

COUNTERFEIT KILLS

BE SAFE DON'T ELECTROCUTE YOUR CUSTOMERS

The Electrical Installation Industry Charter

To fight together against the 'trade' in counterfeit electrical products and the proliferation of products not complying with standards.



Counterfeit electrical products are a threat – they can kill. It is in everyone's best interest to fight against this insidious and fraudulent global industry.

- The 'trade' in counterfeit electrical products is a worldwide problem which leads to loss of:
 - Life
 - Revenue at all levels of the economic chain
 - Reputation of bona fide brands
 - Confidence in legitimate brands and businesses
 - Jobs and skill base within businesses affected by counterfeiters.
- Counterfeit electrical products carry no guarantee of quality or safety for users because of the poor quality of materials used and lack of rigorous production controls – they often turn out to be dangerous, causing electrocution and fires.
- Manufacture, transport, acquisition, sale and installation of counterfeit electrical products are often carried out by criminal organisations.
- An accident caused by a counterfeit electrical product will tarnish the image of the bona fide manufacturer/distributor/installer. To avoid litigation, the reputable manufacturer is often forced to prove that the product in question was counterfeit.

The distribution of electrical products not complying with standards represents a very real danger to goods, property and people's safety.

- Products not conforming to European standards are more likely not to work, be dangerous and fail safety/health/environmental standards.
- The manufacture, sale and installation of dangerous and potentially dangerous electrical products are contrary to the Consumer Protection Act, as is the misuse of marks including the CE Marking.
- By not respecting a shared system of reference to standards, the presence in the marketplace of electrical products not meeting the required standards damages trade relationships and businesses.
- Because of their non-adherence to accepted safety and environmental norms, the distribution of electrical products not conforming to standards is a breach of trust at all levels within the supply chain including the end-user.

For these reasons we all must take practical, effective, actions to counter the threat from counterfeit and non-compliant electrical products, and control the spread of those products not conforming to recognised standards in the marketplace. This Charter confirms the will and intention of all signatories to encourage the development of initiatives and action in the battle against the 'trade' in counterfeit and non-compliant electrical products. Also to develop a surveillance and intelligence-led anti-counterfeiting network combating the distribution and installation of such products.



It's YOUR responsibility...
only buy genuine quality
electrical products –
NOT counterfeits...
Blow the whistle.
Report counterfeit and non-
complying electrical products to:
www.counterfeit-kills.com

EDA members sell only genuine products

