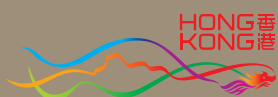
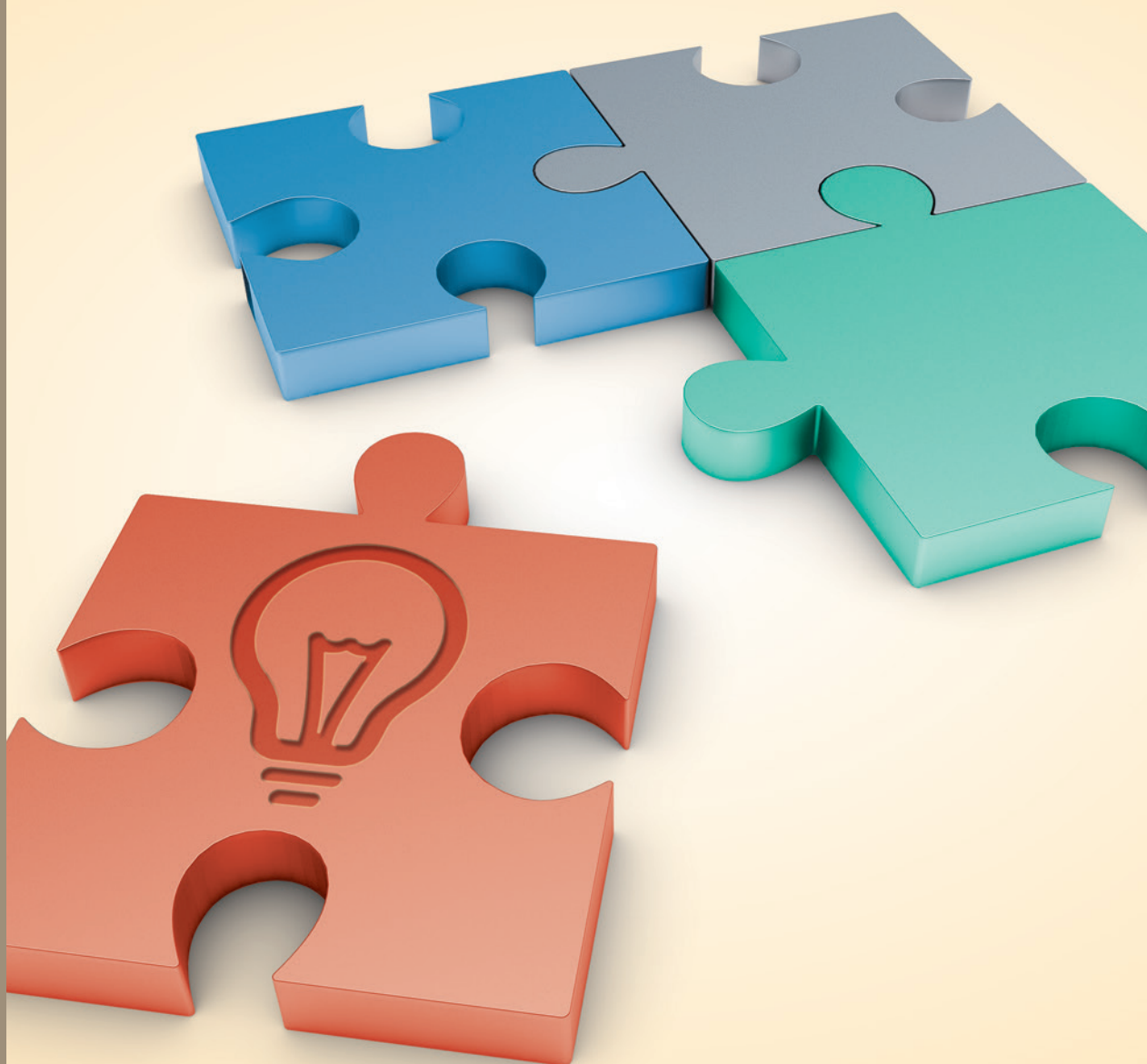


香港工商業獎  
2021-22  
HONG KONG  
AWARDS FOR  
INDUSTRIES



創意  
Innovation  
and Creativity



HKGCC

Hong Kong General Chamber of Commerce  
香港總商會 1861

# 2021-22 香港工商業獎：創意

## Hong Kong Awards for Industries: Innovation and Creativity



梁兆基  
香港總商會 總裁

George Leung  
CEO, Hong Kong General Chamber of Commerce



約 2,500年前，古希臘哲學家赫拉克利特  
斯曾言道：「世上唯有變化恆久不變。」

自去年年初爆發疫情以來，各行各業、大小  
小企業均面臨前所未有的干擾，充分證明了這  
個道理。

企業要恢復正常運作和適應新常態，創新創意  
是為關鍵，除了可助開發嶄新的顧客服務和產  
品，更有助拓展新市場。

面對疫情下的種種不明朗因素，我深信憑藉港  
人一貫「我做得好」的拼搏精神，結合與生俱  
來的企業家才能，定可靈活變通，破格求新，  
帶領香港走出逆境，重新振作，甚至變得更強  
更出色。

為此，香港必須建立有利於創新創意發展的環  
境，從而提升長遠競爭力。

「香港工商業獎」自 2005 年創辦以來，政府  
一直透過支持計劃，致力促進本地創新發展，  
我們對此深表感激。香港總商會很榮幸再度主  
辦今屆「創意」組別獎項。我們誠邀一眾企業  
踴躍參與競逐這項殊榮，期望各位支持這項兩  
年一度的工商界盛事。

Heraclitus, the Greek philosopher who lived around 2,500  
years ago, observed that, "The only constant in life is change."

This has certainly been the case since the beginning of last  
year, when business of all sizes and sectors faced  
unprecedented disruptions due to the Covid-19 pandemic.

Innovation and creativity have a crucial role to play to help  
companies recover and adapt to the new normal, whether this  
is finding innovative ways of serving customers, creating new  
products or seeking new markets.

Despite uncertainties brought on by the outbreak, I am  
confident that Hong Kong will rebound and emerge from the  
latest crisis stronger than before. This is because of our  
renowned 'Can Do' spirit and entrepreneurial DNA, a  
formidable combination that has allowed us to adapt,  
innovate and adjust to changes over the years.

More than ever, it is important that Hong Kong cultivates an  
environment that promotes innovation and creativity, which  
are critical to our competitiveness over the longer term.

We therefore appreciate the ongoing efforts by the  
government to foster homegrown innovation through the  
biennial Hong Kong Awards for Industries, which was  
launched in 2005. As the lead organizer for the "Innovation  
and Creativity" category, the Hong Kong General Chamber of  
Commerce is again proud to be part of this year's prestigious  
programme. We invite all companies to participate, and look  
forward to your support.

# 表揚卓越 獎勵佳績

## Honouring Excellence, Applauding Success



香港中華煤氣有限公司  
The Hong Kong and China Gas Company Limited



創意獎  
INNOVATION AND  
CREATIVITY AWARD



匯能印藝有限公司  
Artech Graphics Limited



交通銀行（香港）有限公司  
Bank of Communications (Hong Kong) Limited



有光集團有限公司  
Fano Labs Limited



鴻興印刷集團有限公司  
Hung Hing Printing Group Limited



奧雅納工程顧問  
Ove Arup & Partners Hong Kong Ltd



創意優異證書  
INNOVATION  
AND CREATIVITY  
CERTIFICATE OF MERIT



必靈科技有限公司  
BNET-TECH Company Limited



電訊盈科企業方案有限公司  
PCCW Solutions Limited



相達生物科技國際有限公司  
PHASE Scientific International Limited

# 2021-22 香港工商業獎：創意

## Hong Kong Awards for Industries: Innovation and Creativity

主辦機構 / Organiser



### 宗旨

香港工商業獎：創意旨在促進工商界的創意文化和表揚優秀企業。優勝者需具備獨特的創新理念，重視和鼓勵創意，並能展示有關創建業務的業績、前景和影響。

### Objective

The Hong Kong Awards for Industries: Innovation and Creativity aims to promote a culture of innovation & creativity amongst business sectors, and recognise the achievements of outstanding companies. The winning entries should be able to demonstrate the unique features of their creative concepts, their emphasis towards innovation, as well as the commercial viability and impact of their new businesses.

### 獎項

獎項分為以下三個級別：

- 香港工商業獎：創意大獎
- 香港工商業獎：創意獎
- 香港工商業獎：創意優異證書

### Awards

There are three levels of awards:

- Hong Kong Awards for Industries: **Innovation and Creativity Grand Award**
- Hong Kong Awards for Industries: **Innovation and Creativity Award**
- Hong Kong Awards for Industries: **Innovation and Creativity Certificate of Merit**

### 參賽資格

任何在香港註冊和經營的企業，不論大小和行業均可參加。

### Eligibility

The Award is open to all business sectors. Any company registered and operating in Hong Kong, whether large or small, can apply for the Award.

### 參賽得益

- 獎項肯定得獎機構的優質水平，有助宣傳及推廣。得獎機構的成就亦會被公開表揚。
- 所有優勝者將獲贈獎座或證書，永留紀念。獎項得主並可在印刷品、廣告及其他宣傳材料中展示香港工商業獎標誌。
- 參賽公司能夠在自我審查的過程中獲益。

### Benefits of Participation

- The Award is a recognition of excellence for all winners. Winning the Award ensures territory-wide coverage in the media. It is the best form of advertising and marketing that a company can acquire.
- All winners will receive a permanent memento or certificate. Winners will also be entitled to display the Award's logo on the company's print matters, press advertising and other promotional materials.
- All participating companies will benefit from the self-assessment process.

創意

Innovation and Creativity



## 參賽規則

香港工商業獎包含兩個以產品為獲獎單位的組別 — **消費產品設計**和**設備及機械設計**，以及四個以公司為獲獎單位的組別 — **顧客服務、創意、科技成就和升級轉型**。有關六個獎項的詳情，請瀏覽：

[www.hkindustryaward.org](http://www.hkindustryaward.org)

(甲) 政府部門的參賽資格限制 — 香港特區政府的部門/機構不可參加香港工商業獎。資助機構或非政府部門法定機構（例如大學）則不在此限。

(乙) 參賽數目的限制（適用於以公司為獲獎單位組別） — 每位參賽者每年可參加不超過**兩個**以公司為獲獎單位的組別（每組別只限參賽一次）。至於以產品為獲獎單位的組別，則不設限制。

(丙) 以項目身分申請參賽的獲獎限制（適用於以公司為獲獎單位組別） —

- 香港工商業獎大獎和組別獎只會頒發予以公司或公司部門身分參賽的機構，以項目身分參賽的機構將不獲考慮。
- 香港工商業獎優異證書可頒發予以項目身分參賽的機構，但有關項目須屬長期性質（例如一年）。

(丁) 過去得獎者再次參賽的限制（適用於以公司為獲獎單位組別） —

- 香港工商業獎大獎得獎者，**在其後一屆**同一組別的比賽中，將不獲考慮任何獎項。例如 2019 年的大獎得獎者，於 2021-22 年同一組別比賽中，不會獲考慮任何獎項。
- 香港工商業獎組別獎及優異證書得獎者，如**在其後一屆**參加同一組別的比賽，則只會在更高級別的獎項中，獲得考慮。
- 任何公司，如其商業登記證編號與過往得獎公司相同或首八個位數字相同，將被視作與該得獎者為同一公司。

(戊) 獎項名額上限 — 所有組別只各設有大獎**一名**。以公司為獲獎單位的組別，組別獎名額以**五個**為限；而優異證書名額則以**十個**為限。以產品為獲獎單位的組別，組別獎及優異證書均不設名額上限。

## Ground Rules

The Hong Kong Awards for Industries comprises two product-based categories – **Consumer Product Design** and **Equipment and Machinery Design**, as well as four company-based categories – **Customer Service, Innovation and Creativity, Technological Achievement, and Upgrading and Transformation**. For details of the six awards categories, please visit:

[www.hkindustryaward.org](http://www.hkindustryaward.org)

(a) Eligibility of government departments –

The Hong Kong Awards for Industries (HKAI) will not be opened to departments/agencies of the HKSAR Government. The restriction however does not cover public-funded or non-governmental statutory institutions (like universities).

(b) Restriction on number of entries (for company-based categories) –

An entrant can take part in no more than **two** company-based categories (one entry for each category only) in the same year. There will be no restriction on the number of entries to the two product-based categories.

(c) Restriction on project-based entries (for company-based categories) –

- Grand Award and Award will be considered on the basis of a company, or a particular division of a company, rather than a project.
- Certificate of Merit might be considered on a project basis but the project should be implemented on a longer term basis (say a year).

(d) Restriction on repeated entries from past winners (for company-based categories) –

- A Grand Award winner of one year will not be considered for any award in the same category **in the following award year**. For instance, a 2019 Grand Award winner would not be considered for any award in the same category again in 2021-22.
- An Award or Certificate of Merit winner of one year, when participating in the same category **in the following award year**, will only be considered for a higher award.
- Any company whose Business Registration number is identical to or has the same first eight digits with that of a past winner will be regarded as the same company as the past winner.

(e) Maximum number of winners –

There will be only **one** Grand Award winner in each category. The number of Award and Certificate of Merit winners will be capped at **five** and **ten** respectively in each company-based category. There will be no capping on the number of Award and Certificate of Merit winners for the product-based categories.



## 評審準則

以下為評審的考慮因素

### 產品/服務的創新理念

- 原創性
- 構思過程
- 理念發展
- 實際表現

### 企業推動創意的表現

- 領導管理及文化

### 商業表現

- 成就
- 前景

### 影響

- 工商界
- 香港

香港總商會將會舉辦簡介會，講解獎項的評選準則。詳情請瀏覽：

[www.chamber.org.hk/inc](http://www.chamber.org.hk/inc)

## Selection Criteria

The following aspects are considered:

### Creativity of New Business Concepts

- Originality
- Design Formulation
- Development
- Performance

### Corporate Emphasis Towards Innovation

- Leadership and Culture

### Commercial Viability

- Commercial Achievements
- Business Prospects

### Impact

- Business Sector
- Hong Kong

A Briefing Seminar will be organised by the HKGCC to introduce the selection criteria of the awards scheme in due course. For details, please visit

[www.chamber.org.hk/inc](http://www.chamber.org.hk/inc)

## 評審及甄選

### • 初步評審及甄選

在獨立顧問的協助和監察下，香港總商會評審小組將會研究所有參賽資料，並按評審準則甄選入圍公司。主辦機構不會對未獲甄選的參賽機構提供評估報告。

### • 面試

入圍公司將被邀請出席評審面試，向香港總商會評審委員會講解參賽項目，面試前後或需安排評審小組到公司考察和提供更多資料或證明文件。香港總商會評審委員會將按面試結果和所得資料，向最終評審委員會提名優勝企業。

### • 最終評審

由香港特區政府邀請的代表與香港工商業獎主辦機構組成的最終評審委員會，將根據香港總商會評審委員會的意見，選出「香港工商業獎：創意大獎」得主，以及「創意獎」和「創意優異證書」的優勝公司。最終評審委員會所作的決定為最終決定。

## Assessment and Judging

### • Preliminary Assessment and Shortlisting

Assisted and monitored by an independent consultant, the HKGCC Assessment Team will study all applications and nominate a group of shortlisted companies in accordance with the selection criteria. The Organiser will not provide written assessments to non-shortlisted applicants.

### • Judging Interviews

Shortlisted companies are invited to present their submissions to the HKGCC Judging Panel. They may be asked to receive observational visits, and to supply additional information or supporting documents. Based on the interviews and information provided, the Judging Panel will nominate finalists to the Final Judging Panel.

### • Final Judging

The Final Judging Panel consisting of members invited by the Government and Organisers of the Hong Kong Awards for Industries will select the top winner for the "Hong Kong Awards for Industries: Innovation and Creativity Grand Award", as well as winners of the "Innovation and Creativity Award" and "Certificate of Merit". All decisions made by the Final Judging Panel are final and binding.

### 資料保密

一切參賽資料將絕對保密，未得參賽公司同意，主辦機構不會向外披露。

### Confidentiality of Information

Any information supplied for the purpose of assessment for the Award will be treated in strict confidence and will not be released without the applicant's permission.

### 參賽方法

請提交參賽表格至：

香港總商會

香港金鐘道95號統一中心廿二樓

電話: (852) 2823 1242

傳真: (852) 2821 9542

電郵: [inc@chamber.org.hk](mailto:inc@chamber.org.hk)

### How to Apply

Participants should complete the application form and return it to:

Hong Kong General Chamber of Commerce

22/F United Centre, 95 Queensway,

Hong Kong

Tel: (852) 2823 1242 Fax: (852) 2821 9542

Email: [inc@chamber.org.hk](mailto:inc@chamber.org.hk)

### 更多資料

有關「香港工商業獎：創意」的詳情、評審準則和過往得獎企業的資料，請瀏覽：

[www.chamber.org.hk/inc](http://www.chamber.org.hk/inc)

### Further Information

For details of the "Hong Kong Awards for Industries: Innovation and Creativity", selection criteria and profiles of past winners, please visit:

[www.chamber.org.hk/inc](http://www.chamber.org.hk/inc)

截止報名日期：2021年8月6日

Closing Date for Entries : 6 August 2021



# 創意

# Innovation and Creativity





- 2) 請說明貴機構如何構思及開始這項有關創意。

Please describe how your organisation came up with the idea of the innovation.

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- 3) 請說明有關創意的開發過程及如何解決所遇到的問題。

Please describe how the idea/concept was realised and put into action, and how obstacles were overcome.

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- 4) 請說明有關創意如何改善了現有的產品 / 服務，及如何使目標客戶受惠。

Please describe how the innovation has made a difference and brought benefits to the targeted customers.

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## 第二部分：企業推動創意的表現

### PART II: CORPORATE EMPHASIS TOWARDS INNOVATION

- 5) 貴機構的高層如何衡量創意的重要性？貴機構怎樣推廣或培育公司內的創意文化？

How does your management value innovation and creativity? And what has the management done to promote the culture of innovation and creativity?

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### 第三部分：商業表現 PART III: COMMERCIAL VIABILITY

- 6) 請提供具體數據（例如：收入增幅、市場佔有率，投資回報率等），以及非數據資料（例如：企業形象、獎項等），以證明有關創意所帶來的實質和非實質的商業得益。

Please provide quantified (e.g. increase in sales volume, market share, return on investment, etc) and non-quantified evidence (e.g. corporate image, awards, etc) to prove the tangible and intangible benefits of your innovation.

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- 7) 請陳述有關創意的持續性和商業前景。

Please state the business sustainability and prospects of the innovation.

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### 第四部分：影響 PART IV: IMPACT

- 8) 請說明有關創意如何影響業界以至整個工商界。

How has the innovation created impact on your industry as well as the business sector as a whole?

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- 9) 請說明有關創意對香港的影響。

How has the innovation created impact on Hong Kong?

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### 補充資料 Additional Information

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## 調查 Survey

本公司透過以下途徑得知是次比賽：(可選擇多於一項)

Our company has come to know this competition through the following channel(s) :  
(You may choose more than one item)

- ☐ 報章：(請註明)  
 Newspaper (please specify) \_\_\_\_\_
- ☐ 刊物：(請註明)  
 Publication (please specify) \_\_\_\_\_
- ☐ 網站：(請註明)  
 Website (please specify) \_\_\_\_\_
- ☐ 主辦機構的郵件  
 Mail from the Organiser
- ☐ 海報、宣傳單張  
 Poster and leaflet
- ☐ 外牆宣傳海報  
 Wall banner
- ☐ 講座  
 Seminar
- ☐ 電台  
 Radio
- ☐ 轉介：(請註明)  
 Referral (please specify) \_\_\_\_\_
- ☐ 其他：(請註明)  
 Others (please specify) \_\_\_\_\_

## 參賽者聲明 Declaration by Applicant:

- 本人謹此聲明，就本人所知，上述資料真確無訛。  
I hereby declare that the information given above is correct to the best of my knowledge.
- 本人已細閱及同意遵守參賽規則，並服從評審結果。  
I have read and agreed to the rules and conditions of entry, and I shall accept the judging results.
- 本人謹此聲明，若本公司提供產品參賽，有關產品已符合認可的安全標準，並附上證書或測試報告。  
I declare that the entry product, if any, conforms to recognised safety standard, and enclose copies of certificates or testing reports.
- 就選拔得獎者而言，最終評審委員會擁有最終決定的權力。主辦機構亦保留權力，可取消得獎者的資格，以及收回或撤銷任何已頒發的獎項而無需賦予得獎者任何追討賠償的權利。  
In terms of selecting winners, the decision of the Final Judging Panel is final. The Organiser however reserves the right to disqualify any winner and to withdraw or revoke any award so granted, without entitling the winner to any compensation therefor.

本公司曾參與過往三屆的香港工商業獎。

Our company has entered the past **three** Hong Kong Awards for Industries (HKAI).

有 Yes ☐ 沒有 No ☐

如有，請列出以下資料。 If yes, please list out the below information.

參賽年份 Year	參賽組別 Category	獎項 Award attained (如有 if any)

## 保障個人資料：參賽機構須知 Protection of Personal Data : Note to Entrants

作為資料使用者，參賽機構應遵守《個人資料(私隱)條例》(第486章)的規定，保障有關個人資料的私隱。 Entrants, as data users, are reminded to comply with the provisions under the Personal Data (Privacy) Ordinance (Cap.486) and to protect the privacy of the personal data concerned.

- ☐ 附上本公司商業登記副本。  
 A copy of company's business registration certificate is attached.
- ☐ 附上本公司聯絡人的名片。  
 Business card of contact person is attached.

簽署： \_\_\_\_\_ 日期： \_\_\_\_\_  
Signed: \_\_\_\_\_ Date: \_\_\_\_\_

姓名： \_\_\_\_\_ 職位： \_\_\_\_\_  
Name: \_\_\_\_\_ Position: \_\_\_\_\_

電話： \_\_\_\_\_ 傳真： \_\_\_\_\_ 電郵： \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_

聯絡人 (附上公司名片)： \_\_\_\_\_ 職位： \_\_\_\_\_  
Contact person (Please attach business card) \_\_\_\_\_ Position: \_\_\_\_\_

電話： \_\_\_\_\_ 傳真： \_\_\_\_\_ 電郵： \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ email: \_\_\_\_\_



Hong Kong General Chamber of Commerce  
香港總商會 1861



## About HKGCC

Founded in 1861, the Hong Kong General Chamber of Commerce is the oldest, yet most dynamic business organization in Hong Kong. Our members represent a wide spectrum of local, Mainland Chinese and international businesses. More than half of the flagship corporations listed on the Hang Seng Index are our members.

Combined, our membership, from renowned multinationals to thriving SMEs, employ around one-third of the local workforce. The Chamber serves as the voice of business, and we help our members succeed through our core functions: advocacy, knowledge-based events, networking, and a variety of business documentation services.

## The Voice of Business

**Breadth:** We have representatives on over 40 Government and non-Government Advisory Boards.

**Depth:** Chamber representatives also serve on the Executive Council, the Legislative Council of Hong Kong and the CPPCC Standing Committee.

## Connections

**Political network:** Meet senior HKSAR, Mainland and foreign officials, Consuls General, Government advisors.

**Business network:** Mingle with the cream of Hong Kong's business community, and attend our regular networking events to expand your business and connections.

**International network:** Over 100 overseas and Mainland delegations visit the Chamber every year.

**Knowledge network:** Incoming delegations, overseas/Mainland missions and knowledge-sharing sessions provide you with first-hand information, contacts & business opportunities.

## Events

Broaden your business knowledge, connections and interests at the hundreds of events that we hold every year.

Pick the brains of our policy experts and industry leaders to stay on top of the latest market developments.

Choose from a variety of knowledge-based seminars, luncheons, workshops and training programmes to update your market information and skills.

Visit key government and private facilities in our exclusive behind-the-scenes site visits.

Attend year-round networking cocktail receptions to expand your business circles, and achieve a better work-life balance by participating in our cultural, sports, recreation, health, and lifestyle events.

Download the Chamber's App, HKGCC Mobile, to get special deals, effortlessly register for Chamber events, and receive useful updates.

## 關於香港總商會

香港總商會始創於1861年，是本港最歷史悠久、與時並進的商界組織。我們的會員包羅香港、內地及國際企業，業務遍布各行各業，逾半的恒生指數上市公司，都是總商會會員。本會的會員企業涵蓋知名跨國公司和蓬勃發展的中小企，合共僱用約三分之一的本地勞動人口。本會作為商界之聲，透過四大核心功能：政策倡議、資訊項目、聯誼活動，以及多項商貿簽證服務，協助會員成就輝煌事業。

## 商界之聲

**廣泛代表：**擔任超過40個政府及非政府諮詢委員會成員，表達商界意見。

**深入反映：**會員當中有行政會議成員、立法會議員，及全國政協常務委員。

## 商務聯繫

**政界網絡：**會見香港特區、內地及海外高層官員、總領事和政府顧問。

**商界網絡：**出席總商會的定期聯誼活動，與商界精英共聚，從而擴展業務和聯繫。

**國際網絡：**每年超過100個中外代表團到訪總商會，交流資訊。

**資訊網絡：**透過到訪代表團、外訪考察團和知識分享會，讓您掌握第一手資訊、人脈和商機。

## 商會活動

每年舉辦數百項活動，助您擴闊人脈，增進知識和拓展商機。

參考本會政策專家的專業意見，緊貼市場最新發展。

參加各式各樣的知識分享研討會、午餐會、工作坊和培訓課程，更新您的市場信息和技能。

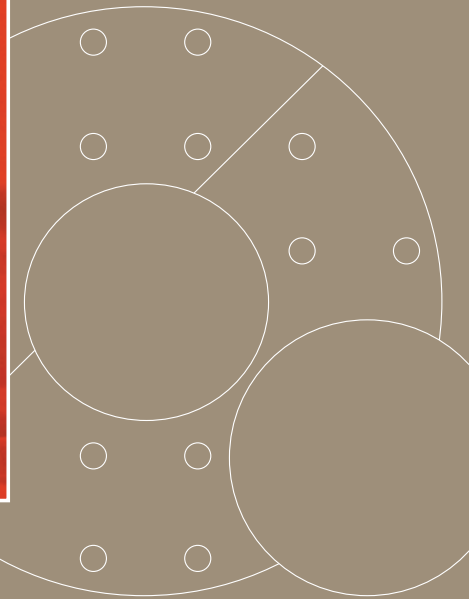
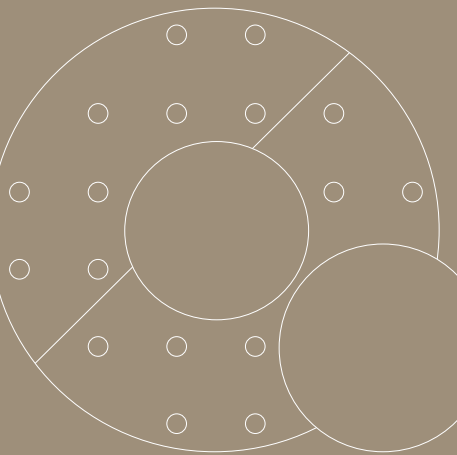
優先參觀政府和其他私人機構不對外公開的設施。

出席全年均舉辦的聯誼酒會，擴大您的商業圈子，並通過本會多元化的文化、體育、康樂、健康和休閒活動，達致更佳的工作與生活平衡。

下載香港總商會流動程式以獲取獨特優惠、輕鬆報名總商會活動及收取最新有用訊息。

HKGCC MOBILE





## About Zhu Bi

In 1989, a striking symbol was designed for the Hong Kong Awards for Industry, expressed both in the award logo and in the trophies conferred on winners. The concept for the symbol is the juxtaposition of two precious elements, a pearl and a pierced jade amulet, to form a design which has happy connotations in both Chinese and western contexts. This symbol has been adopted by the Hong Kong Awards for Industries to recognise the excellence of Hong Kong enterprises.

The pearl (Zhu珠) is of particular significance to Hong Kong, an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (Bi 璧) represents the Heaven, according to Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the ancient calligraphic symbol for the sun, and on the Hong Kong Awards for Industries logo the amulet is decorated with a stylised version of the traditional "grain" (穀) pattern. In Chinese, the two words together signify a perfect match. In the western context, the two symbols together form the letter "Q" which is widely associated with the concept of quality.

## 關於珠璧

在 1989 年，香港工業獎特別設計了一個匠心獨運的標誌，巧妙地將「珠」和「璧」這兩件寶物合併起來，成為一個中、英文中都有美好涵義的設計圖樣，用於獎項的標記和頒予得獎者的獎座。香港工商業獎沿用這個標誌，表彰本港企業的傑出成就。

「珠」對香港有特別深厚的意義，因為香港古時是中國出產最上好珍珠的地方，而且素有東方之珠的美譽。東漢經學家鄭玄認為「璧」象徵「天」。除此之外，璧的形狀有如中間有孔的圓碟，仿如古代書法中的「日」字；而香港工商業獎標誌中的璧，還以傳統的「穀」紋作裝飾。在中國語文上，「珠聯璧合」象徵「天衣無縫的配合」。以西方觀念來看，兩者併合成為英文字母「Q」，使人聯想起「品質」(Quality) 一詞。