

If you're a Distributor, Contractor or Retailer:

- Institute procedures for authenticating suppliers and ensuring the legitimacy of their products.
- Purchase genuine brand products directly from the manufacturer whose trademark is on the product, or from authorized distributors.
- Don't be taken in by "deals" that are too good to be true. Be wary of excess inventory or diverted product – this is a ploy used by counterfeiters attempting to legitimize illegal product.
- Look for suspicious signs that indicate the product is not genuine:
 - Product not accompanied by instructions, warnings or warranty
 - Markings and other features on product or packaging look different or are missing, such as:
 - the absence of required certification marks on product or package,
 - different colors or shades of color on labels or packages or even in the plastic components,
 - different product shape or design,
 - missing components or product features
 - Misspelled words on product or package
 - Country of origin different from genuine source
 - Apparent product defects or product performance different from your typical experience

If you're an Electrical Inspector or Fire Investigator

- Look for suspicious signs that indicate the product is not genuine.
- Investigate the source of the suspicious product and report it to the brand owner or the test laboratory.

- Contact state and local law enforcement to report counterfeit product.
- Document presence of counterfeit product in cause and origin of fire reports.

BATTLING BACK: STRENGTH IN NUMBERS

Counterfeiting of electrical products is a costly and dangerous crime that affects everyone. Through individual action and mutual cooperation, we can put a stop to unlawful product knock-offs.

If you suspect counterfeiting, report your concern to U.S. Immigrations and Customs Enforcement:
1-866-347-2423

For additional information about counterfeit electrical products, contact Clark Silcox at NEMA:
cla_silcox@nema.org.

COUNTERFEITING HURTS EVERYONE

UNWITTINGLY TRAFFICKING
IN COUNTERFEIT GOODS AND
MATERIALS IS COSTLY.
INVENTORY CAN BE SEIZED
AND DESTROYED;
CIVIL DAMAGES CAN BE
AWARDED; REPUTATIONS
CAN BE TARNISHED.



NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

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electrical product knock-offs provide
substandard
performance
and increase your risks



Only You Can Prevent Deceptive
Counterfeit Electrical Products
From Entering The Market



NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

IT'S YOUR JOB TO STOP COUNTERFEITING

If you think counterfeit electrical products are someone else's problem, you're dead wrong. Counterfeiting is not just a crime; it is a growing, national crisis. And you're at risk from it.

Electrical equipment used in homes, commercial buildings, and by utilities is being copied, along with the safety marks that the public relies on.

COUNTERFEITING IS A CRIME

THERE IS NO LEGAL RIGHT TO POSSESS AND DISTRIBUTE COUNTERFEIT PRODUCT. KNOWINGLY TRAFFICKING IN COUNTERFEIT GOODS AND MATERIALS IS PUNISHABLE BY UP TO 10 YEARS IN PRISON AND FINES UP TO \$2 MILLION FOR INDIVIDUALS AND \$5 MILLION FOR COMPANIES.

substandard materials, resulting in poor performance and dramatically increased risk of fire and electrocution in residential, commercial, and industrial properties.

ELECTRICAL PRODUCT PIRACY: SUBSTANDARD AND UNSAFE

Dangerous electrical product knock-offs are not just sold on street corners; they are increasingly making their way into the supply channel, including through retail outlets. Forged trademarks and testing laboratory listing marks compound the growing piracy problem.

Authentic



Counterfeit



Counterfeiting affects legitimate manufacturers and their employees, distributors, contractors, installers, retailers, and consumers. According to the U.S. Chamber of Commerce, counterfeiting and piracy cost the U.S. economy between \$200 and \$250 billion each year.

The problems don't end there. Counterfeiting typically employs

ELECTRICAL PRODUCT KNOCK-OFFS CAN HARM

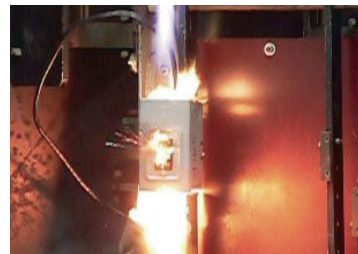
When they make their way into the supply chain, counterfeit electrical products deceive consumers and they can harm your business and your good name. They also increase product liability risk, making every step of the distribution chain vulnerable to compensation claims. Manufacturers are not legally liable for counterfeit product they do not make or sell, but distributors and contractors may be responsible for counterfeit product they sell or install, even unwittingly!

THESE ARE THE ELECTRICAL PRODUCTS MOST COMMONLY TARGETED BY COUNTERFEITERS:

Small electric motors
Electrical relays and contactors
Control switches
Lamps (light bulbs)
Fluorescent lamp ballasts
Batteries (alkaline, lithium ion)
Circuit breakers
Fuses
Low voltage surge protectors
High voltage surge arrestors
Receptacles
GFCI receptacles
Switches and power strips
Conduit fittings
Wire and cable
Electrical connectors
Welding electrodes



Counterfeiters substitute a 24-gauge wire for 16-gauge wire, creating the risk of a substantial fire hazard.



Counterfeit circuit breakers can lack safety components and fail to trip or trip in time to protect the wiring in homes and buildings and prevent a fire.

WHAT YOU CAN DO

Start by getting and staying informed about this problem. Visit NEMA's dedicated counterfeit electrical product Web page:

www.nema.org/gov/anti-counterfeiting for news and useful links to other organizations and agencies involved in battling the problem.

Next steps:

- Adopt a Zero Tolerance Policy. Enforce intellectual property rights and support law enforcement.
- Report discovered counterfeit electrical products and forged testing laboratory listing marks to the brand owner and U.S. Immigrations and Customs Enforcement.
- Share information about the presence of counterfeit goods with other channel partners.

If you're a manufacturer:

- Implement controls to prevent excess product from entering the gray market, and verify the legitimacy of customers.
- Implement rigorous procedures for disposition and destruction of excess and discarded components and inventory, as well as damaged product.
- Don't permit product that does not meet manufacturer's quality standards to reach the market. Counterfeiters sometimes re-label used and damaged goods to make the market believe they are new.
- Record registered trademarks with U.S. Customs. Customs cannot block counterfeit product at the border unless trademarks are recorded. Educate U.S. Customs about what to look for in counterfeit products and on packaging.
- Incorporate authentication tools and technologies into packaging and products to identify genuine goods.