

Responsibility

Responsibility for ensuring only genuine quality products are used lies with all those specifying, purchasing and installing electrical equipment.

International Law prohibits counterfeiting – free riding on names/reputations of others, receiving undue profits, providing no guarantee on defective goods.

BEAMA's campaign aims to stem the flow of counterfeit products at source – in marketplaces/transit.

Anti-counterfeiting measures

Stay ahead of counterfeiters:

- Design-in anti-counterfeiting measures
- Trademark/logo protection/patents – ensure they are registered/valid in China/market countries
- Country of origin/brand name should be stamped – embossed is more effective – on products
- Mould-in protected marks (adhesive labels are no deterrent)
- Ensure high quality security labels/holograms.
- Use printed packaging

Suspect 'too-good' prices:

- If in doubt, check with brand owner/certification body
- Be sure – you are responsible
- Purchase only from an authorised supplier/distributor

Counterfeiters beware

If you manufacture/trade/install products infringing IP rights of our members, BEAMA's Anti-Counterfeiting Working Group is on your trail.

Counterfeit kills

For free copies of BEAMA's hard-hitting 'Counterfeit Kills' film (DVD/CD-Rom formats in English and Arabic) phone: +44 (0) 20 7793 3013; email: cac@beama.org.uk

Do you have a problem with counterfeits of your electrical products?

Don't be left out, join the BEAMA Anti-Counterfeiting Working Group – and protect your brand – in the fight against counterfeit electrical products, NOW!

Member benefits include:

- Protection for *your* markets
- Group action – reduces action cost against culprits, increases effectiveness
- Stopping counterfeits at source – limits price erosion against copies of genuine products
- Action – shows support for distributors of genuine products, assists with product liabilities if counterfeits contained
- Brand image – helps if counterfeits are limited in the marketplace

MORE INFORMATION FROM:

www.counterfeit-kills.com

www.beama.org.uk

COUNTERFEIT KILLS

BE SAFE –

Don't electrocute your customers

Join BEAMA's
Anti-Counterfeiting Working Group
in defeating the devious
counterfeiter of electrical goods



WITH COUNTERFEIT ELECTRICAL GOODS IT'S NOT JUST ABOUT ECONOMIC HARM – IT'S A MATTER OF LIFE AND DEATH.



www.beama.org.uk
www.counterfeit-kills.com

COUNTERFEITING – insidious, global ‘business’

Counterfeiting isn't restricted to producing forged Cup Final tickets and bank notes. It affects drink, pharmaceuticals, appliances, toys...

THE ELECTRICAL INDUSTRY IS NOT IMMUNE.

Any electrical product, their design, part numbers, labels, holograms can be copied – even certification marks.

For counterfeiters, low cost, low-tech production means potential profits are staggering. Yet, deterrent penalties are often inadequate.

Business threat

Counterfeit electrical goods are a big threat globally to businesses/jobs.

Annually, around £30 million worth of counterfeit electrical products reach the UK alone.

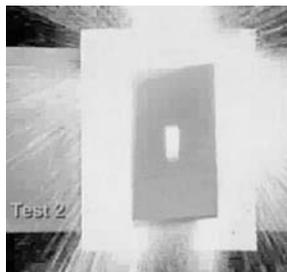
Distributors, installers, manufacturers, retailers must play their part and be vigilant – counterfeiting affects everyone in the supply chain.

Safety at stake

Inferior quality counterfeit electrical products may include:

- Relays, contacts, timers
- Circuit breakers
- Fuses
- Wiring accessories, switches, sockets
- Lighting
- Cable

THEY CAN CAUSE FIRES, PROPERTY DAMAGE, INJURY – EVEN DEATH.



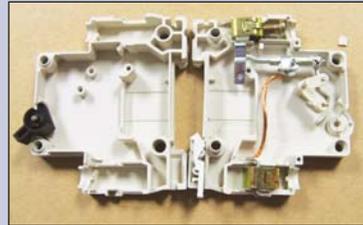
With 90% of electrical counterfeit goods made in China, the OECD estimates 2% of world trade – 176 billion USD – is counterfeit.

Lost sales (electrical) account for 2.4 billion euros.

Taking action

BEAMA's Anti-Counterfeiting Working Group has long been active against counterfeiters – raising awareness of the counterfeit issue, creating political will in affected countries.

Around 20 brands are now represented.



Counterfeit MCB – empty and dangerous

Europe

BEAMA works with European federation Orgalime supporting its anti-counterfeit efforts – countries new to the EU with high product prices/limited controls, have led to increasing levels of counterfeit electrical goods entering others.



Successful raids against counterfeiters

International

Decisive action is needed **NOW** to combat the cunning masterminds behind this growing, illegal 'industry'.

BEAMA's 'Electric Dragon' campaigns/intelligence networks have resulted in over five million products seized – 250 factories raided in China, as well as distributors in the Middle East and Africa.

International cooperation initiatives combating counterfeiters are gathering pace, particularly between the US and EU.

Governments and authorities must lead the action to ensure effective deterrents.

Vigilance

Counterfeit electrical products of such poor quality that they are potentially lethal are threatening jobs, eroding market share of bona fide installation manufacturers.

They can cause fires – electrocute.

SAFETY IS PARAMOUNT.

Everyone in the supply chain must ensure authenticity of products they buy/install.

The alternative could be extremely costly to them and kill people.

Some copies are complete replicas including:

- Product design
- Branding
- Packaging
- Internal components
- External appearance

Others are of patents, trademarks, safety – and even certification – marks.

Most are sold at 'too good to be true' prices.

The consequences of counterfeit electrical accessories entering the supply chain are damaging – revenue loss, reputation damage – for manufacturers, wholesalers, contractors.

Working together with BEAMA's Anti-Counterfeiting Working Group is the best way to defeat electrical product counterfeiters.

Charter

A new Charter proposed between manufacturers, wholesalers and installers shows industry resolve to combat electrical products failing to comply with the appropriate standards.



Counterfeit electrical products are destroyed