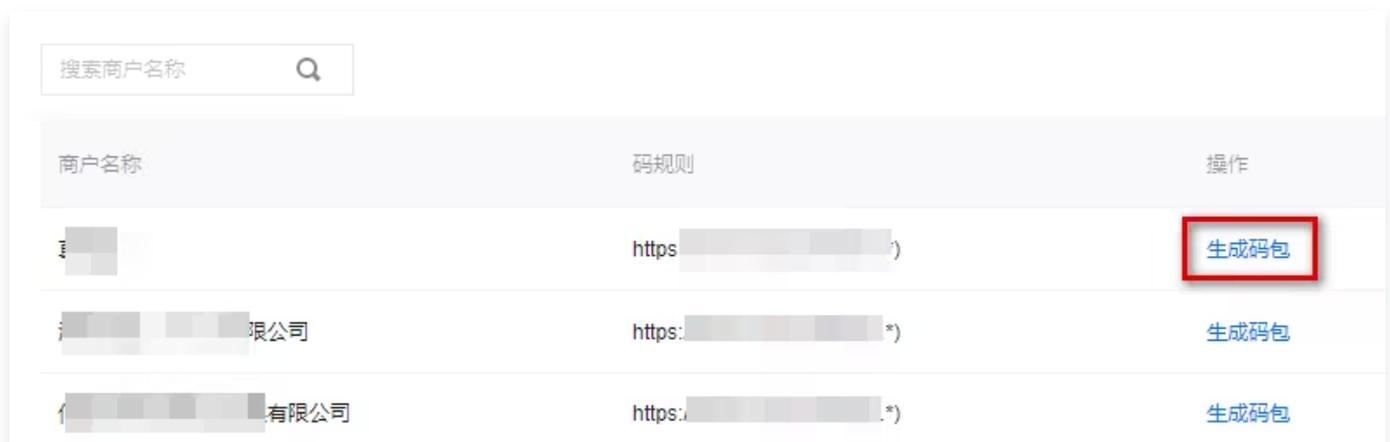
Create and generate code packages that match the packaging relationship.

Generate Code Package

Corresponding to the creation of merchants, if a company selects "Anxin Platform" as the source of codes when creating merchants, then TRP can generate a certain number of code packages according to the corresponding code rules. These codes will then be associated with product batch information, used for the company's full-chain product traceability and consumer anti-counterfeiting verification, product information viewing. The code packages will be pre-printed on the packaging materials or product pre-packaging to meet the different entities' traceability needs. During the code generation process, you can choose **Quick Code Generation** or **Custom Code Generation**.

Quick Code Generation

1. Log in to the [TRP Console](#), in the left menu bar, click **Code Management**.
2. On the Code Management page, select the desired merchant, click **Generate Code Package** in the operations column.



3. Choose **Quick Code Generation**, click **Next**, configure the relevant parameters.

Parameter name	Description
Sequential Code	<ul style="list-style-type: none"> With Sequential Code: If there is a sequential code in the code rules, you can create an online printing order in Code Management or print it offline. Without Sequential Code: If there is no sequential code in the code rules, you can only print and apply the code offline.
Anti-Counterfeiting Character Length	Please choose an anti-counterfeiting character length between 13 and 32 characters.
Code Type	<p>Choose the Common Code, Secondary Packaging Code, or Tertiary Packaging Code according to actual needs. Among them, Secondary Packaging Code and Tertiary Packaging Code can select the Code Association Type:</p> <ul style="list-style-type: none"> Related: When the code is generated, the inner and outer packaging codes will automatically generate an association. No association: During code generation, only the specified quantity of inner and outer packaging codes will be generated, but the corresponding association relationship table will not be created.
Associated Product	The associated product is only used for validation when interfacing with external third-party systems. If there are no special needs, select "No Association".
Character Type	You can choose from numbers, pure letters, or hybrid codes as the code generation result.

4. After confirming the content is correct, click **take effect**.

Note:

The system will generate code packages that meet the corresponding rules based on the enterprise's selection. A maximum of 1 million codes can be generated each time. If the number of codes exceeds 1 million, repeated code generation operations are required.

Custom Code Generation

This is suitable for enterprises with more complex business requirements for code generation rules.

In the custom code generation mode, enterprises can select different code rules based on the hierarchy of codes for generation. If there are no suitable code rules, you can add them in the "Custom Code Rule" menu. Custom code generation can generate up to 1 million codes each time. If the number of codes to be generated exceeds 1 million, repeated generation operations are required.

Note:

If the code source selected when the enterprise creates the merchant is "Enterprise-owned", code generation cannot be performed through the "Code Management" module. Enterprises can upload their own codes in batch management. For details, please refer to [Custom Code Rule](#).

1. Log in to the [TRP Console](#), in the left menu bar, click **Code Management**.
2. On the Code Management page, select the desired merchant, click **Generate Code Package** in the operations column.



商户名称	码规则	操作
[Redacted]	https://[Redacted].*)	生成码包
[Redacted] 有限公司	https://[Redacted].*)	生成码包
[Redacted] 有限公司	https://[Redacted].*)	生成码包

3. Select **Custom Code Generation**, click **Next**, and configure relevant parameters.

生成码包
✕

1 选择生码类型 >
 2 生成码包 >
 3 完成

生成码包 (自定义生码)

流水码 有流水码 在码规则中有流水码，您可以在 [印码管理](#) 创建线上印码订单，也可以线下打印

无流水码 在码规则中无流水码，您只能线下打印贴码

码类型 普通码 二级包装码 三级包装码

码关联类型 有关联 在码生成时，内外包装码会自动生成关联关系

无关联 在码生成时，只生成指定数量的内外包装码，但不会创建对应的关联关系表

关联商品 未关联

i 1箱货物内有10件商品；
他们包装比例关系为“外包装：内包装 = 1：10”
输入外包装的生码数量，会自动按照比例计算内包装生码数量。

包装码示意图：



外包装码比例 生码数量

外包装码比例 生码数量

码规则 请选择

码规则 请选择

生码数量总计: 0 枚

Parameter name	Description
Sequential Code	<ul style="list-style-type: none"> • With Sequential Code: If there is a sequential code in the code rules, you can create an online printing order in Code Management or print it offline. • Without Sequential Code: If there is no sequential code in the code rules, you can only print and apply the code offline.
Code Type	<p>Choose the Common Code, Secondary Packaging Code, or Tertiary Packaging Code according to actual needs. Among them, Secondary Packaging Code and Tertiary Packaging Code can select the Code Association Type:</p> <ul style="list-style-type: none"> • Related: When the code is generated, the inner and outer packaging codes will automatically generate an association. • No association: During code generation, only the specified quantity of inner and outer packaging codes will be generated, but the corresponding association relationship table will not be created.
Associated Product	<p>The associated product is only used for validation when interfacing with external third-party systems. If there are no special needs, select "No Association".</p>
Outer Packaging Code Ratio	<p>When the code type is selected as Secondary or Tertiary Packaging Code, different inner and outer code packaging relationships will be generated. The specific logic is as follows:</p> <ul style="list-style-type: none"> • Secondary Packaging Code: <ul style="list-style-type: none"> ○ 10 items are included in 1 box of goods. ○ Their packaging ratio relationship is "Outer Packaging : Inner Packaging = 1 : 10". ○ Enter the generation quantity of the outer packaging codes, and the inner packaging code quantity will be automatically calculated according to the ratio. • Tertiary Packaging Code <ul style="list-style-type: none"> ○ 1 box of goods contains 2 small boxes, and 1 small box contains 10 items. ○ Their packaging ratio relationship is "Outer Packaging:Middle Packaging:Inner Packaging=1:2:20". ○ Enter the quantity of Raw Codes for Outer Packaging, and the system will automatically calculate the quantity of Raw Codes for Intermediate Packaging and Inner Packaging proportionally.
	<p>Generate Raw Codes according to actual operation needs, following</p>

Quantity of Raw Codes	<p>the principle of One Item, One Code, based on the number of products.</p> <p>A maximum of 1 million codes can be generated at a time. If the quantity exceeds 1 million, Raw Code Operation must be performed in batches.</p>
Code Rules	<p>Add new Definition Code Rules, supporting Code Length and Rule Configuration for each code segment. The sum of the lengths of each code segment should equal the total Code Length value.</p> <p>Currently, each code segment supports 5 generation methods:</p> <ul style="list-style-type: none"> • Anti-counterfeiting Characters: Includes Pure Numbers (20–32 digits), Pure Letters (14–32 digits), Mixed (length 13–32 digits), three types of anti-counterfeiting code generation methods. • Custom Content: Length limit 1–22 digits, enterprises can control the content of the code segment according to actual conditions. • Purchased timestamp: Fixed 10 digits, the specific value depends on the exact time of Raw Code generation. • Auto-increment Number: Choose an auto-increment code segment, and each corresponding code segment will auto-increment according to the specified starting and ending numbers during Raw Code generation. • Date and Time: Fixed 8 digits, such as 20231124, the specific value depends on the exact date of Raw Code generation.

4. After confirming the content is correct, click **take effect**.

Custom Code Rules

TRP supports enterprises to create Raw Code Rules according to their business needs and invoke them during Raw Code generation.

1. Log in to the [TRP Console](#) , in the left sidebar menu, click **Custom Code Rules** .
2. On the Custom Code Rules page, click **Add Code Rule**.



3. On the Add Code Rule page, enter Basic Information and configure the Code Segment. If you need to configure multiple Code Segments, you can click **Add Code Segment** .

新增码规则 ✕

基础信息

码规则名称 * ✓

关联商户 * ▼

码长度 ✓
 16 32

配置码段

☰ 码段1 🗑️

码段名称 *

生成方式 ▼
ⓘ 长度限制13-32位

长度 13 32

码段内容 ▼

已使用长度 16, 剩余长度 0

[+ 新增码段](#)

Parameter name	Description
Code Rule Name	Fill in according to operational requirements.
Associated Merchant	Select the merchant to apply this code segment rule.
Code Length	Please select a length between 16 and 32 characters for the anti-counterfeiting characters. The sum of the lengths of each code segment should equal the total code length value.
Code Segment Name	Adjust according to needs.
Generation Method	<ul style="list-style-type: none"> • Anti-counterfeiting Characters: Includes pure numbers (20–32 digits), pure letters (14–32 characters), and mixed (length 13–32 characters), three types of anti-counterfeiting code generation methods. • Custom Content: Length limit 1–22 digits, enterprises can control the content of the code segment according to actual conditions. • Purchased timestamp: Fixed 10 digits, the specific value depends on the exact time of Raw Code generation. • Auto-increment Number: Choose an auto-increment code segment, and each corresponding code segment will auto-increment according to the specified starting and ending numbers during Raw Code generation. • Date and Time: Fixed 8 digits, such as 20221212, the specific value depends on the exact date of code generation.

4. After confirming the content is correct, click **Confirm**.

Download Code Package

1. Log in to [TRP Console](#), and in the left menu bar, click **Generation Record**.
2. On the Generation Record page, find the historically generated code packages. The following two methods are supported for downloading code packages:
 - Click **Text Code Package**, download the text code package, and then upload it to the batch, so that the codes can be associated with the product batch information.



记录编号	商户名称	关联商品名称	关联商品规格	码类型/规则	字符类型	字符长度	流水码	数量	生码进度	操作记录	码包下载
		-	-	普通码	数字	40	有	11	• 完成	2023...	文字码包 图文码样本
		-	-	普通码	数字	34	有	10	• 完成	2023...	文字码包 图文码样本

- Click **Image Code Package**, you can print or paste the downloaded image codes, or directly print them on product packaging for consumers to scan and view information.



记录编号	商户名称	关联商品名称	关联商品规格	码类型/规则	字符类型	字符长度	流水码	数量	生码进度	操作记录	码包下载
		-	-	普通码	数字	40	有	11	• 完成	2023...	文字码包 图文码样本
		-	-	普通码	数字	34	有	10	• 完成	2023...	文字码包 图文码样本

Task 4: Configure Traceability Batch

Last updated: 2026-03-12 14:14:03

Activate the traceability batch. Once activated, the batch can be used in practice. Scanning the corresponding QR code will display the product traceability information. Configure the consumer scan-and-view page for the specified traceability batch products.

Configure Mini Program Template

Enterprises can configure their exclusive mini program traceability page display template. Once configured, it can be selected during [Traceability Batch](#) configuration for consumer page display after scanning. Supports adding, previewing, editing, and deleting features.

1. Log in to [TRP Console](#), and in the left sidebar menu, click **Mini Program Template Management**.
2. On the Mini Program Template Management page, click **Create New Template**, and select **Traceability Template**.

Note:

TRP currently offers three types of traceability templates:

- **Basic Traceability Template** highlights the result of QR code verification and displays product and traceability information.
- **Identity Authentication Template** highlights product information characteristics. The template includes cards suitable for product promotion and video display, which can be optionally displayed.
- **Brand Promotion Template** emphasizes enterprise brand perception. A WeChat Video Account corporate promotion video can be played in the header background to enhance brand promotion through video and brand images.

选择溯源模板



基础溯源
展示扫码验证结果、商品信息



身份认证
强调商品资料与特征



品牌宣传
可通过视频、品牌图进行强化宣传

3. At the bottom of the Create New Template page, configure the relevant information for the corresponding template.

i 溯源模板将适配您购入的产品版本进行展示，当前产品版本 **标准版**

配置相关信息

模板名称 *

头部背景图



选择图片 删除

请上传jpg/png背景图，推荐尺寸1125x420，大小控制在5M内

扫码记录 显示 不显示

商品验真 显示 不显示

Parameter name	Description
Template Name	Name this template.
Header Background Image	Default background. If you need to select another image, click Select Image , upload a jpg/png background image, recommended size 1125x420, with a size limit of 5MB.
Scan Records	Choose whether to display information based on the situation.
Product Authentication	Choose whether to display information based on the situation.

4. After confirming the content is correct, click **Submit**.

Create a Traceability Batch

1. Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
2. On the Traceability Batch page, click **New Batch**.

溯源批次

注：同一批次下的商品的溯源信息是一样的，如果溯源信息不一样请分不同批次；上链前，标识包文件需已上传。 展开更多

新建批次

批次ID/商品名称/所属商户

批次ID	批次号	所属商户	商品名称	标识包	标识数量	码状态	操作
...	...	安心	鸡蛋	已上传 下载	11	已激活	冻结 配置 预览 更多
...	...	安心	鸡蛋	未上传 上传	0	未激活	激活 配置 预览 更多

3. On the New Traceability Batch page, select the merchant affiliate and configure related parameters.

新建溯源批次 ✕

批次ID * 系统自动生成

批次号 *

所属商户 * ✔

选择商品 *

生产日期 

有效期

备注

标题	类型	内容	操作
⋮ <input type="text" value="新建商品"/>	<input type="text" value="文本"/>	<input type="text"/>	删除

[+ 添加自定义信息](#)

Parameter name	Description
Associated Merchant	You can choose from the merchants added in Merchant Management .
Select Product	You can choose from the products added in Product Management .
Production Date	Fill in the actual production date of the product.
Validity Period	Fill in the product's validity period.
Remarks	Fill in according to actual requirements.
Add Custom Definition Information	Adding Configuration Item Information.

4. After confirming the content is correct, click **Submit**. The system will prompt 'Created' and the newly created batch will be displayed in the list.

The screenshot shows the '溯源批次' (Traceability Batch) management interface. A green notification box at the top right indicates '新建成功' (Created Successfully). Below it, a blue note states: '注：同一批次下的商品的溯源信息是一样的，如果溯源信息不一样请分不同批次；上链前，标识包文件需已上传。' (Note: The traceability information of products under the same batch is the same. If the traceability information is different, please use different batches; before linking, the identifier package file must be uploaded.)

The main content area features a '新建批次' (New Batch) button and a search bar for '批次号/商品名称/所属商户' (Batch Number/Product Name/Business). Below is a table with the following columns: 批次号 (Batch Number), 所属商户 (Business), 商品名称 (Product Name), 标识包 (Identifier Package), 标识数量 (Identifier Quantity), 码状态 (Code Status), and 操作 (Action).

批次号	所属商户	商品名称	标识包	标识数量	码状态	操作
20[redacted]	体验商户	体验商品	未上传 上传	0	• 未激活	激活 配置 预览 更多
20[redacted]	体验商户	体验商品	未上传 上传	0	• 未激活	激活 配置 预览 更多

Associate Code Packages and Batches

Link the product batch with the corresponding code package. This associates the QR code with batch information, making this code package the exclusive code package of that batch.

1. Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
2. On the Traceability Batch page, select the required product batch and click upload in the Identifier Package column **Upload**.

Note:

After the code package file is uploaded, the data in this row cannot be deleted, regardless of its activation status.

批次ID	批次号	标识包	标识数量	码状态	操作
20...	...	未上传 上传	0	● 未激活	激活 配置 预览 更多 ▾
20...	...	● 已上传 下载	100	● 已激活	冻结 配置 预览 更多 ▾

3. On the code package upload page, choose the upload method:

- **Online Selection:** Select a previously generated text code package and click **Confirm**.

上传方式 在线选择 本地上传

选择码包文件

记录编号	生成时间	码类型/规则	码量
<input checked="" type="checkbox"/>	20...11	普通码	10
<input checked="" type="checkbox"/>	20...16	普通码	11
<input type="checkbox"/>	20...10	普通码	10
<input type="checkbox"/>	20...14	普通码	100
<input type="checkbox"/>	20...0	普通码	14

已选择 (2)

记录编号	生成时间	码类型/规则	码量
e...	...	普通码	10
cl...	...	普通码	11

总码量: 21

- **Local Upload:** Click **Click to upload** or drag the **file to this area**, and select a previously generated text code package to upload.

Note:

Please upload a csv or zip format file with a maximum size of 1MB.

码包上传

上传方式 在线选择 本地上传

码包模板下载 [码包模板.csv](#)

文件上传 *

点击上传 拖拽到此区域

请上传csv或zip格式文件，大小1MB以内

4. After completing the binding of the code package and the traceability batch information, the identifier package column on the list page will show "Uploaded" and display the specific identifier quantity.

批次ID	批次号	标识包	标识数量	码状态	操作
	7	● 已上传 上传 下载 解绑	10	● 未激活	激活 配置 预览 更多 ▾
	25	● 已上传 下载	11	● 已激活	冻结 配置 预览 更多 ▾

Configure the Traceability Batch Scanning Effect

- Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
- On the traceability batch page, select the required product batch, and click **Configure** in the operation column

新建批次

Q

批次ID	批次号	标识包	标识数量	码状态	操作
2	7	● 已上传 上传 下载 解绑	10	● 未激活	激活 配置 预览 更多 ▾
21	5	● 已上传 下载	11	● 已激活	冻结 配置 预览 更多 ▾

3. On the select template page, choose the template you have configured in [Mini Program Template](#) before, and click **Next**.
4. On the configure product information page, configure **traceability information**, **product information**, and **product information on-chain** separately
 - **Traceability information:** According to actual needs, enter the title and select an icon, then click **Save**.



○ **Product information:**

- 4.1.1 Enter the title and select the information type, including styles like pictures, videos, text, long text, large images, and mini programs. Then click **Save**.



- 4.1.2 Supports on-chain processing of product information, ensuring the immutability of product information through blockchain capabilities. Click **On-chain**, and after a second confirmation, the product will be successfully on-chain.

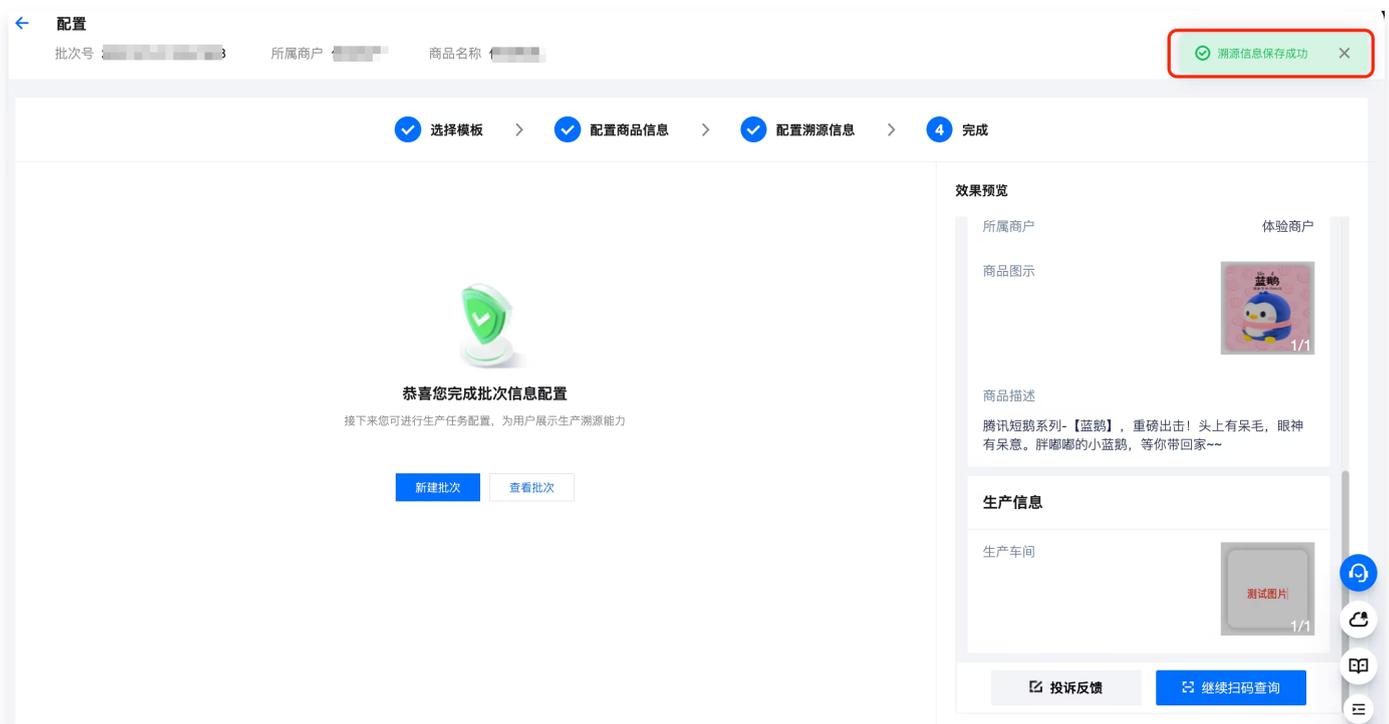
Note:

- Once the product information is on-chain, it cannot be modified.

- Choosing **On-chain** or **Not On-chain** can both complete the creation and activation of the traceability batch. You can freely choose based on your situation.



5. After confirming the content is correct, click **Next** to automatically complete the creation of "Traceability Batch".



Activate Traceability Batch

Activate the Traceability Batch. Once activated, it can be used in practice. Scanning the corresponding QR Code will display the product traceability information.

Not On-chain Activation

1. Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.

2. On the traceability batch page, select the required product batch, and click **Activate > Confirm** in the operation column



On-chain Activation

If you have already activated the information in the [Configuration Product Information](#) and [Configuration Traceability Information](#) steps, you can directly activate it here. If you did not perform the on-chain operation during the configuration steps, you can "Configure" again before "Activation." After configuring the on-chain, you can directly activate it.

Task 5: Print the code package and label it

Last updated: 2026-03-12 14:11:41

TRP partners with service providers to offer online code package printing; supports creating online code-printing orders. After the code package arrives by mail, proceed with packaging and labeling.

Online Code Package Printing

Note:

You need to generate a code package with [Serial Number](#) in order to use the Online Printing Code Package feature.

1. Log in to the [TRP Console](#), in the left menu bar, click **Marketing Toolbox**.
2. On the Marketing Toolbox page, select **Code Management**, and click **Buy now**.

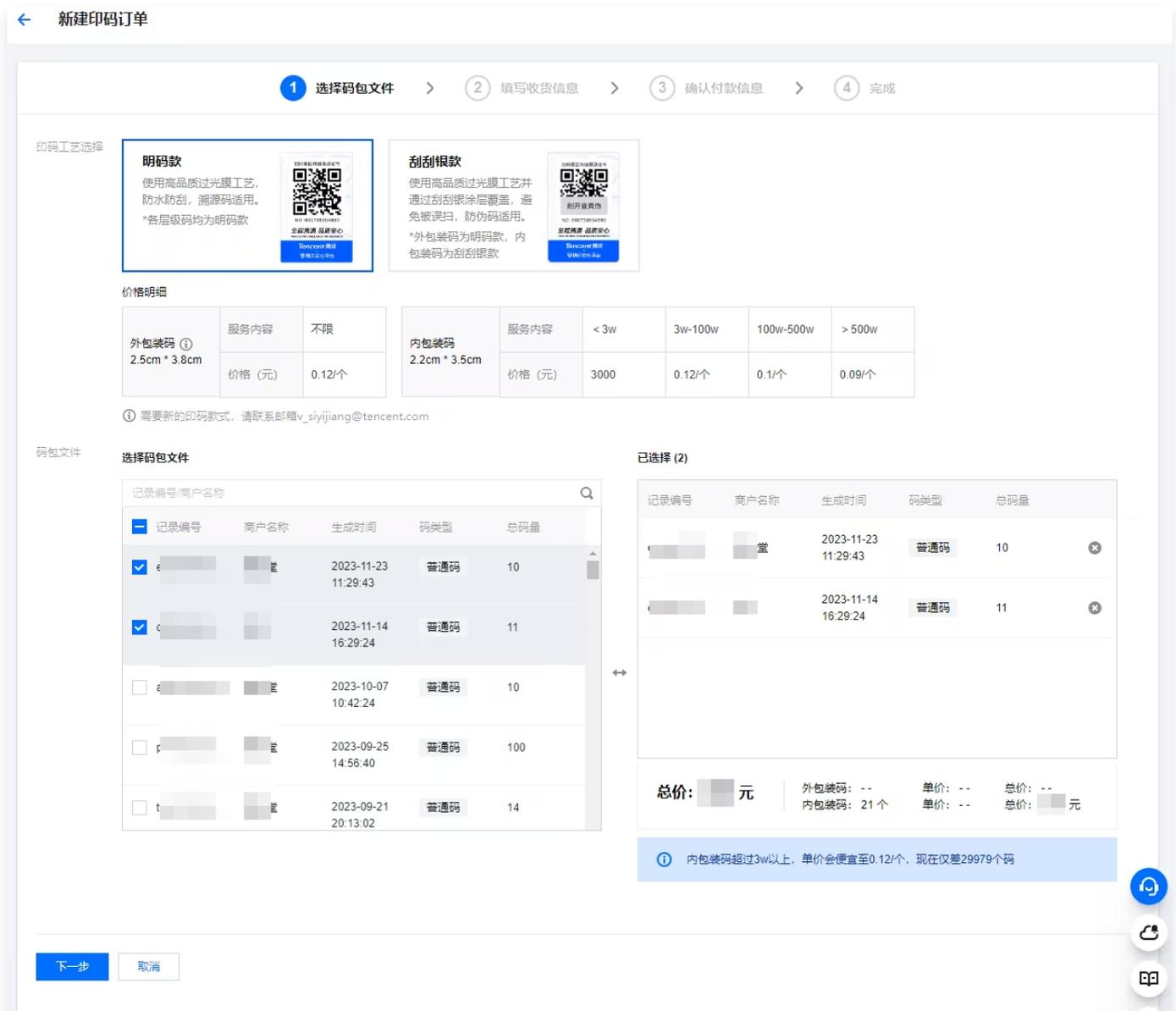
关联服务 可帮您更全面的拓展营销边界

 数据运营 依托腾讯先进的大数据分析技术，对数据智能分析并以可视化方式展现，让数据说话，真实展现当前	 消费者运营 只需几分钟配置，您就可以搭建企业自有积分商城、电商商城、兑换商品库、运营活动系统
 印码管理 为您提供印码服务。使用高品质过光膜工艺，印刷后快递至指定地址，减少您自己设计与印刷的成本	 运营助手 提供会员管理体系及积分运营能力，建立私域流量，降低积分运营成本，构建会员体系及设计积分业务

3. On the Code Management page, click **Create a New Code Printing Order**.



4. On the code package file selection page, choose **Printing Process and Code Package File**, click **Next**.



5. On the receiving information page, enter the recipient's name, telephone, and address, click **Next**.

Note:

After printing, the physical label will be mailed to you without additional express fee. Please ensure the accuracy of the verification information. Once the order is created, it cannot be modified.

6. On the payment confirmation page, the system will automatically calculate the price based on the code quantity and code craftsmanship you choose and display it.

As illustrated, please verify the information. After confirming the funds, make the payment to the account provided on the page. We will arrange for a specialist to verify it subsequently.

 **Note:**

You need to note the "Enterprise Name" to help us provide you with printing code service more quickly and accurately.

← 新建印码订单

✓ 选择码包文件 >
 ✓ 填写收货信息 >
 3 确认付款信息 >
 4 完成

印码工艺

明码款

使用高品质过光膜工艺，防水防刮，溯源码适用。
*各层级码均为明码款



价格明细

外包装码	服务内容	不限	内包装码	服务内容	< 3w	3w-100w	100w-500w	> 500w
2.5cm * 3.8cm	价格 (元)	0.12/个	2.2cm * 3.5cm	价格 (元)	3000	0.12/个	0.1/个	0.09/个

① 需要新的印码款式，请联系邮箱 v_siyijiang@tencent.com

价格明细

总价: [] 元 |
 外包装码: -- 单价: -- 总价: --
 内包装码: 10 个 单价: -- 总价: [] 元

对公收款信息

① 请根据以下账号信息支付，付款时请备注 企业名称

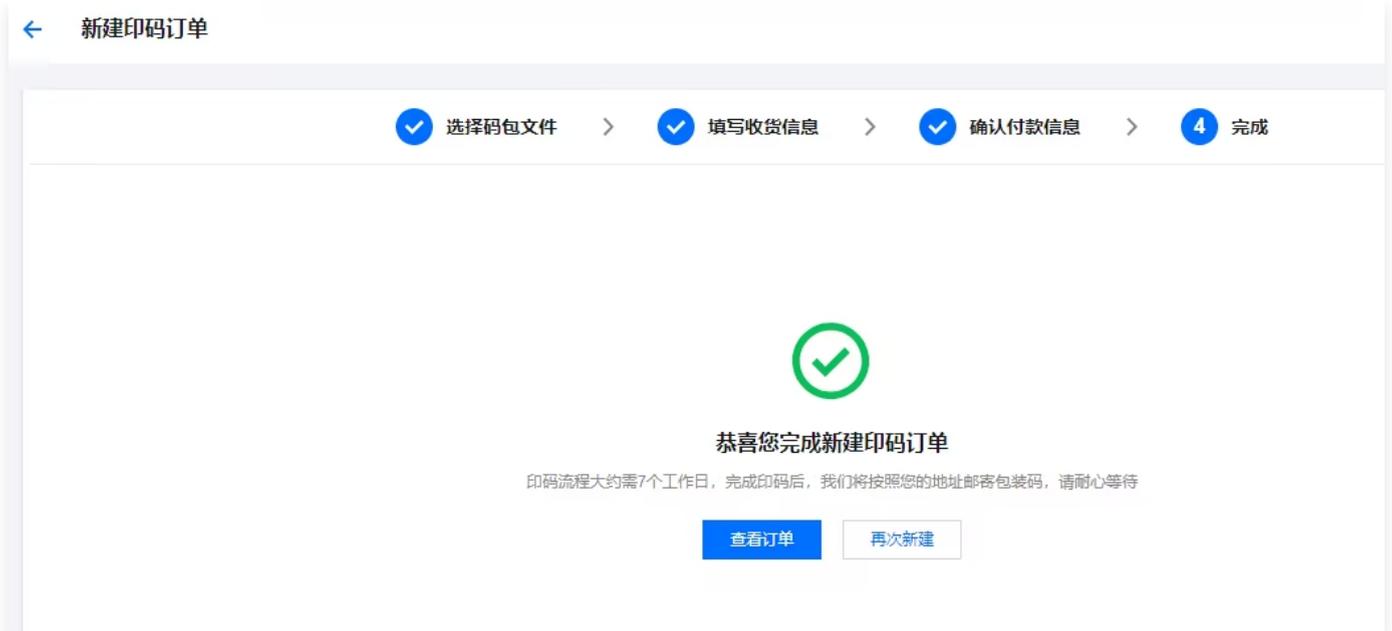
公司名称	浙 []
税号	9 []
公司地址	浙 [] 5B
银行账户	4 []
银行开户行	中 []
电话	0 []

上一步

下一步

取消

7. After confirming the content is correct, click **Next** to complete the creation of the printed code order.



8. After the printed code order is completed, the following information will be displayed on the printed code management page:

- Click **View** to see the created order information.
- Click **Download** to download the code package file for the order.

Note:

If the company does not require additional printed code services or already has printing capabilities, it can download and print the code package independently to complete the printing operation.



Labeling after printing

After the created printed code order is received or the code package is printed independently, the code can be affixed based on the actual production situation of the product; after the QR code is affixed, the entire process is completed. In the subsequent sales stage, consumers can purchase and scan the code to query the product traceability information.

Full Process Traceability Practical Tutorial Overview

Last updated: 2026-03-12 09:43:42

Applicable Scenario

Suitable for traceability scenarios where production and circulation links can be unified managed. It includes production lines and upstream and downstream distributor management, and supports configuring scan code marketing activities.

Operation Steps

1. [Prepare Preliminary Information](#)
2. [Configure Basic Link](#)
3. [Generate Code Package](#)
4. [Configure Production Traceability Link](#)
5. [Configure Sales Traceability Process](#)
6. [Configure Activity Prizes](#)
7. [Configure Traceability Batch](#)
8. [Print Code Package and Labeling](#)
9. [Brand Construction](#)

Task One: Prepare Preliminary Information

Last updated: 2026-03-12 14:19:31

Prepare relevant enterprise information

Before using the TRP feature, prepare and upload the relevant enterprise qualification certifications according to different business categories. Ensure that all scenarios where the TRP feature is used are legally compliant. For specific categories and qualification requirements, please refer to [Enterprise Business Qualification Requirements](#).

Note:

All qualifications must be provided with scanned originals or photocopies stamped with the company's red seal, and signed photocopies of the legal person's ID card. The products sold must be within the scope of the license. All qualifications must be within the validity period.

Prepare product-related information

Prepare traceable goods and related information.

The content mainly includes (adjustable according to actual needs): product name, specifications, product introduction (text, images, video), product quality inspection report, origin information, upstream and downstream enterprise information, WeChat Video account information, and more.

Task 2: Configure the basic link

Last updated: 2024-11-29 14:04:39

Add and maintain the association relationship between merchants and products.

Add a merchant

1. log in to [TRP console](#), in the left menu bar, click **Merchant Management**.
2. On the Merchant Management page, click **Create a New Merchant**, and configure the relevant parameters.

添加商户 ×

商户名称

码来源

 **安心平台**
在安心平台生成并下载符合您
商户规则的码包文件

 **企业自有**
选择商户已有的生码服务，无
需在控制台生成

注：码来源选择后无法修改

备注

Parameter name	Description
Merchant Name	Enter the name of the merchant.
Code Source	<ul style="list-style-type: none"> Secure Platform: If the enterprise wishes to directly use the QR code generation capability provided by the Secure Platform, select "Secure Platform". The merchant can then generate codes through this platform. Enterprise-owned: If the enterprise has its own encoding system and wants the Secure Platform to perform scan recognition, display traceability information, or bind One Product One Code campaigns, select "Enterprise-owned". The merchant will not be able to generate codes through the Secure Platform and can only upload codes with a specific URL Prefix.
Remarks	Fill in according to actual requirements.

3. After confirming the content is correct, click **Confirm**.



Add Products

The Product Information Management Module includes functions to create, edit, and delete features. Use this module to establish the relationship between products and merchants. The merchant information to which the product belongs cannot be changed, and products with established traceability codes cannot be deleted.

1. Log in to [TRP Console](#), in the left-side menu, click **Product Management**.
2. On the product management page, click **Create New Product**, configure related parameters.

添加商品 ×

商品名称 * ✔

所属商户 * ▼

商品图片

点击上传

最多上传6张
支持文件类型: jpg、jpeg、png,大小限制:5M
建议使用正方形, 推荐大小 800*800

商品规格

商品说明

Parameter name	Description
Product Name	Enter the product name to be configured.
Associated Merchant	Enter the merchant associated with the product.
Product Image	Upload product image for remark purposes only.
Product Specifications	Enter product specifications, such as 500g/bottle.
Product Description	Enter product description for remark purposes only.

3. After confirming the content is correct, click **Confirm** to complete the product creation.

商品管理

添加成功

新建商品

商品名称/所属商户

商品名称	商品图片	商品编号	所属商户	商品规格	商品说明	操作
操作手册测试商品	--	dy	操作手册测...	--	--	编辑 删除

Task 3: Generate Code Package

Last updated: 2026-03-12 14:21:30

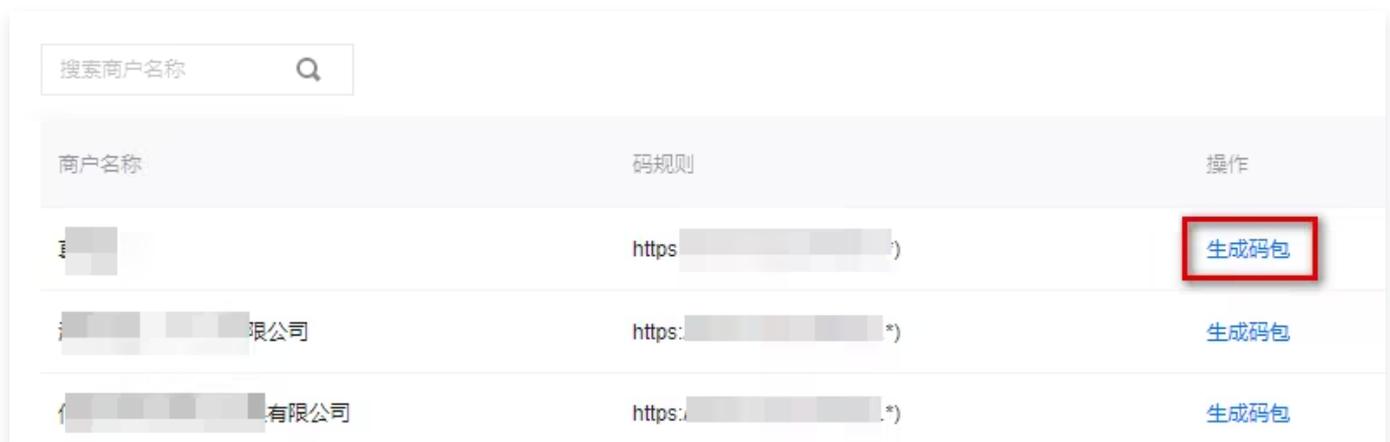
Create and generate code packages that match the packaging relationship.

Generate Code Package

Corresponding to creating merchants, if the enterprise selects "Secure Platform" as the code source when creating a merchant, the Secure Platform can generate a certain number of code packages based on the corresponding code rules. These codes will subsequently be associated with product batch information for the enterprise's full-chain product traceability, consumer anti-counterfeiting inspection, and product information viewing. The code packages will be pre-printed on packaging materials or pre-packaged products to meet the tracing needs of different entities. When performing code generation operations, you can choose **Quick Code Generation** or **Custom Code Generation**.

Quick Code Generation

1. Log in to the [TRP Console](#), in the left menu bar, click **Code Management**.
2. On the Code Management page, select the desired merchant, click **Generate Code Package** in the operations column.



3. Choose **Quick Code Generation**, click **Next**, configure the relevant parameters.

Parameter name	Description
Sequential Code	<ul style="list-style-type: none"> • With Sequential Code: If there is a sequential code in the code rules, you can create an online printing order in Code Management or print it offline. • Without Sequential Code: If there is no sequential code in the code rules, you can only print and apply the code offline.
Anti-Counterfeiting Character Length	Please choose an anti-counterfeiting character length between 13 and 32 characters.
Code Type	<p>Choose the Common Code, Secondary Packaging Code, or Tertiary Packaging Code according to actual needs. Among them, Secondary Packaging Code and Tertiary Packaging Code can select the Code Association Type:</p> <ul style="list-style-type: none"> • Related: When the code is generated, the inner and outer packaging codes will automatically generate an association. • Without Association: During code generation, it will only generate the specified quantity of inner and outer packaging codes without creating a corresponding association relationship table.
Associated Product	The associated product is only used for verification when interfacing with external third-party systems. If not needed, just select "No Association".
Character Type	You can choose from numbers, pure letters, or hybrid codes as the code generation result.

4. After confirming that the content is correct, click **take effect**.

Note:

The system will generate code packages that meet the corresponding rules based on the enterprise's selection. A maximum of 1 million codes can be generated each time. If the number of codes exceeds 1 million, repeated code generation operations are required.

Custom Code Generation

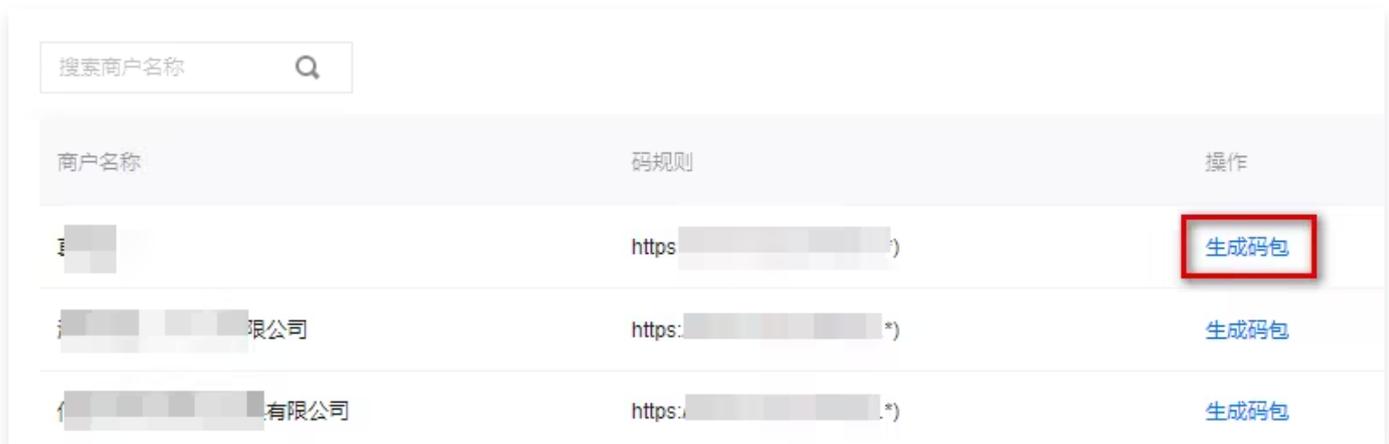
This is suitable for enterprises with more complex business requirements for code generation rules.

In the custom code generation mode, enterprises can select different code rules based on the hierarchy of codes for generation. If there are no suitable code rules, you can add them in the "Custom Code Rule" menu. Custom code generation can generate up to 1 million codes each time. If the number of codes to be generated exceeds 1 million, repeated generation operations are required.

Note:

If the code source selected when the enterprise creates the merchant is "Enterprise-owned", code generation cannot be performed through the "Code Management" module. Enterprises can upload their own codes in batch management. For details, please refer to [Custom Code Rule](#).

1. Log in to the [TRP Console](#), in the left menu bar, click **Code Management**.
2. On the Code Management page, select the desired merchant, click **Generate Code Package** in the operations column.



商户名称	码规则	操作
[Redacted]	https://[Redacted].*)	生成码包
[Redacted] 有限公司	https://[Redacted].*)	生成码包
[Redacted] 有限公司	https://[Redacted].*)	生成码包

3. Select **Custom Code Generation**, click **Next**, and configure relevant parameters.

生成码包
✕

1 选择生码类型 >
 2 生成码包 >
 3 完成

生成码包 (自定义生码)

流水码 有流水码 在码规则中有流水码，您可以在 [印码管理](#) 创建线上印码订单，也可以线下打印

无流水码 在码规则中无流水码，您只能线下打印贴码

码类型 普通码 二级包装码 三级包装码

码关联类型 有关联 在码生成时，内外包装码会自动生成关联关系

无关联 在码生成时，只生成指定数量的内外包装码，但不会创建对应的关联关系表

关联商品 未关联

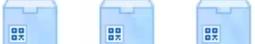
i 1箱货物内有10件商品；
他们包装比例关系为“外包装：内包装 = 1：10”
输入外包装的生码数量，会自动按照比例计算内包装生码数量。

包装码示意图：



外包装码比例 生码数量

码规则 请选择



外包装码比例

生码数量 码规则 请选择

生码数量总计: 0 枚

Parameter name	Description
Sequential Code	<ul style="list-style-type: none"> • With Sequential Code: If there is a sequential code in the code rules, you can create an online printing order in Code Management or print it offline. • Without Sequential Code: If there is no sequential code in the code rules, you can only print and apply the code offline.
Code Type	<p>Choose the Common Code, Secondary Packaging Code, or Tertiary Packaging Code according to actual needs. Among them, Secondary Packaging Code and Tertiary Packaging Code can select the Code Association Type:</p> <ul style="list-style-type: none"> • Related: When the code is generated, the inner and outer packaging codes will automatically generate an association. • Without Association: During code generation, it will only generate the specified quantity of inner and outer packaging codes without creating a corresponding association relationship table.
Associated Product	<p>The associated product is only used for verification when interfacing with external third-party systems. If not needed, just select "No Association".</p>
Outer Packaging Code Ratio	<p>When the code type is selected as Secondary or Tertiary Packaging Code, different inner and outer code packaging relationships will be generated. The specific logic is as follows:</p> <ul style="list-style-type: none"> • Secondary Packaging Code: <ul style="list-style-type: none"> ○ 10 items are included in 1 box of goods. ○ Their packaging ratio relationship is "Outer Packaging : Inner Packaging = 1 : 10". ○ Enter the generation quantity of the outer packaging codes, and the inner packaging code quantity will be automatically calculated according to the ratio. • Tertiary Packaging Code <ul style="list-style-type: none"> ○ 1 box of goods contains 2 small boxes, and 1 small box contains 10 items. ○ Their packaging ratio relationship is "Outer Packaging:Middle Packaging:Inner Packaging=1:2:20". ○ Enter the quantity of Raw Codes for Outer Packaging, and the system will automatically calculate the quantity of Raw Codes for Intermediate Packaging and Inner Packaging proportionally.
Quantity of	<p>Generate Raw Codes according to actual operation needs, following the principle of One Item, One Code, based on the number of products.</p>

Raw Codes	A maximum of 1 million codes can be generated at a time. If the quantity exceeds 1 million, Raw Code Operation must be performed in batches.
Code Rules	<p>Add new Definition Code Rules, supporting Code Length and Rule Configuration for each code segment. The sum of the lengths of each code segment should equal the total Code Length value.</p> <p>Currently, each Code Segment supports five Generation Methods:</p> <ul style="list-style-type: none"> • Anti-counterfeiting Characters: Includes Pure Numbers (20–32 digits), Pure Letters (14–32 digits), Mixed (length 13–32 digits), three types of anti-counterfeiting code generation methods. • Custom Content: Length limit 1–22 digits, enterprises can control the content of the code segment according to actual conditions. • Purchased timestamp: Fixed 10 digits, the specific value depends on the exact time of Raw Code generation. • Auto-increment Number: Choose an auto-increment code segment, and each corresponding code segment will auto-increment according to the specified starting and ending numbers during Raw Code generation. • Date and Time: Fixed 8 digits, such as 20231124, the specific value depends on the exact date of Raw Code generation.

4. After confirming that the content is correct, click **take effect** .

Custom Code Rules

TRP supports enterprises to create Raw Code Rules according to their business needs and invoke them during Raw Code generation.

1. Log in to the [TRP Console](#) , in the left sidebar menu, click **Custom Code Rules** .
2. On the Custom Code Rules page, click **Add Code Rule**.



3. On the Add Code Rule page, enter Basic Information and configure the Code Segment. If you need to configure multiple Code Segments, you can click **Add Code Segment** .

新增码规则 ×

基础信息

码规则名称 * ✔

关联商户 * ▼

码长度 ✔

16 32

配置码段

☰ 码段1 🗑️

码段名称 *

生成方式 ▼

📘 长度限制13-32位

长度 13 32

码段内容 ▼

已使用长度 16, 剩余长度 0

+ 新增码段

Parameter name	Description
Code Rule Name	Fill in according to operational requirements.
Associated Merchant	Select the merchant to apply this code segment rule.
Code Length	Please select a length between 16 and 32 characters for the anti-counterfeiting characters. The sum of the lengths of each code segment should equal the total code length value.
Code Segment Name	Adjust according to needs.
Generation Method	<ul style="list-style-type: none"> • Anti-counterfeiting Characters: Includes pure numbers (20–32 digits), pure letters (14–32 characters), and mixed (length 13–32 characters), three types of anti-counterfeiting code generation methods. • Custom Content: Length limit 1–22 digits, enterprises can control the content of the code segment according to actual conditions. • Purchased timestamp: Fixed 10 digits, the specific value depends on the exact time of Raw Code generation. • Auto-increment Number: Choose an auto-increment code segment, and each corresponding code segment will auto-increment according to the specified starting and ending numbers during Raw Code generation. • Date and Time: Fixed 8 digits, such as 20221212, the specific value depends on the exact date of code generation.

4. After confirming the content is correct, click **Confirm**.

Download Code Package

1. Log in to [TRP Console](#), and in the left menu bar, click **Generation Record**.
2. On the Generation Record page, find the historically generated code packages. The following two methods are supported for downloading code packages:
 - Click **Text Code Package**, download the text code package, and then upload it to the batch, so that the codes can be associated with the product batch information.



记录编号	商户名称	关联商品名称	关联商品规格	码类型/规则	字符类型	字符长度	流水码	数量	生码进度	操作记录	码包下载
		-	-	普通码	数字	40	有	11	• 完成	2023...	文字码包 图文码样本
		-	-	普通码	数字	34	有	10	• 完成	2023...	文字码包 图文码样本

- Click **Image Code Package**, you can print or paste the downloaded image codes, or directly print them on product packaging for consumers to scan and view information.



记录编号	商户名称	关联商品名称	关联商品规格	码类型/规则	字符类型	字符长度	流水码	数量	生码进度	操作记录	码包下载
		-	-	普通码	数字	40	有	11	• 完成	2023...	文字码包 图文码样本
		-	-	普通码	数字	34	有	10	• 完成	2023...	文字码包 图文码样本

Task Four: Configure Production Traceability Link

Last updated: 2024-11-29 14:05:23

Enterprises can create and manage factory production line information according to actual production conditions, configure production tasks to trace the product manufacturing process. The traceability process relies on production line data reports and will display product production information on the consumer scanning page.

Add Production Line

1. log in to [TRP console](#), in the left menu bar, click **Production Traceability > Production Line Information Maintenance**.
2. On the Production Line Information Maintenance page, click **Add Production Line** to configure the relevant parameters.

新增产线 ×

产线名称 *

产线ID

车间名称

工厂名称

自定义信息

标题	类型	内容	扫码展示	操作	
⋮	<input type="text" value="新建商品"/>	<input type="text" value="文本"/>	<input type="text" value="测试"/>	<input checked="" type="checkbox"/>	删除

[+ 添加自定义信息](#)

Parameter name	Description
Place of Origin Name	Place of Origin for the product.
Place of Origin ID	Custom Definition of this Place of Origin ID.
Workshop name	Fill in as per actual.
Factory name	Fill in as per actual.
Custom information	Fill in the self Definition configuration items.

3. After confirming the content is correct, click **Submit**.

Editing Production Line

1. log in to [TRP console](#), in the left menu bar, click **Production Traceability > Production Line Information Maintenance**.
2. On the Production Line Information Maintenance page, select the required production line, click **Edit**.

3. On the Editing Production Line page, modify the relevant parameters, click **Submit**.

编辑产线

产线名称 *

产线ID

车间名称

工厂名称

自定义信息

标题	类型	内容	扫码展示	操作
新建商品	文本	测试	<input checked="" type="checkbox"/>	删除

[+ 添加自定义信息](#)

Deleting Production Line

1. log in to [TRP console](#), in the left menu bar, click **Production Traceability > Production Line Information Maintenance**.
2. On the Production Line Information Maintenance page, select the required production line, click **Delete**.

[新增产线](#)

产线	产线ID	车间	车间ID	工厂	工厂ID	操作
测试	z	--	--	--	--	编辑 删除
		1车间	--	--	--	编辑 删除

3. In the Confirm Delete window, click **Confirm** to delete the production line.

Add Production Task

1. Log in to the [TRP Console](#), in the left menu bar, click **Production Traceability > Production Task Management**.
2. On the Production Task Management page, click **Add Production Task** to configure related parameters.

新增生产任务
✕

任务ID ID系统自动生成

任务名称 *

所属批次 *

所属商户 安心

商品名称 鸡蛋

产线名称 *

生产负责人

执行时间 *

自定义信息

标题	类型	内容	扫码展示	操作	
⋮	<input type="text" value="新建商品"/>	<input type="text" value="文本"/>	<input type="text" value="测试"/>	<input checked="" type="checkbox"/>	删除
+ 添加自定义信息					

生产环节

Parameter name	Description
Task Name	Fill in according to actual operational needs.
Associated Batch	Select the traceability batch that requires a new production task.
Production Line Name	Choose the name of the production line process.
Execution Time	Select the time to execute the production task.
Custom information	Fill in the self Definition configuration items.

3. After confirming the content is correct, click **Submit**.
4. In the list, select the production task, click **Take Effect** and then **Confirm**. This will activate the production task and display the information to scan-and-pay consumers. Once effective, editing and deletion are not supported.

新增生产任务

生产信息未上链，是否确认生效?

任务ID	任务名称	所属批次	商品名称	产线	执行时间			
1	测试	2	鸡蛋	测试01	2023-11-29 00...	<input type="checkbox"/>	未生效	生效 编辑 删除
0					2023-07-07 0...	<input checked="" type="checkbox"/>	已生效	失效 编辑 删除

Task Five: Configure the Sales Traceability Process

Last updated: 2024-11-29 14:05:46

In the creation of the product sales process, establish relationships with upstream and downstream enterprises and create inbound and outbound documents for the products. After consumers scan the code, information about the circulation of goods can be displayed on the page.

Configure upstream and downstream enterprise relationships

The TRP will determine whether there is specific production link traceability information based on the downstream sales area of the enterprise. Additionally, the platform supports the configuration of a complete upstream and downstream enterprise link and allows the configuration of upstream and downstream distributor information.

1. Log in to [TRP Console](#), in the left menu bar, click **Sales Traceability > Upstream and Downstream Enterprise Relationships**.
2. On the Upstream and Downstream Enterprise Relationships page, click **New Directly Affiliated Enterprises** and configure the relevant parameters.

新增企业
✕

企业名称 *

销售大区 *

地址 *

统一信用代码 *

自定义信息

标题	类型	内容	扫码展示	操作
 暂无数据				

Parameter name	Description
Enterprise name	Enter the enterprise name.
address	Select the enterprise address.
Sales Region	Select the region the goods will be sold to. Compare the user's scan IP with the sales region to determine if there is gray market activity.
Uniform Credit Code	Fill in the unified social credit code on the business license.
Custom information	Custom Configuration Options.

3. After confirming the content is correct, click **Submit**.



4. After adding a direct subsidiary, click **Add Subordinate Enterprise** to complete the subordinate enterprise configuration. If there are multiple downstream distributors of the same level for the goods, after creating one of the enterprises, click **Add Statistical Enterprise** and complete the peer enterprise information.



5. By completing these steps, you can configure the upstream and downstream circulation enterprise relationships. During the circulation process, the goods can only be transferred from the upstream enterprises to their downstream enterprises, otherwise, it will be considered gray market activity.

Creating Inbound and Outbound Order

1. Log in to [TRP Console](#), in the left menu, click **Sales Traceability > Inventory Management**.
2. On the inventory page, click **Create Inbound and Outbound Order** to configure the relevant parameters.

新增出入库单
✕

出库类型 * ✔

入库类型 * ✔

开单企业 * ✔

接单企业 * ✔

消费者可见 该流通信息对消费者不可见 ✔

标题	类型	内容	操作
+ 添加自定义信息			

The Billing and Order Acceptance enterprises here need to have an upstream and downstream relationship configured. Goods will circulate from the Billing enterprise to the Order Acceptance enterprise.

Parameter name	Description
Outbound Type	You can select the type of outbound in the circulation process: Sales, Spot Check, Return, Termination, Transfer of Goods, Other Outbound.
Inbound Type	You can select the type of inbound in the circulation process: Generation, Procurement, Return, Transfer of Goods, Other Inbound.
Billing Enterprise	Enter the upstream Billing enterprise.
Order Acceptance Enterprise	Enter the downstream Order Acceptance enterprise.
Custom information	Fill in according to actual requirements.

3. After confirming the content is correct, click **Submit**.
4. Outbound and inbound receipts are documents in the commodity circulation process. The circulation of goods needs to be linked with the outbound and inbound receipts. In the

circulation process, an outbound and inbound administrator can be configured to complete the goods outbound and inbound operations via the **Anxin Platform Merchant Mini Program**.

Configure Warehouse Administrator

For product sales and circulation scenarios, TRP offers an inventory management mini program to help warehouse administrators generate bills using mobile phones, scan codes to input inventory information, perform on-chain operations, and ease of use, with data synchronized with the PC end.

1. Log in to the [TRP Console](#), in the left sidebar, click **Enterprise Management > User Management**.
2. On the User Management page, click **Add User**, configure the relevant parameters, and select the **Outbound and Inbound Administrator** role.

新增用户

用户名 * 测试

手机号 请输入手机号

邮箱 请输入邮箱

角色 *

**企业管理员**
为该用户配置安心账号登录“安心平台商家端”小程序，使用溯源管理相关功能**出入库管理员**
为该用户配置安心账号登录“安心平台商家端”小程序，使用扫码出入库等相关功能**流通稽查员**
为该用户配置安心账号登录“安心平台商家端”小程序，完成扫码稽查上报

管理企业 * 测试 [x] v

登录账号 * [input type="text"]

账号格式要求：6-30个字符，可使用中文、字母、数字、下划线

登录密码 * [input type="password"] [x] [eye]

请填写登录密码

确认密码 * [input type="password"] [x] [eye]

Parameter name	Description
Username	Set the Admin Username.
Mobile number	Administrator Phone Number.
Email	Administrator Email.
Roles	In the inventory configuration phase, select the Warehouse Administrator.
Manage Enterprises	Select the upstream and downstream enterprises that this administrator can manage.
Login Account	Enter the Login Account. The account password will be used to login to Peace of Mind Platform Merchant End mini program and use inventory management related features.
Login Password	Enter the Login Password. The account password will be used to login to Peace of Mind Platform Merchant End mini program and use inventory management related features.
Confirm Password	Reconfirm the Login Password.

3. Click **OK** to complete the creation. The Warehouse Administrator can use the account password to log in to the Peace of Mind Platform Merchant End mini program and proceed with subsequent inventory operations.
4. WeChat Search **Peace of Mind Platform Merchant End** mini program, enter the user login account and password configured on the PC end to login and access the console homepage on the mini program end.





Task 6: Configure Event Prizes

Last updated: 2024-11-29 14:22:02

Configure event prizes and event rules, and later when configuring batches, they can be directly associated.

Add Event Prizes

Support corporate purchasing, uploading, and managing the required inventory of prizes for the events.

Self-owned Resources Storage

1. log in to [TRP Console](#), in the left sidebar, click **Prize Management > Event Prize Storage**.
2. On the Event Prize Storage page, click **Self-owned Resources Storage** and configure the relevant parameters.

← 自有资源入库

资源名称 *

自有资源



资源类型 *

CDK码



资源描述

B *I* U ~~S~~ H₁ H₂ ☰ ☱ **A**

资源封面图

点击上传/拖拽到此区域

请上传jpg/png 文件，推荐尺寸1125x288，大小控制在2M内

详情页大图

点击上传/拖拽到此区域

请上传jpg/png 文件，推荐尺寸1125x288，大小控制在2M内

总库存量 *

-

1

+

cdk文件上传

选择文件

仅支持上传txt

跳转链接

兑换成功后跳转，需加上协议号

完成

取消

Parameter name	Description
Resource Name	Enter the resource name. (e.g., Virtual Voucher: Tencent Video Monthly Membership Card)
Resource type	<ul style="list-style-type: none"> • CDK Code: Refers to card-based products (e.g., official card codes for Tencent Video Membership Cards). The company needs to purchase or generate card codes themselves. Import the CDKs into inventory via a .txt file. Subsequently, the CDKs can be directly dispensed according to the winning situation. After selecting this option, you will need to upload the corresponding CDK file (in .txt format, one CDK per line). After the upload is complete, the CDK codes will be distributed sequentially from top to bottom based on the file content when users redeem them. • Physical Goods: After winning in the event, the user's address and contact information will be collected. The company can then mail the prizes based on the contact information. • WeChat Cash Red Packet: Merchants can distribute cash red packets to users via the Official Account or Service Notification. After receiving the red packet, the funds go to the user's WeChat Pay balance, which can be used in the same way as other funds in the balance. If not redeemed, the funds will be returned to the merchant's WeChat Pay account after 24 hours. To configure this resource type, you need to register the merchant number on the WeChat Official Account platform and configure this merchant number in the Secure Console.
Resource Description	Instructions for redeeming/receiving this resource
Resource Cover Image	Please upload jpg/png files. Recommended dimensions: 1125x288, with a size limit of 2M.
Detail Page Image	Please upload jpg/png files. Recommended dimensions: 1125x288, with a size limit of 2M.
Total Inventory	Enter the product inventory. This inventory is the total enterprise inventory and can be distributed in batches to product sub-inventories.
Other parameters	Fill in according to actual requirements

3. After confirming the content is correct, click **Finish**.

Tencent Resource Procurement

If the enterprise does not have its own equity resources for event award distribution, equity resources can also be directly procured.

1. log in to [TRP Console](#), in the left sidebar, click **Prize Management > Event Prize Storage**.
2. On the Event Prize Storage page, click **Tencent Resource Procurement**.
3. On the Tencent Resource Procurement page, you can perform recharge and procurement operations. The Equity Mall offers a variety of free equity resources that can be directly procured and used without any recharge.

← 腾讯资源采购

虚拟金中心 [查看购买记录](#)

可用余额

0.00

① 采购资源时资金将冻结, 当用户领取资源后, 冻结资金才被正式结算

购物车 充值 提现

搜索

腾讯视频VIP
月卡 充值优惠

腾讯视频VIP会员月卡6折
0.2元 0-2元 价格/次

加入购物车 立即购买

爱奇艺黄金会员
半年卡 充值折扣

爱奇艺黄金会员半年卡65折
0.2元 0-2元 价格/次

加入购物车 立即购买

Keep会员
月卡 充值优惠

Keep会员月卡62折
0元 0元 价格/次

加入购物车 立即购买

猫眼电影
40元通兑券 充值优惠

猫眼电影通兑券40元92折
0元 0元 价格/次

加入购物车 立即购买

4. click **Purchase Now** to enter the payment page, where you can select the quantity to purchase. After confirming the payment, the corresponding prizes will automatically be added to the Event Prize Storage Menu List and can be directly selected and used in subsequent events.



5. Some items in the Benefits Mall require Virtual Gold for high-value benefits. Ensure your Virtual Gold balance is sufficient for payment; if insufficient, the enterprise can click **Recharge**, fill in the relevant financial information, and complete the recharge process.

填写认证信息

* 采购商类型: 企业 个人/非企业

* 企业名称:

* 统一社会信用代码/机构证件号:

* 上传企业营业执照:

* 上传法人身份证:

身份证正面 身份证反面

* 企业税号: 用于开具发票

Parameter name	Description
Enterprise name	Enter the enterprise name.
Unified Social Credit Code/Institutional ID Number	Fill in the unified social credit code on the business license.
Upload enterprise business license	Upload enterprise business license.
Upload ID card	Upload ID card.
Enterprise Tax Number	Enter the enterprise tax number.

6. After confirming the information is correct, click **Submit** to complete the recharge.

Configure activity rules

1. log in to [TRP Console](#), in the left sidebar, click **One Object One Code Event > Event Configuration**.
2. On the Activity Configuration page, click **Create Activity**, select the required template, click **Create**.
3. On the Create Activity page, enterprises can edit the corresponding activity title and activity start and end times. When the activity exceeds the start and end time range, it will not function properly.

← 创建活动

1 规则配置 > 2 活动样式 > 3 奖品设置

活动标题 · 测试活动 ✓

抽奖起止时间 · 2022-12-19 ~ 2022-12-26 📅

抽奖规则

Parameter name	Description
Activity Title	Fill in the activity title according to operational needs
Draw Start and End Time	Select the valid time range for the draw activity
Draw Rules	Fill in the draw rules to be displayed in the front end

4. The configuration requirements may vary for different templates. Taking the "Lucky Wheel" template as an example, here you can upload a top image for the Lucky Wheel event. If no image is uploaded, the system will use a default top image.

✓ 规则配置 > 2 活动样式 > 3 奖品设置

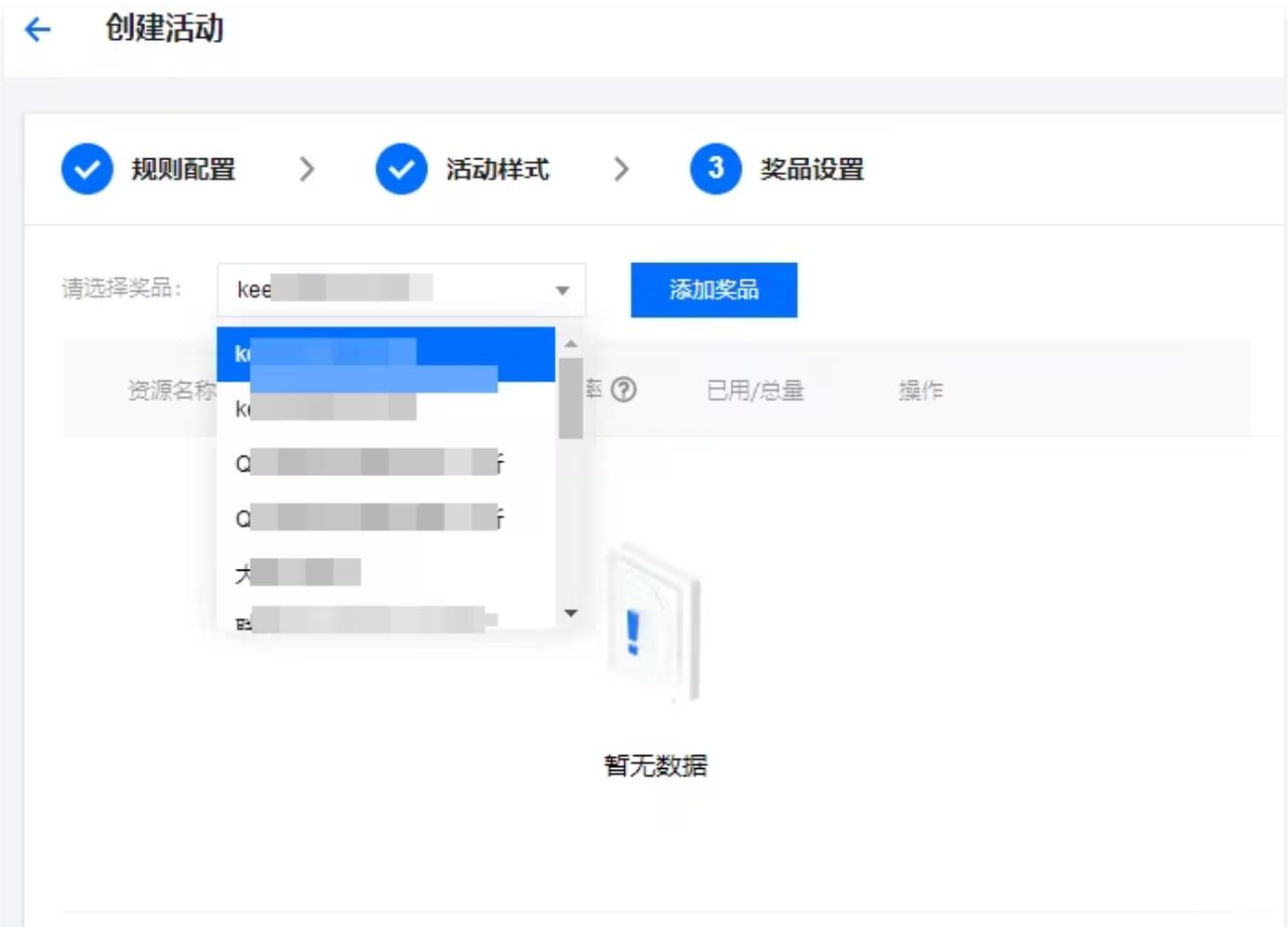
顶部图片

点击上传/拖拽到此区域

请上传 png、jpg 格式文件，大小 2M 以内

Parameter name	Description
Top Image	The default top image for the activity landing page, can be left unchanged

5. Different event templates may require different numbers of prizes. For example, due to the style restrictions of the "Lucky Wheel" template, this template requires uploading 6 prizes. Click on the **Please select a prize** dropdown menu to choose appropriate prizes from the inventory to associate with this event.



6. click **Add Prize**, configure prize information, click **Confirm**.

Note:

- The enterprise needs to limit the number of prizes an account can claim. You can select the appropriate restriction period from the **Account Restrictions** dropdown menu
- Configure the repeat claiming times. The system will judge and restrict based on the actual user claiming behavior in real-time.

编辑奖品 ✕

奖品名称

Icon



重新上传

请上传jpg/png 文件，推荐尺寸1125x288，大小控制在2M内

抽奖概率

账号限制

同账号可重复次数

奖品分配数量

现有库存1份

确定

Parameter name	Description
Prize Name	Automatic recognition and fill in
Icon	Automatic recognition and upload
Draw Probability	In the case of multiple products, adjust the proportion of this prize winning
Account Restrictions (number of repeatable times for restricted accounts)	Same account can claim repeatedly every day (week/month/year), -1 means unlimited
Prize Allocation Quantity	Select the number of operational awards for the current activity (the inventory limit is the number of products selected when the product is stocked in)

- After configuring all the prize information in order, click **Official Release**, and the activity creation is complete.
- After the activity is created, you can still edit and modify information and change status; the enterprise can perform relevant operations using the action button on the right; activated activities can be frozen; frozen activities will be unable to participate normally; likewise, frozen activities can be reactivated.

活动id	活动标题	活动模板	状态	操作
1	刮刮卡	刮刮卡	• 上线中	查看 编辑 下线 删除
1	刮刮卡	刮刮卡	• 上线中	查看 编辑 下线 删除
1	幸运大转盘	幸运大转盘	• 上线中	查看 编辑 下线 删除

Task Seven: Configure Traceability Batch

Last updated: 2026-03-12 11:17:56

Activate the traceability batch. Once activated, the batch can be used in practice. Scanning the corresponding QR code will display the product traceability information. Configure the consumer scan-and-view page for the specified traceability batch products.

Configure Mini Program Template

Enterprises can configure their exclusive mini program traceability page display template. Once configured, it can be selected during [Traceability Batch](#) configuration for consumer page display after scanning. Supports adding, previewing, editing, and deleting features.

1. Log in to [TRP Console](#), and in the left sidebar menu, click **Mini Program Template Management**.
2. In the mini programs **Template Management** page, click **Create New Template**, and select **Traceability Template**.

ⓘ Note:

TRP currently offers three types of traceability templates:

- **Basic Traceability Template** highlights the result of QR code verification and displays product and traceability information.
- **Identity Authentication Template** highlights product information characteristics. The template includes cards suitable for product promotion and video display, which can be optionally displayed.
- **Brand Promotion Template** emphasizes enterprise brand perception. A WeChat Video Account corporate promotion video can be played in the header background to enhance brand promotion through video and brand images.

选择溯源模板



基础溯源
展示扫码验证结果、商品信息



身份认证
强调商品资料与特征



品牌宣传
可通过视频、品牌图进行强化宣传

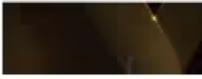
3. At the bottom of the Create New Template page, configure the relevant information for the corresponding template.

i 溯源模板将适配您购入的产品版本进行展示，当前产品版本 **标准版**

配置相关信息

模板名称 *

头部背景图



选择图片 删除

请上传jpg/png背景图，推荐尺寸1125x420，大小控制在5M内

扫码记录 显示 不显示

商品验真 显示 不显示

Parameter name	Description
Template Name	Name this template.
Header Background Image	Default background. If you need to select another image, click Select Image , upload a jpg/png background image, recommended size 1125x420, with a size limit of 5MB.
Scan Records	Choose whether to display information based on the situation.
Product Authentication	Choose whether to display information based on the situation.

4. After confirming the content is correct, click **Submit**.

Create a Traceability Batch

1. Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
2. On the Traceability Batch page, click **New Batch**.

溯源批次

注：同一批次下的商品的溯源信息是一样的，如果溯源信息不一样请分不同批次；上链前，标识包文件需已上传。 展开更多

新建批次

批次ID/商品名称/所属商户

批次ID	批次号	所属商户	商品名称	标识包	标识数量	码状态	操作
...	...	安心	鸡蛋	已上传 下载	11	已激活	冻结 配置 预览 更多
...	...	安心	鸡蛋	未上传 上传	0	未激活	激活 配置 预览 更多

3. On the New Traceability Batch page, select the merchant affiliate and configure related parameters.

新建溯源批次 ✕

批次ID * 系统自动生成

批次号 *

所属商户 * ✔

选择商品 *

生产日期 

有效期

备注

标题	类型	内容	操作
⋮ <input type="text" value="新建商品"/>	<input type="text" value="文本"/>	<input type="text"/>	删除

[+ 添加自定义信息](#)

Parameter name	Description
Associated Merchant	You can choose from the merchants added in Merchant Management .
Select Product	You can choose from the products added in Product Management .
Production Date	Fill in the actual production date of the product.
Validity Period	Fill in the product's validity period.
Remarks	Fill in according to actual requirements.
Add Custom Definition Information	Adding Configuration Item Information.

4. After confirming the content is correct, click **Submit**. The system will prompt 'Created' and the newly created batch will be displayed in the list.

溯源批次

注：同一批次下的商品的溯源信息是一样的，如果溯源信息不一样请分不同批次；上传前，标识包文件需已上传。

新建批次

批次号	所属商户	商品名称	标识包	标识数量	码状态	操作
20	体验商户	体验商品	未上传 上传	0	未激活	激活 配置 预览 更多
20	体验商户	体验商品	未上传 上传	0	未激活	激活 配置 预览 更多

Associate Code Packages and Batches

Link the product batch with the corresponding code package. This associates the QR code with batch information, making this code package the exclusive code package of that batch.

1. Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
2. On the Traceability Batch page, select the required product batch and click upload in the Identifier Package column **Upload**.

Note:

After the code package file is uploaded, the data in this row cannot be deleted, regardless of its activation status.

批次ID	批次号	标识包	标识数量	码状态	操作
20...	...	未上传 上传	0	• 未激活	激活 配置 预览 更多 ▾
20...	...	• 已上传 下载	100	• 已激活	冻结 配置 预览 更多 ▾

3. On the code package upload page, choose the upload method:

- **Online Selection:** Select a previously generated text code package and click **Confirm**.

上传方式 在线选择 本地上传

选择码包文件

记录编号	生成时间	码类型/规则	码量
<input checked="" type="checkbox"/>	20...	普通码	10
<input checked="" type="checkbox"/>	20...	普通码	11
<input type="checkbox"/>	20...	普通码	10
<input type="checkbox"/>	20...	普通码	100
<input type="checkbox"/>	20...	普通码	14

已选择 (2)

记录编号	生成时间	码类型/规则	码量
e...	...	普通码	10
ct...	...	普通码	11

总码量: 21

- **Local Upload:** Click **Click to upload** or drag the **file to this area**, and select a previously generated text code package to upload.

Note:

Please upload a csv or zip format file with a maximum size of 1MB.

码包上传

上传方式 在线选择 本地上传

码包模板下载 [码包模板.csv](#)

文件上传 *

点击上传 拖拽到此区域

请上传csv或zip格式文件，大小1MB以内

4. After completing the binding of the code package and the traceability batch information, the identifier package column on the list page will show "Uploaded" and display the specific identifier quantity.

批次ID	批次号	标识包	标识数量	码状态	操作
	7	● 已上传 上传 下载 解绑	10	● 未激活	激活 配置 预览 更多 ▾
	25	● 已上传 下载	11	● 已激活	冻结 配置 预览 更多 ▾

Configure the Traceability Batch Scanning Effect

- Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
- On the traceability batch page, select the required product batch, and click **Configure** in the operation column

新建批次

Q

批次ID	批次号	标识包	标识数量	码状态	操作
2	7	● 已上传 上传 下载 解绑	10	● 未激活	激活 配置 预览 更多 ▾
21	5	● 已上传 下载	11	● 已激活	冻结 配置 预览 更多 ▾

3. On the select template page, choose the template you have configured in [Mini Program Template](#) before, and click **Next**.
4. On the configure product information page, configure **traceability information**, **product information**, and **product information on-chain** separately
 - **Traceability information:** According to actual needs, enter the title and select an icon, then click **Save**.



- **Product information:**

- 4.1.1 Enter the title and select the information type, including styles like pictures, videos, text, long text, large images, and mini programs. Then click **Save**.



- 4.1.2 Supports on-chain processing of product information, ensuring the immutability of product information through blockchain capabilities. Click **On-chain**, and after a second confirmation, the product will be successfully on-chain.

Note:

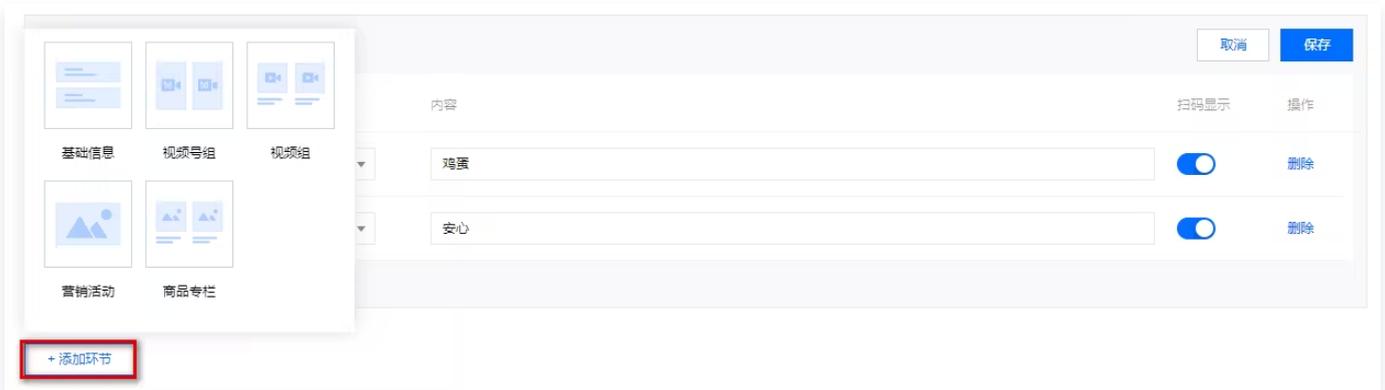
- Once the product information is on-chain, it cannot be modified.

- Choosing **On-chain** or **Not On-chain** can both complete the creation and activation of the traceability batch. You can freely choose based on your situation.



5. Add Event Segment.

5.1 On the traceability batch configuration page, click **Add Segment** and select the required template.



5.2 Click **Type Dropdown Menu**, select **One Product One Code Campaign**, and configure the related event information (segment name, event tag, event picture).

5.3 Click **Content Dropdown Menu**, select **Back Created Event** to associate the event with the traceability batch, and click **Save**.

配置

批次ID: 202312 所属商户: 商品名称: 生产溯源 (扫码展示) 销售溯源 (扫码展示)

选择模板 > 2 配置溯源信息 > 3 完成

溯源信息

导入 保存为溯源模板

商品信息

标题	类型	内容	扫码显示	操作
商品名称	文本		<input checked="" type="checkbox"/>	删除
所属商户	文本		<input checked="" type="checkbox"/>	删除

+ 添加一行数据

基础信息 活动

标题	类型	内容	扫码显示	操作
幸运抽签活动	一物一码活动	 <input type="text"/>	<input checked="" type="checkbox"/>	删除

请上传jpg/png封面, 推荐尺寸1053x300, 大小控制在5M内

+ 添加一行数据

上一步 下一步 取消

6. After confirming the content is correct, click **Next** to automatically complete the creation of "Traceability Batch".

配置

批次号: 所属商户: 商品名称:

溯源信息保存成功

选择模板 > 配置商品信息 > 配置溯源信息 > 4 完成

效果预览

所属商户 体验商户

商品图示  1/1

商品描述
腾讯短剧系列-【蓝鹤】，重磅出击！头上有呆毛，眼神有呆意。胖嘟嘟的小蓝鹤，等你带回家~

生产信息

生产车间  1/1

测试图片

投诉反馈 继续扫码查询

恭喜您完成批次信息配置

接下来您可进行生产任务配置, 为用户展示生产溯源能力

新建批次 查看批次

Activate Traceability Batch

Activate the Traceability Batch. Once activated, it can be used in practice. Scanning the corresponding QR Code will display the product traceability information.

Not On-chain Activation

1. Log in to the [TRP Console](#), in the left menu bar, click **Batch Management > Traceability Batch**.
2. On the traceability batch page, select the required product batch, and click **Activate > Confirm** in the operation column



On-chain Activation

If you have already activated the information in the [Configuration Product Information](#) and [Configuration Traceability Information](#) steps, you can directly activate it here. If you did not perform the on-chain operation during the configuration steps, you can "Configure" again before "Activation." After configuring the on-chain, you can directly activate it.

Task Eight: Print the Code Package and Label

Last updated: 2026-03-12 14:22:03

TRP partners with service providers to offer online code package printing; supports creating online code-printing orders. After the code package arrives by mail, proceed with packaging and labeling.

Online Code Package Printing

Note:

You need to generate a code package with [Serial Number](#) in order to use the Online Printing Code Package feature.

1. Log in to the [TRP Console](#), in the left menu bar, click **Marketing Toolbox**.
2. On the Marketing Toolbox page, select **Code Management**, and click **Buy now**.

关联服务 可帮您更全面的拓展营销边界

 数据运营 依托腾讯先进的大数据分析技术，对数据智能分析 并以可视化方式展现，让数据说话，真实展现当前	 消费者运营 只需几分钟配置，您就可以搭建企业自有积分商城、电商商城、兑换商品库、运营活动系统
 印码管理 为您提供印码服务。使用高品质过光膜工艺，印刷后快递至指定地址，减少您自己设计与印刷的成本	 运营助手 提供会员管理体系及积分运营能力，建立私域流量，降低积分运营成本，构建会员体系及设计积分业务

3. On the Code Management page, click **Create a New Code Printing Order**.

After printing, the physical label will be mailed to you without additional express fee. Please ensure the accuracy of the verification information. Once the order is created, it cannot be modified.

6. On the payment confirmation page, the system will automatically calculate the price based on the code quantity and code craftsmanship you choose and display it.

As illustrated, please verify the information. After confirming the funds, make the payment to the account provided on the page. We will arrange for a specialist to verify it subsequently.

 **Note:**

You need to note the "Enterprise Name" to help us provide you with printing code service more quickly and accurately.

← 新建印码订单

✓ 选择码包文件 >
 ✓ 填写收货信息 >
 3 确认付款信息 >
 4 完成

印码工艺

明码款

使用高品质过光膜工艺，防水防刮，溯源码适用。
*各层级码均为明码款



价格明细

外包装码	服务内容	不限	内包装码	服务内容	< 3w	3w-100w	100w-500w	> 500w
2.5cm * 3.8cm	价格 (元)	0.12/个	2.2cm * 3.5cm	价格 (元)	3000	0.12/个	0.1/个	0.09/个

① 需要新的印码款式，请联系邮箱 v_siyijiang@tencent.com

价格明细

总价: [] 元 |
 外包装码: -- 单价: -- 总价: --
 内包装码: 10 个 单价: -- 总价: [] 元

对公收款信息

① 请根据以下账号信息支付，付款时请备注 企业名称

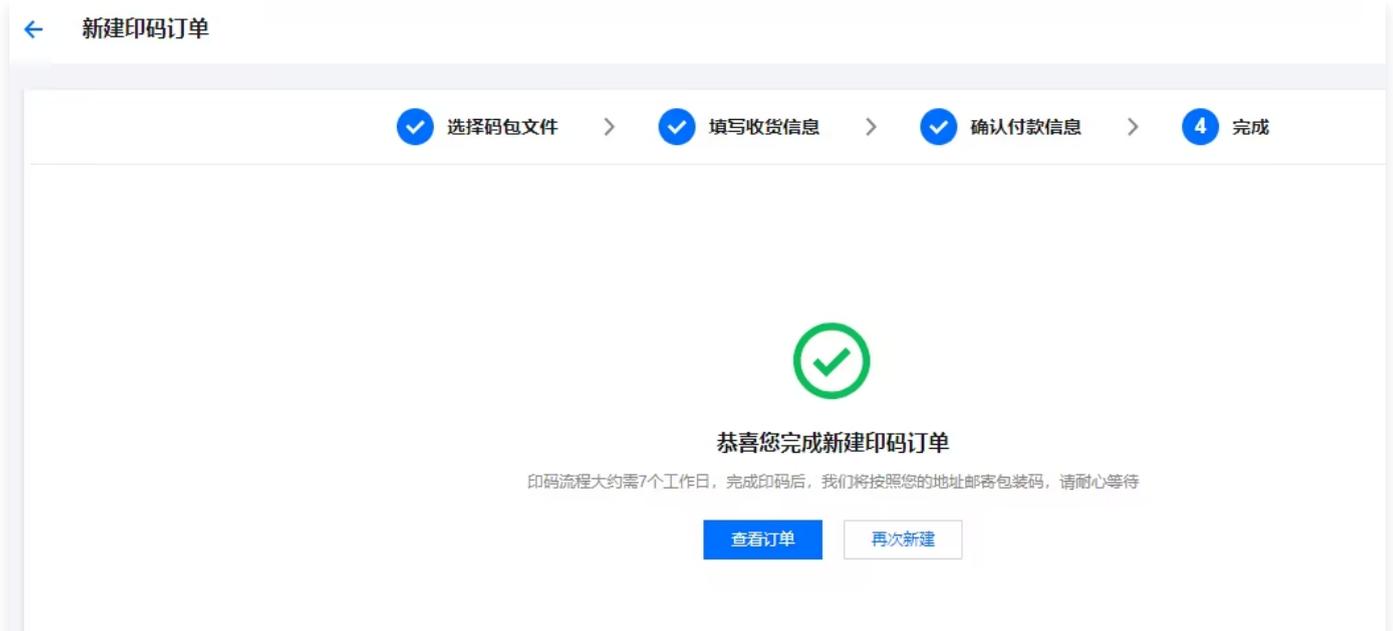
公司名称	浙 []
税号	9 []
公司地址	浙 [] 5B
银行账户	4 []
银行开户行	中 []
电话	0 []

上一步

下一步

取消

7. After confirming the content is correct, click **Next** to complete the creation of the printed code order.



8. After the printed code order is completed, the following information will be displayed on the printed code management page:

- Click **View** to see the created order information.
- Click **Download** to download the code package file for the order.

Note:

If the company does not require additional printed code services or already has printing capabilities, it can download and print the code package independently to complete the printing operation.



Labeling after printing

After the created printed code order is received or the code package is printed independently, the code can be affixed based on the actual production situation of the product; after the QR code is affixed, the entire process is completed. In the subsequent sales stage, consumers can purchase and scan the code to query the product traceability information.

Task Nine: Brand Building

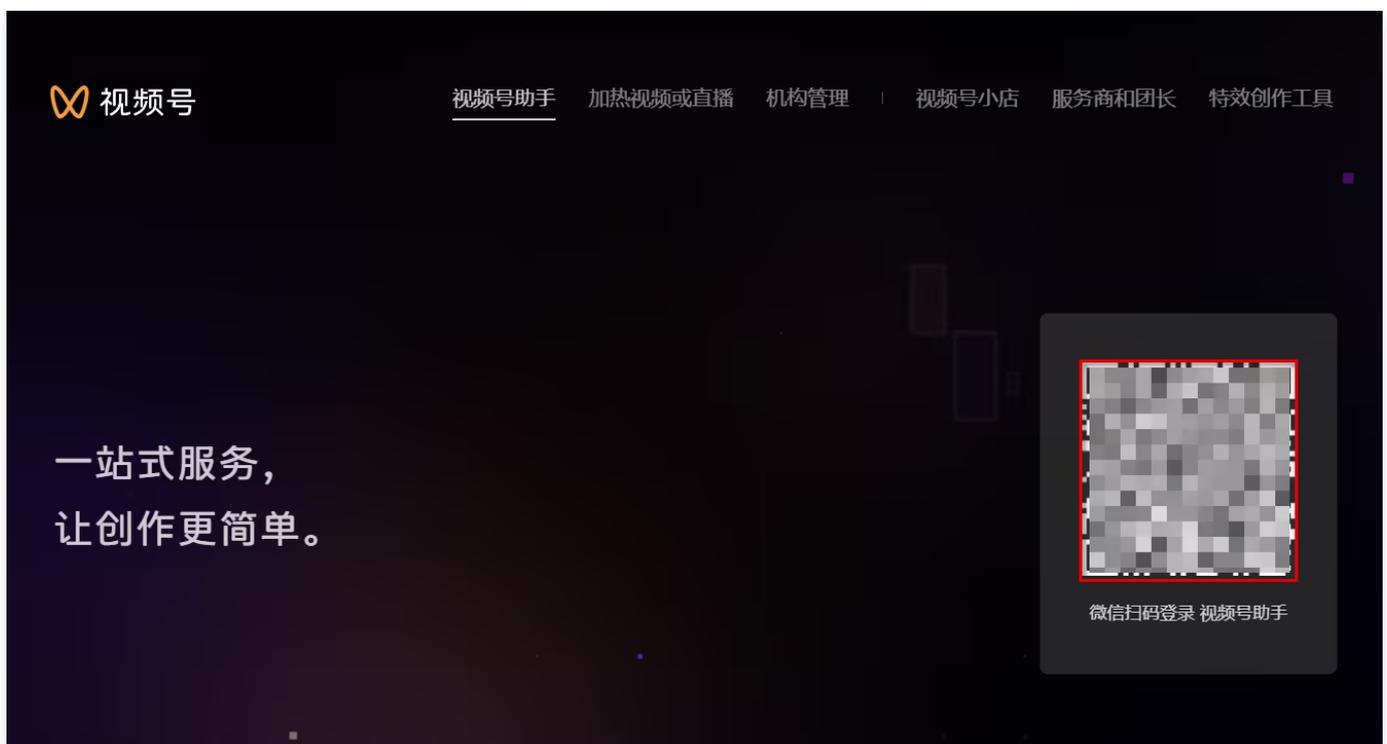
Last updated: 2024-11-29 14:12:26

You can create an exclusive video account for your enterprise and publish relevant video content. By configuring videos on the video account, you can enhance the perceptibility of your corporate brand on the traceability page, allowing consumers to gain deeper insight into your brand story, and thereby achieve promotion through videos.

You can also create an exclusive WeCom for your enterprise and set up WeCom customer service to add users after they scan the code. This way, you can direct users to a private domain scenario and continuously carry out operations.

Video Account Configuration Guide

1. log in to Video Number Backend, open [WeChat Video Assistant](#) in a computer browser, and scan the code to log in to.



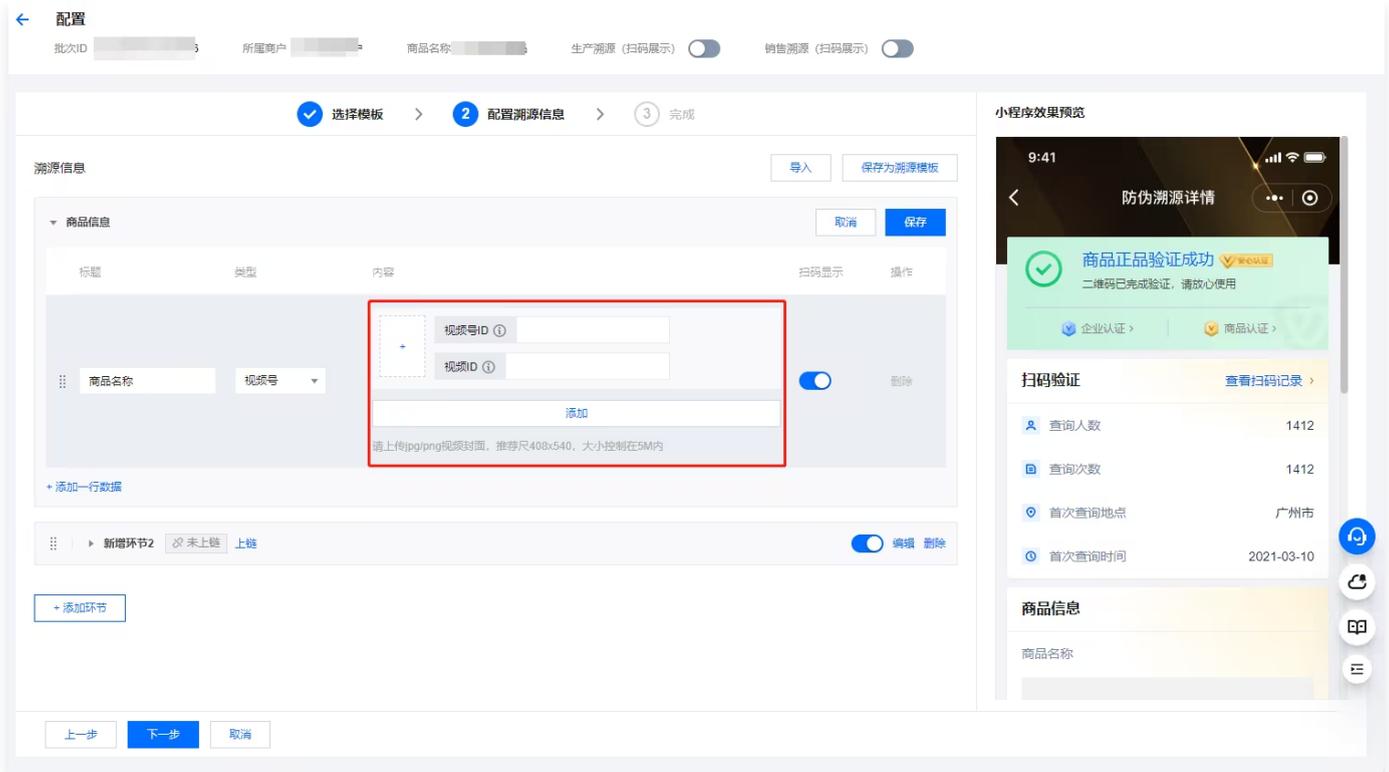
2. After the log in, you can view and copy the Video Number ID on the homepage



3. Select **Content Management > Video Management** to view all videos; hover the mouse over the selected video , click **Share** to copy the video ID.



4. Configure the video number video to the [Traceability Batch Page](#) , and the video number video can be configured to the Traceability Page.



Enterprise WeChat Add Followers Configuration Guide

WeChat Work Group Link Access Method

1. log in to WeChat Work Backend, open [WeChat Work Official Website](#) in your computer browser, click on the top right corner **Enterprise log in to** .



2. Select Customers and Upstream/Downstream > Add Customers, click Join Group Chat and enter Settings.



3. Click Create and Join Group Chat and select Join Group Chat in Mini Program.

企业微信

API文档 | 联系客服 | 退出

首页 通讯录 协作 应用管理 客户与上下游 高级功能 安全与管理 我的企业

« 返回

加入群聊

客户通过扫描群二维码、立牌或点击小程序上的按钮，即可获取入群方式，进入企业的客户群。

新建加入群聊

「加入群聊」二维码 · 2 「加入群聊」按钮 · 1

搜索

样式	可加入群聊	方式	备注	操作
	测试群	生成单个二维码		下载 编辑
	1群	生成单个二维码		下载 编辑

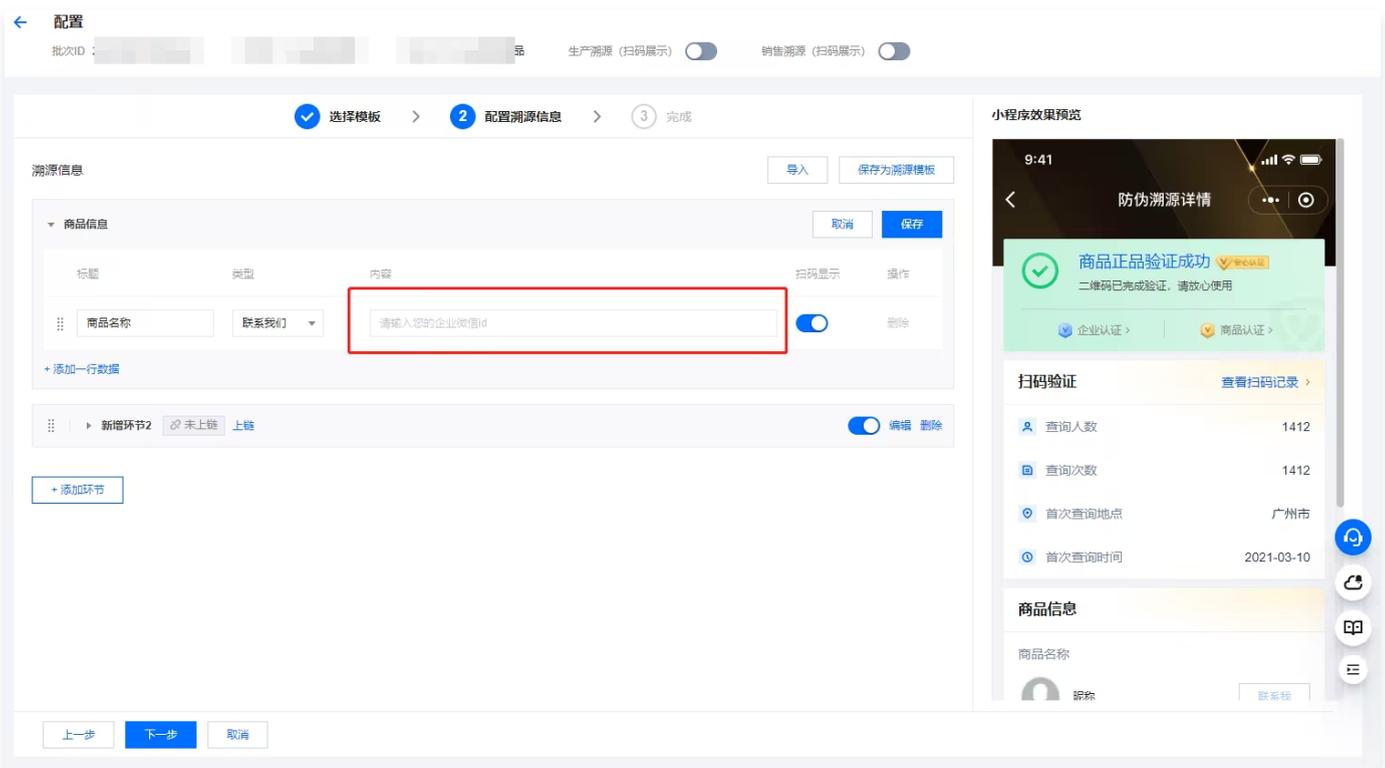
4. Configure group chat information, select **Available Group Chats**, and click **Create** when finished.



5. After the "Configured Button" prompt appears, click **Copy Button Link**



6. In the [Traceability Batch](#) page, you can **paste the link** to complete the configuration of the corporate WeChat group link.



How to Obtain Your WeCom ID

1. Log in to the WeCom admin backend, open the [WeCom official website](#) in a computer browser, and click the top right corner "Enterprise log in to".



2. Select "Customers & Supply Chain" > "Add Customer", and click "Contact Me" to enter settings.

The screenshot shows the 'Add Customer' (加客户) interface in the Tencent Reassurance Platform. The top navigation bar includes '企业微信' (WeChat for Business) and '客户与上下游' (Customers and Upstream/Downstream), with the latter highlighted. A yellow banner at the top of the main content area states: '当前企业未认证, 仅可添加100位客户, 认证后可提升 前往认证' (Current enterprise not certified, only 100 customers can be added, upgrade after certification, go to certification). The left sidebar contains a menu with '加客户' (Add Customer) highlighted. The main content area is titled '加客户' and features four configuration cards: 1. 「联系我」 (Contact via Mini Program): Described as allowing customers to scan QR codes or use work cards to get contact info. 2. 「加入群聊」 (Join Group Chat): Described as allowing customers to scan group QR codes or use QR codes to join. 3. 「Hi」 欢迎语 (Hi Greeting): Described as a system-wide greeting for added members. 4. 「Hi」 入群欢迎语 (Hi Group Chat Greeting): Described as a greeting for customers joining group chats. Each card has a '设置' (Settings) button. The 'Contact via Mini Program' card is highlighted with a red box.

3. Click "Create New Contact Method", and choose "Contact via Mini Program".



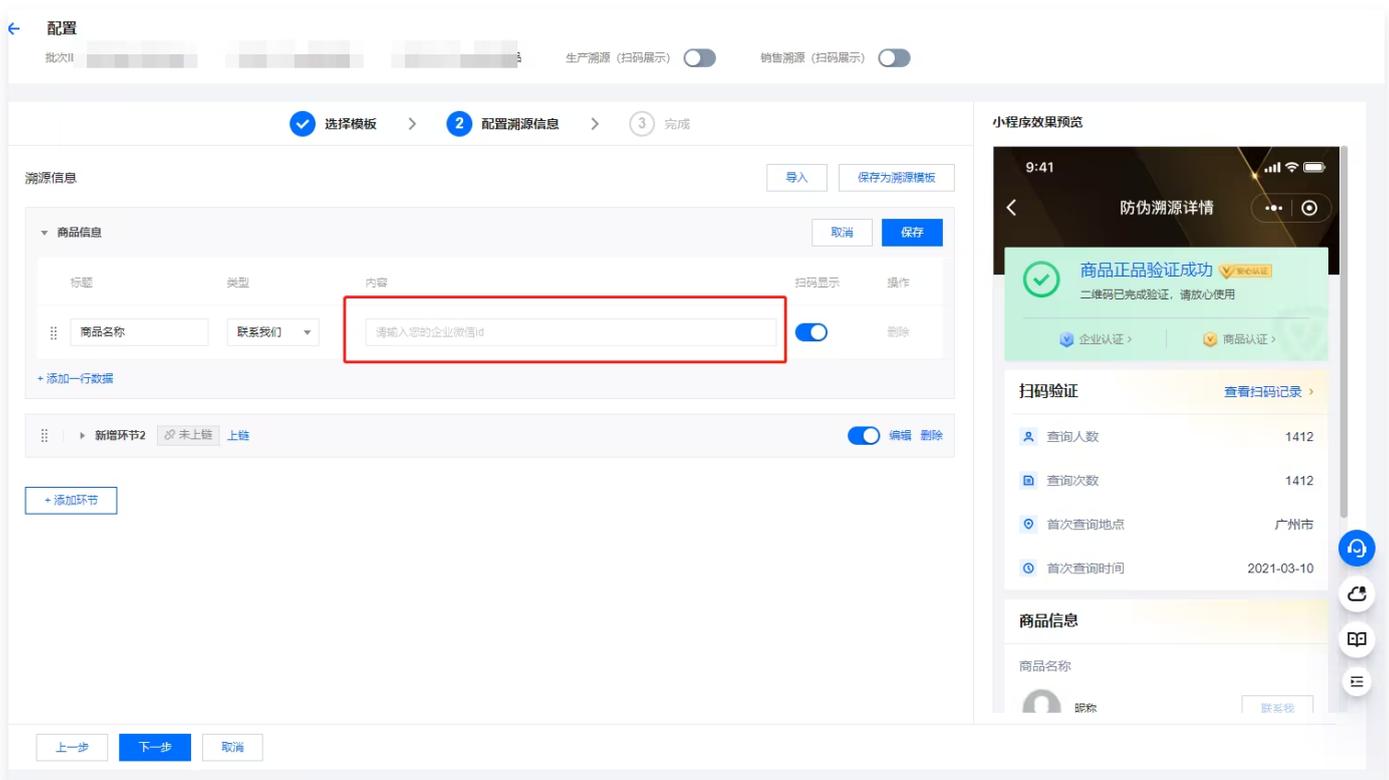
4. Configure personnel information, please select "Individual" type and the personnel to use, and choose the first button style, then click "Create".



5. After the "Button Configured" prompt pops up, click "Copy Config ID."



6. On the "Traceability Batch Page", you can "Paste" to complete the configuration of the WeCom group link.



Scan Code Marketing Practice Tutorial Overview

Last updated: 2026-03-12 09:44:44

Applicable Scenario

Suitable for traceability scenarios where production and circulation links can be unified managed. It includes production lines and upstream and downstream distributor management, and supports configuring scan code marketing activities.

Operation Steps

1. [Prepare Preliminary Information](#)
2. [Configure Basic Link](#)
3. [Generate Code Package](#)
4. [Configure Activity Prizes](#)
5. [Configure Event Batch](#)
6. [Print Code Package and Labeling](#)

Task One: Prepare Preliminary Information

Last updated: 2026-03-12 14:22:52

Prepare relevant enterprise information

Before using the TRP feature, prepare and upload the relevant enterprise qualification certifications according to different business categories. Ensure that all scenarios where the TRP feature is used are legally compliant. For specific categories and qualification requirements, please refer to [Enterprise Business Qualification Requirements](#).

Note:

All qualifications must be provided with scanned originals or photocopies stamped with the company's red seal, and signed photocopies of the legal person's ID card. The products sold must be within the scope of the license. All qualifications must be within the validity period.

Prepare product-related information

Prepare traceable goods and related information.

The content mainly includes (can be adjusted according to actual needs): product name, specifications, product introduction (copywriting, images, videos), product quality inspection report, origin information, etc.

Prepare prize information

Prepare the event prizes and related information.

Products can be ingested in two ways: self-owned products by the enterprise or procurement from Tencent resources. Product forms support physical products and CDK virtual coupons. Content mainly includes (and can be adjusted according to actual needs): prize name, prize introduction (copy, cover image, detail image), CDK card code file, redemption page link, etc.

Task 2: Configure the basic link

Last updated: 2024-11-29 14:13:32

Add and maintain the association relationship between merchants and products.

Add a merchant

1. log in to [TRP console](#), in the left menu bar, click **Merchant Management**.
2. On the Merchant Management page, click **Create a New Merchant**, and configure the relevant parameters.

添加商户 ×

商户名称

码来源

**安心平台**
在安心平台生成并下载符合您
商户规则的码包文件

**企业自有**
选择商户已有的生码服务，无
需在控制台生成

注：码来源选择后无法修改

备注

Parameter name	Description
Merchant Name	Enter the name of the merchant.
Code Source	<ul style="list-style-type: none"> Secure Platform: If the enterprise wishes to directly use the QR code generation capability provided by the Secure Platform, select "Secure Platform". The merchant can then generate codes through this platform. Enterprise-owned: If the enterprise has its own encoding system and wants the Secure Platform to perform scan recognition, display traceability information, or bind One Product One Code campaigns, select "Enterprise-owned". The merchant will not be able to generate codes through the Secure Platform and can only upload codes with a specific URL Prefix.
Remarks	Fill in according to actual requirements.

3. After confirming the content is correct, click **Confirm**.



Add Products

The Product Information Management Module includes functions to create, edit, and delete features. Use this module to establish the relationship between products and merchants. The merchant information to which the product belongs cannot be changed, and products with established traceability codes cannot be deleted.

1. Log in to [TRP Console](#), in the left-side menu, click **Product Management**.
2. On the product management page, click **Create New Product**, configure related parameters.

添加商品 ×

商品名称 * ✔

所属商户 * ▼

商品图片

点击上传

最多上传6张
支持文件类型: jpg、jpeg、png,大小限制:5M
建议使用正方形, 推荐大小 800*800

商品规格

商品说明

Parameter name	Description
Product name (required)	Enter the product name to be configured.
Merchant Affiliate (required)	Enter the merchant associated with the product.
Product Image	Upload product image for remark purposes only.
Product Specifications	Enter product specifications, such as 500g/bottle.
Product Description	Enter product description for remark purposes only.

3. After confirming the content is correct, click **Confirm** to complete the product creation.

商品管理

添加成功 ×

新建商品

商品名称/所属商户

商品名称	商品图片	商品编号	所属商户	商品规格	商品说明	操作
操作手册测试商品	--	dy...	操作手册测...	--	--	编辑 删除

Task 3: Generate Code Package

Last updated: 2026-03-12 14:24:29

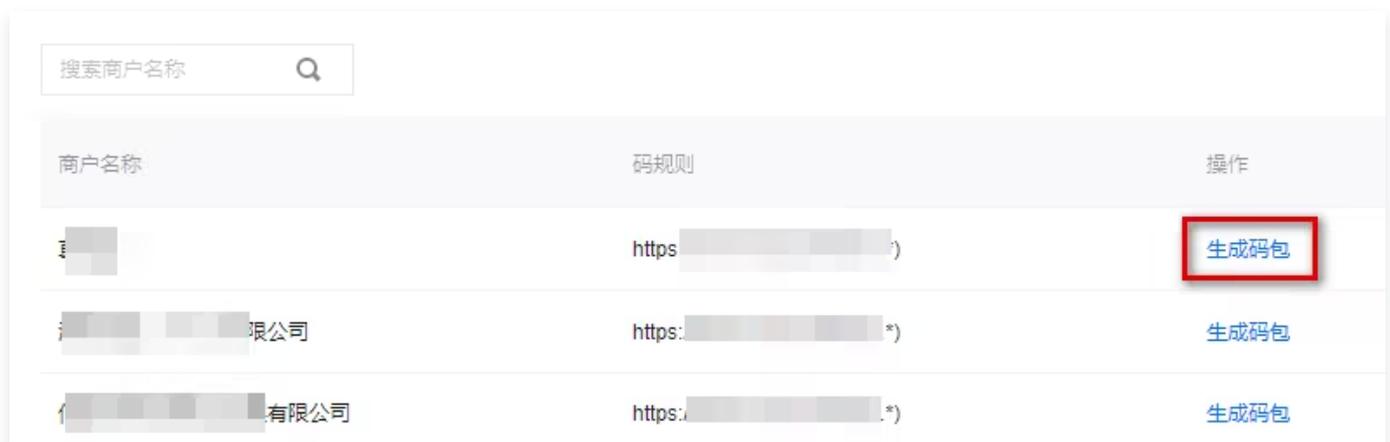
Create and generate code packages that match the packaging relationship.

Generate Code Package

Corresponding to creating merchants, if the enterprise selects "Secure Platform" as the code source when creating a merchant, the Secure Platform can generate a certain number of code packages based on the corresponding code rules. These codes will subsequently be associated with product batch information for the enterprise's full-chain product traceability, consumer anti-counterfeiting inspection, and product information viewing. The code packages will be pre-printed on packaging materials or pre-packaged products to meet the tracing needs of different entities. When performing code generation operations, you can choose **Quick Code Generation** or **Custom Code Generation**.

Quick Code Generation

1. Log in to the [TRP Console](#), in the left menu bar, click **Code Management**.
2. On the Code Management page, select the desired merchant, click **Generate Code Package** in the operations column.



3. Choose **Quick Code Generation**, click **Next**, configure the relevant parameters.

Parameter name	Description
Sequential Code	<ul style="list-style-type: none"> • With Sequential Code: If there is a sequential code in the code rules, you can create an online printing order in Code Management or print it offline. • Without Sequential Code: If there is no sequential code in the code rules, you can only print and apply the code offline.
Anti-Counterfeiting Character Length	Please choose an anti-counterfeiting character length between 13 and 32 characters.
Code Type	<p>Choose the Common Code, Secondary Packaging Code, or Tertiary Packaging Code according to actual needs. Among them, Secondary Packaging Code and Tertiary Packaging Code can select the Code Association Type:</p> <ul style="list-style-type: none"> • Related: When the code is generated, the inner and outer packaging codes will automatically generate an association. • Without Association: During code generation, it will only generate the specified quantity of inner and outer packaging codes without creating a corresponding association relationship table.
Associated Product	The associated product is only used for verification when interfacing with external third-party systems. If not needed, just select "No Association".
Character Type	You can choose from numbers, pure letters, or hybrid codes as the code generation result.

4. After confirming that the content is correct, click **take effect** .

Note:

The system will generate code packages that meet the corresponding rules based on the enterprise's selection. A maximum of 1 million codes can be generated each time. If the number of codes exceeds 1 million, repeated code generation operations are required.

Custom Code Generation

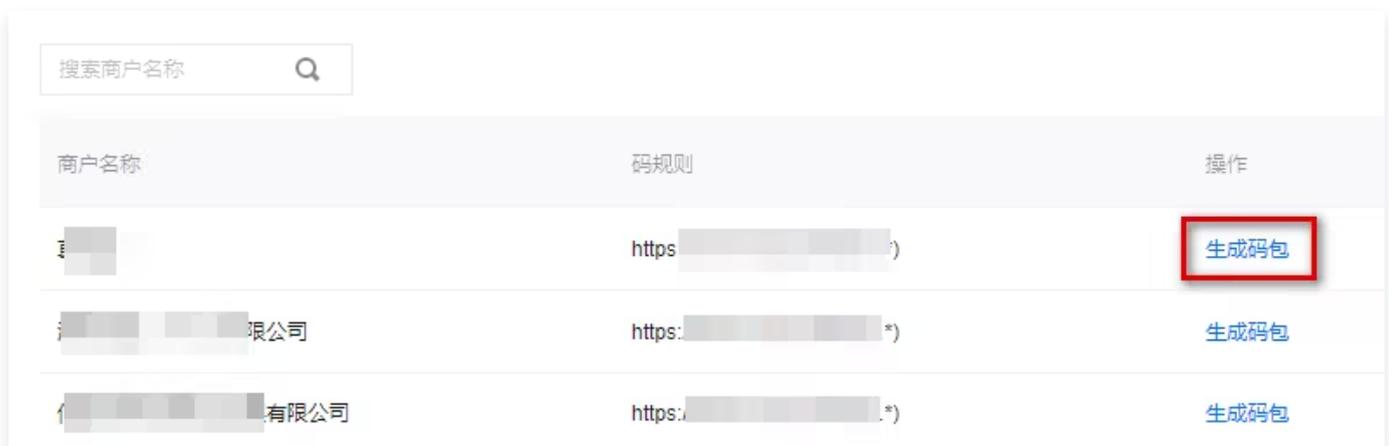
This is suitable for enterprises with more complex business requirements for code generation rules.

In the custom code generation mode, enterprises can select different code rules based on the hierarchy of codes for generation. If there are no suitable code rules, you can add them in the "Custom Code Rule" menu. Custom code generation can generate up to 1 million codes each time. If the number of codes to be generated exceeds 1 million, repeated generation operations are required.

Note:

If the code source selected when the enterprise creates the merchant is "Enterprise-owned", code generation cannot be performed through the "Code Management" module. Enterprises can upload their own codes in batch management. For details, please refer to [Custom Code Rule](#).

1. Log in to the [TRP Console](#), in the left menu bar, click **Code Management**.
2. On the Code Management page, select the desired merchant, click **Generate Code Package** in the operations column.



商户名称	码规则	操作
[Redacted]	https: [Redacted]	生成码包
[Redacted] 有限公司	https: [Redacted]	生成码包
[Redacted] 有限公司	https: [Redacted]	生成码包

3. Select **Custom Code Generation**, click **Next**, and configure relevant parameters.

生成码包
✕

1 选择生码类型 >
 2 生成码包 >
 3 完成

生成码包 (自定义生码)

流水码

有流水码 在码规则中有流水码，您可以在 [印码管理](#) 创建线上印码订单，也可以线下打印

无流水码 在码规则中无流水码，您只能线下打印贴码

码类型

普通码 二级包装码 三级包装码

码关联类型

有关联 在码生成时，内外包装码会自动生成关联关系

无关联 在码生成时，只生成指定数量的内外包装码，但不会创建对应的关联关系表

关联商品 未关联

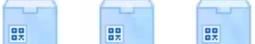
i 1箱货物内有10件商品；
他们包装比例关系为“外包装：内包装 = 1：10”
输入外包装的生码数量，会自动按照比例计算内包装生码数量。

包装码示意图：



外包装码比例 生码数量

码规则 请选择



外包装码比例

生码数量

码规则 请选择

生码数量总计: 0 枚

Parameter name	Description
Sequential Code	<ul style="list-style-type: none"> • With Sequential Code: If there is a sequential code in the code rules, you can create an online printing order in Code Management or print it offline. • Without Sequential Code: If there is no sequential code in the code rules, you can only print and apply the code offline.
Code Type	<p>Choose the Common Code, Secondary Packaging Code, or Tertiary Packaging Code according to actual needs. Among them, Secondary Packaging Code and Tertiary Packaging Code can select the Code Association Type:</p> <ul style="list-style-type: none"> • Related: When the code is generated, the inner and outer packaging codes will automatically generate an association. • Without Association: During code generation, it will only generate the specified quantity of inner and outer packaging codes without creating a corresponding association relationship table.
Associated Product	<p>The associated product is only used for verification when interfacing with external third-party systems. If not needed, just select "No Association".</p>
Outer Packaging Code Ratio	<p>When the code type is selected as Secondary or Tertiary Packaging Code, different inner and outer code packaging relationships will be generated. The specific logic is as follows:</p> <ul style="list-style-type: none"> • Secondary Packaging Code: <ul style="list-style-type: none"> ○ 10 items are included in 1 box of goods. ○ Their packaging ratio relationship is "Outer Packaging : Inner Packaging = 1 : 10". ○ Enter the generation quantity of the outer packaging codes, and the inner packaging code quantity will be automatically calculated according to the ratio. • Tertiary Packaging Code <ul style="list-style-type: none"> ○ 1 box of goods contains 2 small boxes, and 1 small box contains 10 items. ○ Their packaging ratio relationship is "Outer Packaging:Middle Packaging:Inner Packaging=1:2:20". ○ Enter the quantity of Raw Codes for Outer Packaging, and the system will automatically calculate the quantity of Raw Codes for Intermediate Packaging and Inner Packaging proportionally.
	<p>Generate Raw Codes according to actual operation needs, following the principle of One Item, One Code, based on the number of</p>

Quantity of Raw Codes	products. A maximum of 1 million codes can be generated at a time. If the quantity exceeds 1 million, Raw Code Operation must be performed in batches.
Code Rules	<p>Add new Definition Code Rules, supporting Code Length and Rule Configuration for each code segment. The sum of the lengths of each code segment should equal the total Code Length value.</p> <p>Currently, each Code Segment supports five Generation Methods:</p> <ul style="list-style-type: none"> • Anti-counterfeiting Characters: Includes Pure Numbers (20–32 digits), Pure Letters (14–32 digits), Mixed (length 13–32 digits), three types of anti-counterfeiting code generation methods. • Custom Content: Length limit 1–22 digits, enterprises can control the content of the code segment according to actual conditions. • Purchased timestamp: Fixed 10 digits, the specific value depends on the exact time of Raw Code generation. • Auto-increment Number: Choose an auto-increment code segment, and each corresponding code segment will auto-increment according to the specified starting and ending numbers during Raw Code generation. • Date and Time: Fixed 8 digits, such as 20231124, the specific value depends on the exact date of Raw Code generation.

4. After confirming that the content is correct, click **take effect** .

Custom Code Rules

TRP supports enterprises to create Raw Code Rules according to their business needs and invoke them during Raw Code generation.

1. Log in to the [TRP Console](#) , in the left sidebar menu, click **Custom Code Rules** .
2. On the Custom Code Rules page, click **Add Code Rule**.



3. On the Add Code Rule page, enter Basic Information and configure the Code Segment. If you need to configure multiple Code Segments, you can click **Add Code Segment** .

新增码规则 ✕

基础信息

码规则名称 * ✓

关联商户 * ✓

码长度 ✓

配置码段

☰ 码段1 🗑️

码段名称 *

生成方式 ⓘ 长度限制13-32位

长度

码段内容

已使用长度 16, 剩余长度 0

[+ 新增码段](#)

Parameter name	Description
Code Rule Name	Fill in according to operational requirements.
Associated Merchant	Select the merchant to apply this code segment rule.
Code Length	Please select a length between 16 and 32 characters for the anti-counterfeiting characters. The sum of the lengths of each code segment should equal the total code length value.
Code Segment Name	Adjust according to needs.
Generation Method	<ul style="list-style-type: none"> • Anti-counterfeiting Characters: Includes pure numbers (20–32 digits), pure letters (14–32 characters), and mixed (length 13–32 characters), three types of anti-counterfeiting code generation methods. • Custom Content: Length limit 1–22 digits, enterprises can control the content of the code segment according to actual conditions. • Purchased timestamp: Fixed 10 digits, the specific value depends on the exact time of Raw Code generation. • Auto-increment Number: Choose an auto-increment code segment, and each corresponding code segment will auto-increment according to the specified starting and ending numbers during Raw Code generation. • Date and Time: Fixed 8 digits, such as 20221212, the specific value depends on the exact date of code generation.

4. After confirming the content is correct, click **Confirm**.

Download Code Package

1. Log in to [TRP Console](#), and in the left menu bar, click **Generation Record**.
2. On the Generation Record page, find the historically generated code packages. The following two methods are supported for downloading code packages:
 - Click **Text Code Package**, download the text code package, and then upload it to the batch, so that the codes can be associated with the product batch information.



记录编号	商户名称	关联商品名称	关联商品规格	码类型/规则	字符类型	字符长度	流水码	数量	生码进度	操作记录	码包下载
		-	-	普通码	数字	40	有	11	• 完成	2023...	文字码包 图文码样本
		-	-	普通码	数字	34	有	10	• 完成	2023...	文字码包 图文码样本

- Click **Image Code Package**, you can print or paste the downloaded image codes, or directly print them on product packaging for consumers to scan and view information.



记录编号	商户名称	关联商品名称	关联商品规格	码类型/规则	字符类型	字符长度	流水码	数量	生码进度	操作记录	码包下载
		-	-	普通码	数字	40	有	11	• 完成	2023...	文字码包 图文码样本
		-	-	普通码	数字	34	有	10	• 完成	2023...	文字码包 图文码样本

Task Four: Configure Event Prizes

Last updated: 2024-11-29 14:15:57

Configure event prizes and event rules, and later when configuring batches, they can be directly associated.

Add Event Prizes

Support corporate purchasing, uploading, and managing the required inventory of prizes for the events.

Self-owned Resources Storage

1. log in to [TRP Console](#), in the left sidebar, click **Prize Management > Event Prize Storage**.
2. On the Event Prize Storage page, click **Self-owned Resources Storage** and configure the relevant parameters.

← 自有资源入库

资源名称 *

自有资源



资源类型 *

CDK码



资源描述

B *I* U ~~S~~ H₁ H₂ ☰ ☱ **A**

资源封面图

点击上传/拖拽到此区域

请上传jpg/png 文件，推荐尺寸1125x288，大小控制在2M内

详情页大图

点击上传/拖拽到此区域

请上传jpg/png 文件，推荐尺寸1125x288，大小控制在2M内

总库存量 *

-

1

+

cdk文件上传

选择文件

仅支持上传txt

跳转链接

兑换成功后跳转，需加上协议号

完成

取消

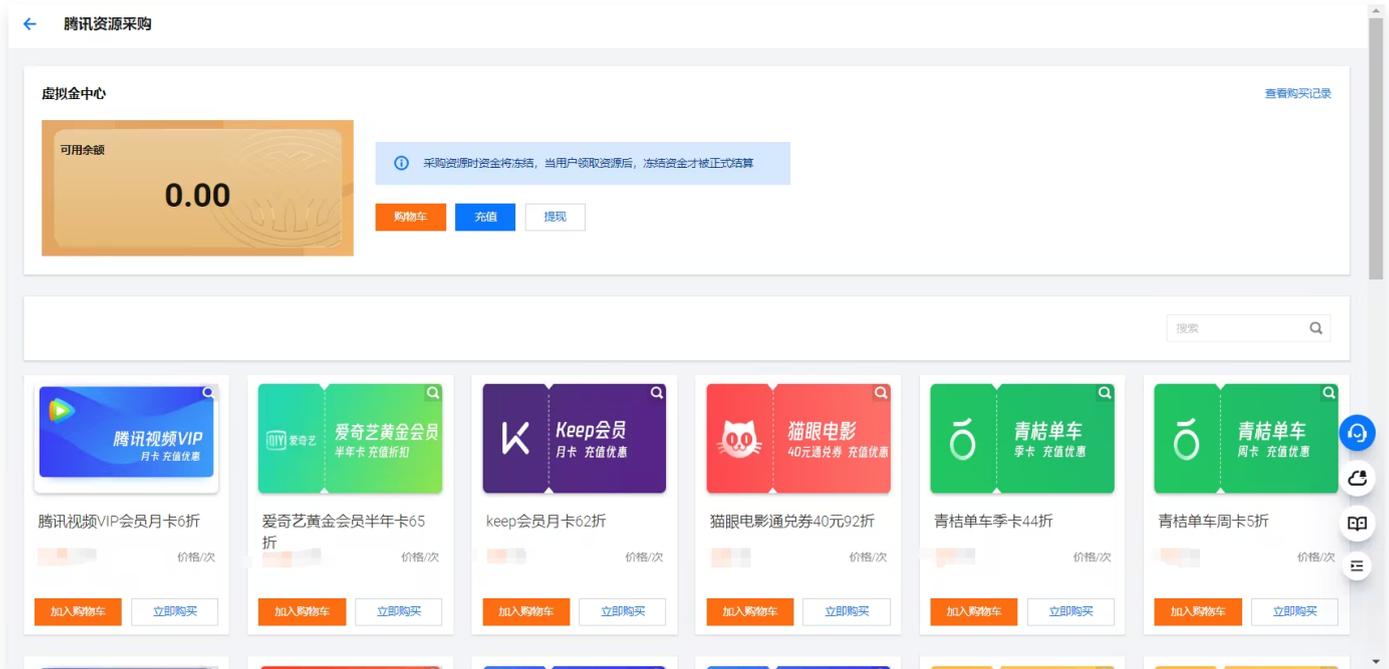
Parameter name	Description
Resource Name	Enter the resource name. (e.g., Virtual Voucher: Tencent Video Monthly Membership Card)
Resource type	<ul style="list-style-type: none"> • CDK Code: Refers to card-based products (e.g., official card codes for Tencent Video Membership Cards). The company needs to purchase or generate card codes themselves. Import the CDKs into inventory via a .txt file. Subsequently, the CDKs can be directly dispensed according to the winning situation. After selecting this option, you will need to upload the corresponding CDK file (in .txt format, one CDK per line). After the upload is complete, the CDK codes will be distributed sequentially from top to bottom based on the file content when users redeem them. • Physical Goods: After winning in the event, the user's address and contact information will be collected. The company can then mail the prizes based on the contact information. • WeChat Cash Red Packet: Merchants can distribute cash red packets to users via the Official Account or Service Notification. After receiving the red packet, the funds go to the user's WeChat Pay balance, which can be used in the same way as other funds in the balance. If not redeemed, the funds will be returned to the merchant's WeChat Pay account after 24 hours. To configure this resource type, you need to register the merchant number on the WeChat Official Account platform and configure this merchant number in the Secure Console.
Resource Description	Redemption/Claim instructions for this resource.
Total Inventory	Enter the product inventory. This inventory is the total enterprise inventory and can be distributed in batches to product sub-inventories.
Other parameters	Fill in according to actual requirements.

3. After confirming the content is correct, click **Finish**.

Tencent Resource Procurement

If the enterprise does not have its own equity resources for event award distribution, equity resources can also be directly procured.

1. log in to [TRP Console](#), in the left sidebar, click **Prize Management > Event Prize Storage**.
2. On the Event Prize Storage page, click **Tencent Resource Procurement**.
3. On the Tencent Resource Procurement page, you can perform recharge and procurement operations. The Equity Mall offers a variety of free equity resources that can be directly procured and used without any recharge.



4. click **Purchase Now** to enter the payment page, where you can select the quantity to purchase. After confirming the payment, the corresponding prizes will automatically be added to the Event Prize Storage Menu List and can be directly selected and used in subsequent events.



5. Some items in the Benefits Mall require Virtual Gold for high-value benefits. Ensure your Virtual Gold balance is sufficient for payment; if insufficient, the enterprise can click **Recharge**, fill in the relevant financial information, and complete the recharge process.

填写认证信息

* 采购商类型： 企业 个人/非企业

* 企业名称：

* 统一社会信用代码/机构证件号：

* 上传企业营业执照：

* 上传法人身份证：

身份证正面 身份证反面

* 企业税号： 用于开具发票

Parameter name	Description
Enterprise name	Enter the enterprise name.
Unified Social Credit Code/Institutional ID Number	Fill in the unified social credit code on the business license.
Upload enterprise business license	Upload enterprise business license.
Upload ID card	Upload ID card.
Enterprise Tax Number	Enter the enterprise tax number.

6. After confirming the information is correct, click **Submit** to complete the recharge.

Configure activity rules

1. log in to [TRP Console](#), in the left sidebar, click **One Object One Code Event > Event Configuration**.
2. On the Activity Configuration page, click **Create Activity**, select the required template, click **Create**.

3. On the Create Activity page, enterprises can edit the corresponding activity title and activity start and end times. When the activity exceeds the start and end time range, it will not function properly.

Parameter name	Description
Activity Title	Fill in the event title according to operation requirements.
Draw Start and End Time	Select the valid time range for this lottery event.
Draw Rules	Fill in the lottery rules to be displayed on the front end.

4. The configuration requirements may vary for different templates. Taking the "Lucky Wheel" template as an example, here you can upload a top image for the Lucky Wheel event. If no image is uploaded, the system will use a default top image.



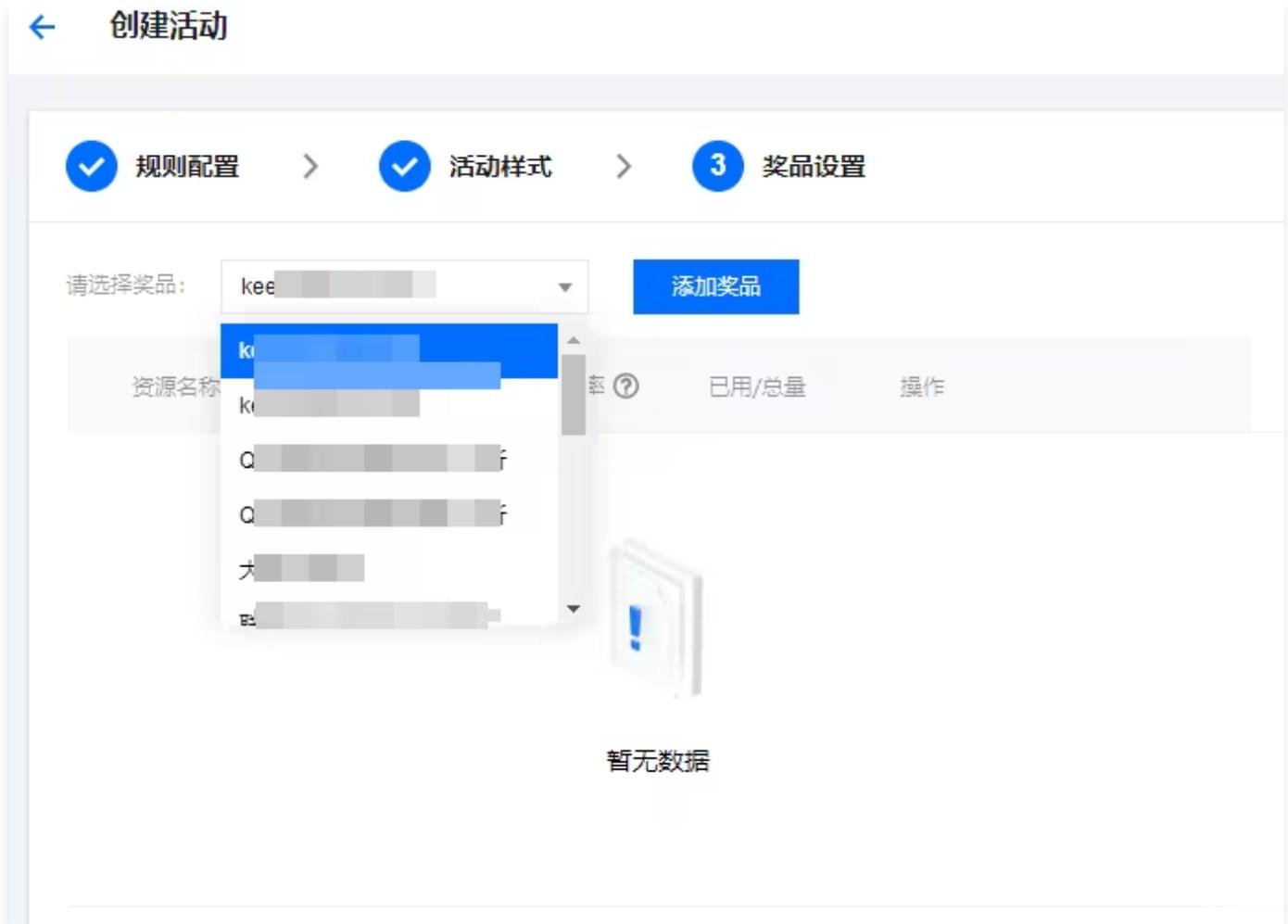
顶部图片

点击上传/拖拽到此区域

请上传 png、jpg 格式文件，大小 2M 以内

Parameter name	Description
Top Image	The default image at the top of the event's landing page can be left unchanged.

5. Different event templates may require different numbers of prizes. For example, due to the style restrictions of the "Lucky Wheel" template, this template requires uploading 6 prizes. Click on the **Please select a prize** dropdown menu to choose appropriate prizes from the inventory to associate with this event.



6. click **Add Prize**, configure prize information, click **Confirm**.

Note:

- The enterprise needs to limit the number of prizes an account can claim. You can select the appropriate restriction period from the **Account Restrictions** dropdown menu
- Configure the repeat claiming times. The system will judge and restrict based on the actual user claiming behavior in real-time.

编辑奖品 ✕

奖品名称

Icon



重新上传

请上传jpg/png 文件，推荐尺寸1125x288，大小控制在2M内

抽奖概率 - +

账号限制

同账号可重复次数 - +

奖品分配数量 - +

现有库存1份

确定

Parameter name	Description
Prize Name	Automatic identification and filling.
Icon	Automatic identification and uploading.
Draw Probability	In the case of multiple products, adjust the proportion of this prize to be won.
Account Restrictions (number of repeatable times for restricted accounts)	The same account can claim repeatedly daily (weekly/monthly/annually), -1 means unlimited.
Prize Allocation Quantity	Select the operational award number for the current activity (the inventory limit is the number of products selected when products are stocked in).

- After configuring all the prize information in order, click **Official Release**, and the activity creation is complete.
- After the activity is created, you can still edit and modify information and change status; the enterprise can perform relevant operations using the action button on the right; activated activities can be frozen; frozen activities will be unable to participate normally; likewise, frozen activities can be reactivated.

活动id	活动标题	活动模板	状态	操作
1	刮刮卡	刮刮卡	• 上线中	查看 编辑 下线 删除
1	刮刮卡	刮刮卡	• 上线中	查看 编辑 下线 删除
1	幸运大转盘	幸运大转盘	• 上线中	查看 编辑 下线 删除

Task 5: Configure Event Batch

Last updated: 2024-11-29 14:16:22

Create an event batch and associate it with an event. The created event needs to be associated with the batch and QR code to enable the interactive method of participating in the event by scanning the code. Each QR code can only be used to participate in one event.

Create a new event batch and associate it with an event

1. Log in to [TRP Console](#). In the left sidebar, click **Batch Management**>**Event Batch**.
2. On the event batch page, click **Create a New Batch**, and associate it with the configured "Event".

The screenshot shows a modal window titled "新建活动批次" (Create New Event Batch) with a close button (X) in the top right corner. The form contains the following fields:

- 批次号 *** (Batch ID *): A text input field containing "20" followed by a greyed-out area.
- 活动 *** (Event *): A dropdown menu with a green checkmark icon to its right.
- 所属商户 *** (Merchant *): A dropdown menu with a green checkmark icon to its right.
- 选择商品 *** (Select Product *): A dropdown menu with a green checkmark icon to its right.
- 备注** (Remarks): A text area with the placeholder text "请输入备注信息" (Please enter remark information).

Parameter name	Description
Batch Number	Automatically identify and fill in.
Activity	Optional pre-configured activities (configured in activity settings).
Associated Merchant	Select the merchant associated with this product.
Select Product	Select the activity-associated products.
Remarks	Fill in according to actual requirements.

3. After confirming the content is correct, click **Submit**.

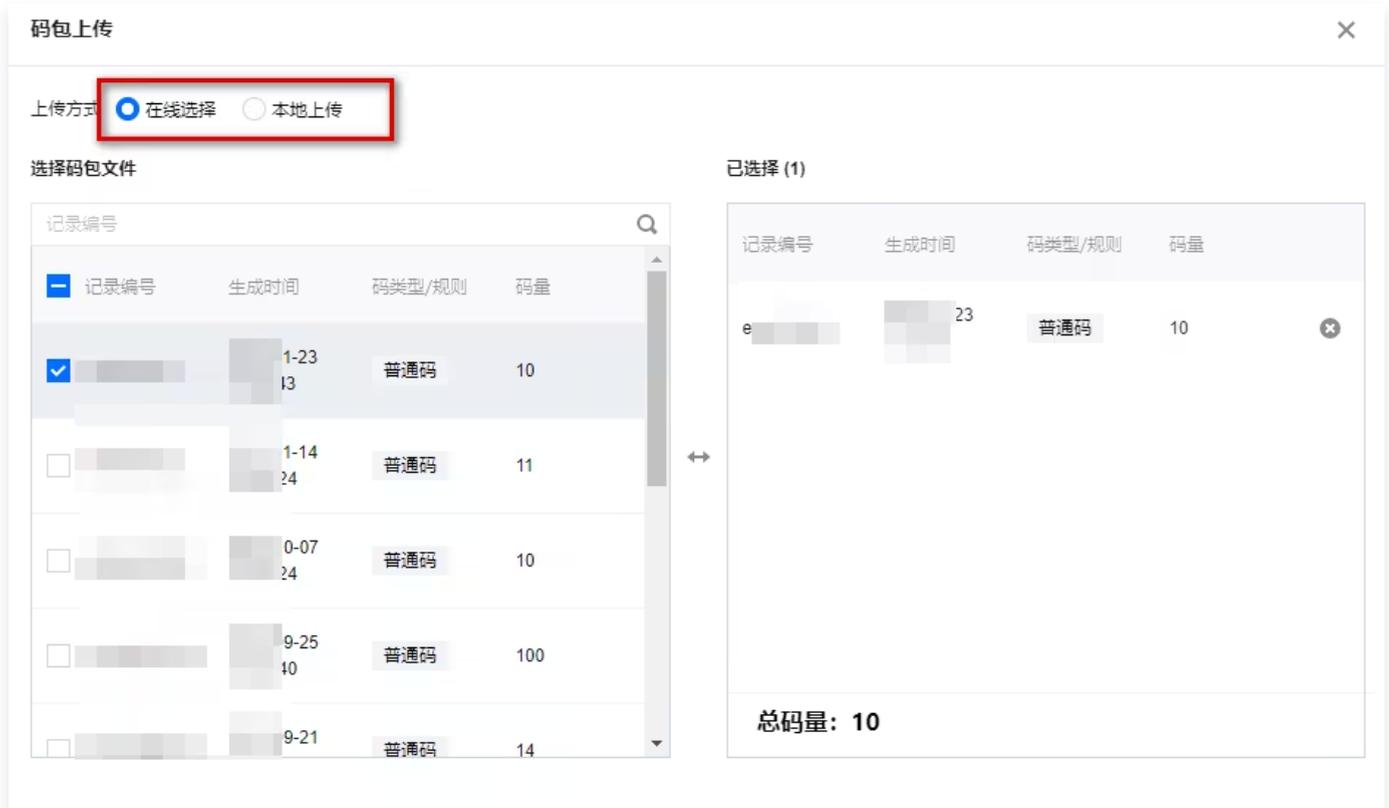
4. Click **More > Copy** to duplicate an event batch with the same information as the current event, reducing your reconfiguration cost.

5. On the Copy Event Batch page, configure the relevant parameters, then click **Submit**.

Associate Code Packages and Batches

Associate the created event batch with the Identification Package (Code Package).

1. Log in to [TRP Console](#). In the left sidebar, click **Batch Management**>**Event Batch**.
2. On the Event Batch page, select the desired batch and click **Upload**.
3. On the Code Package Upload page, support online selection or local upload.



4. Click **Confirm** to complete the binding of code packages and event batch information.

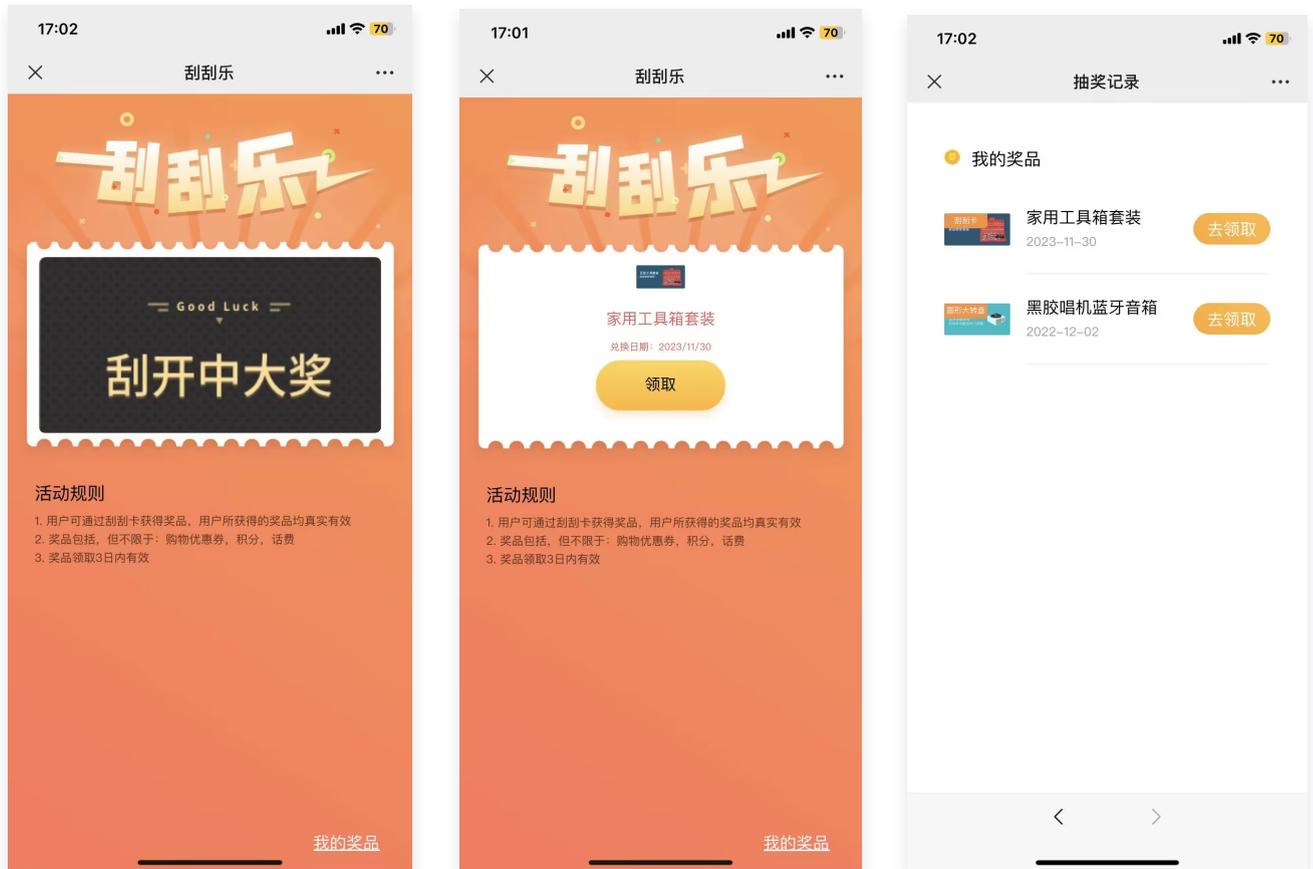


Activate Event Batch

1. Log in to [TRP Console](#). In the left sidebar, click **Batch Management**>**Event Batch**.
2. On the Event Batch page, select the desired batch, click **Activate** > **Confirm**.



3. After activation, the event batch and its associated QR codes can be put into actual use. Consumers can participate in the One Product One Code Campaign by scanning the codes. Example of a consumer scanning to participate:



Task Six: Print and label code packages

Last updated: 2026-03-16 14:28:31

TRP partners with service providers to offer online code package printing; supports creating online code-printing orders. After the code package arrives by mail, proceed with packaging and labeling.

Online Code Package Printing

Note:

You need to generate a code package with [Serial Number](#) in order to use the Online Printing Code Package feature.

1. Log in to the [TRP Console](#), in the left menu bar, click **Marketing Toolbox**.
2. On the Marketing Toolbox page, select **Code Management**, and click **Buy now**.

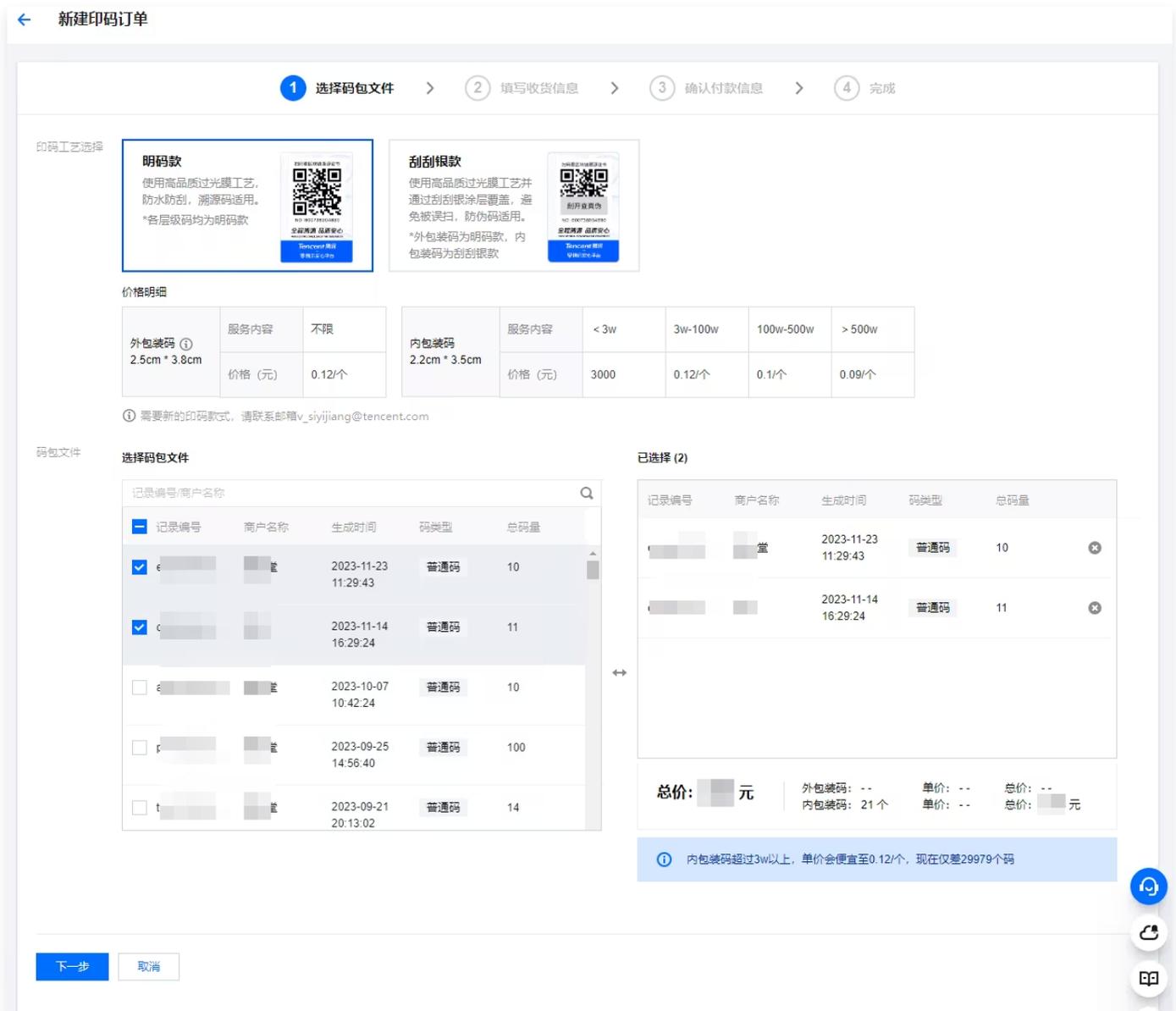
关联服务 可帮您更全面的拓展营销边界

 数据运营 依托腾讯先进的大数据分析技术，对数据智能分析并以可视化方式展现，让数据说话，真实展现当前	 消费者运营 只需几分钟配置，您就可以搭建企业自有积分商城、电商商城、兑换商品库、运营活动系统
 印码管理 为您提供印码服务。使用高品质过光膜工艺，印刷后快递至指定地址，减少您自己设计与印刷的成本	 运营助手 提供会员管理体系及积分运营能力，建立私域流量，降低积分运营成本，构建会员体系及设计积分业务

3. On the Code Management page, click **Create a New Code Printing Order**.



4. On the code package file selection page, choose **Printing Process and Code Package File**, click **Next**.



5. On the receiving information page, enter the recipient's name, telephone, and address, click **Next**.

Note:

After printing, the physical label will be mailed to you without additional express fee. Please ensure the accuracy of the verification information. Once the order is created, it cannot be modified.

6. On the payment confirmation page, the system will automatically calculate the price based on the code quantity and code craftsmanship you choose and display it.

As illustrated, please verify the information. After confirming the funds, make the payment to the account provided on the page. We will arrange for a specialist to verify it subsequently.

 **Note:**

You need to note the "Enterprise Name" to help us provide you with printing code service more quickly and accurately.

← 新建印码订单

✓ 选择码包文件 >
 ✓ 填写收货信息 >
 3 确认付款信息 >
 4 完成

印码工艺

明码款

使用高品质过光膜工艺，防水防刮，溯源码适用。
*各层级码均为明码款



全程溯源 品质安心
Tencent 腾讯
明码订单印码

价格明细

外包装码	服务内容	不限	内包装码	服务内容	< 3w	3w-100w	100w-500w	> 500w
2.5cm * 3.8cm	价格 (元)	0.12/个	2.2cm * 3.5cm	价格 (元)	3000	0.12/个	0.1/个	0.09/个

① 需要新的印码款式，请联系邮箱 v_siyijiang@tencent.com

价格明细

总价: [] 元 |
 外包装码: -- 单价: -- 总价: --
 内包装码: 10 个 单价: -- 总价: [] 元

对公收款信息

① 请根据以下账号信息支付，付款时请备注 企业名称

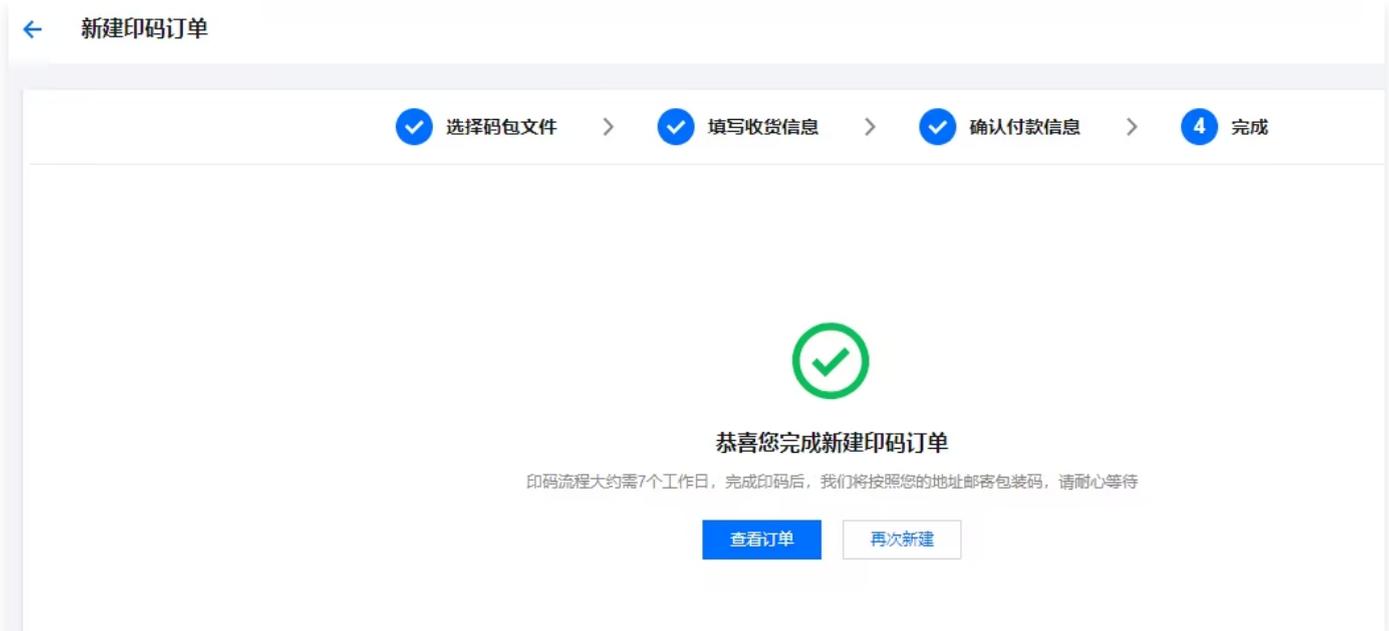
公司名称	浙 []
税号	9 []
公司地址	浙 [] 5B
银行账户	4 []
银行开户行	中 []
电话	0 []

上一步

下一步

取消

7. After confirming the content is correct, click **Next** to complete the creation of the printed code order.



8. After the printed code order is completed, the following information will be displayed on the printed code management page:

- Click **View** to see the created order information.
- Click **Download** to download the code package file for the order.

Note:

If the company does not require additional printed code services or already has printing capabilities, it can download and print the code package independently to complete the printing operation.



Labeling after printing

After the created printed code order is received or the code package is printed independently, the code can be affixed based on the actual production situation of the product; after the QR code is affixed, the entire process is completed. In the subsequent sales stage, consumers can purchase and scan the code to query the product traceability information.