

# COUNTERFEIT KILLS – THE FACTS...

Counterfeit electrical products can cause injury, fire – and KILL!

The responsibility for ensuring that only genuine quality products are used lies with all those specifying, purchasing and installing electrical equipment. No action is not an option – here's why and what's being done...

## The big picture...

- Over 10% of world trade is in counterfeit products – and this is true for electrical equipment. This amounts to 2.4 billion Euros (OECD estimate).
- Annually, around £30 million worth of electrical counterfeits enters the UK market.
- 90% are made in China – mostly brand name counterfeits/design copies.
- Counterfeiters aim to dupe the purchaser into believing they are buying safe, high quality products made by well-known, reputable companies.



## The danger...

- Fakes never comply with British or European safety legislation.
- Inferior quality of counterfeit products seized presents real danger of electrocution, explosion or fire when installed and used.
- Tests on seized products graphically demonstrate this lack of safety.
- Counterfeits do untold damage to reputation – and business success – of reputable companies.

## Beating the counterfeiter...

- Since 2000, BEAMA's Electric Dragon Campaign has resulted in over 12 million counterfeit products being seized/destroyed along with many moulds and packaging items.
- Mainly electrical accessories – plugs, sockets and switches, plus circuit protection equipment such as circuit breakers, fuses and safety critical devices such as RCDs also have been seized and destroyed.
- When raiding production sites in China, BEAMA targets logistics centres and inland ports (e.g. Yiwu) – and many markets in countries in the Middle East, Africa, UK.
- Recent raids in China (May 2010) resulted in 500,000 fake MCBs and wiring accessories being seized in two factories. A distributor in Dubai saw over 300,000 various counterfeit electrical products confiscated from his warehouse, and another 60,000 consumer units and MCBs taken from another distributor in East Africa. These are just highlights – smaller raids are continuously carried out.





## Intelligence gathering...

- Seizures result from passing information concerning suspects to local authorities in countries concerned – with whom BEAMA has established strong working relationships.
- During raids, campaign team members often accompany the authorities, identifying counterfeits on-site.
- With vast volumes of counterfeit seizures in China, BEAMA has established its own bonded warehouse in Wenzhou - stored here pending destruction by the authorities.
- Monitoring trading websites (eg 'Alibaba', 'Made in China') is another key intelligence gathering method. Through formal BEAMA requests for removal of offending pages, over 1,000 pages of advertisements for counterfeit products have been identified and removed from the web.
- A formidable intelligence database of known/suspected counterfeiters has been created.
- Proof of illegal activity and information is given to appropriate Customs and police authorities in various countries.
- Intelligence gathering tracks shipments/containers, identifies factories/warehouses where products are made, transported, stored.



## Communicating the message...

- Two 'Counterfeit Kills' DVDs illustrate the scale, scope - danger - of counterfeits.
- Regularly, presentations are made to wholesalers, installers, local authorities, trading standards officers. These highlight the potential threats which counterfeit electrical products pose.
- [www.counterfeit-kills.com](http://www.counterfeit-kills.com) (on the Voltimum portal) provides important advice/information to combat counterfeits threats.
- A cross-industry Charter has been signed by 13 UK organisations: **'To fight together against the 'trade' in counterfeit electrical products and the proliferation of products not complying with standards.'**
- This shows their commitment to refuse trading in counterfeit/non-compliant products.

## Remember the '3Ps'...

AVOID THE HAZARD OF BUYING DANGEROUS COUNTERFEIT PRODUCTS...

- Remember the 3 Ps – **Person, Place, Price.**
- If tempted to buy from a person with whom you have not done business before, not at your usual place, or at price seemingly too good to be true – BEWARE. You are almost certainly buying a dangerous fake.
- Be vigilant - if in doubt about a product's authenticity, immediately check with the original manufacturer.
- Best solution - only purchase products from a reputable, authorised supplier/distributor.

More information from BEAMA...

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