

The counterfeiting of brands and goods is an issue facing nearly every industry and every well-known brand. When it comes to electrical products, the issue can quickly become dangerous. Here are 4 things about counterfeits you should know. You are the front lines of your company. You keep your customers happy and play a key role in keeping them safe.

# 4 Things you should know about counterfeits

## Counterfeits pose danger



Using counterfeit electrical products can result in a **higher risk for failure or malfunction**. Such failures may result in electrical shock, overheating or short circuits, leading to equipment failure, fires or explosions that can cost workers their lives and cause considerable property damage.

## Counterfeits are hard to spot



All well-known brands face the issue of counterfeiting. Counterfeit products rely on deception, the Internet, and prices below market level to find their way into our homes, businesses, and commercial and industrial facilities. The more sophisticated counterfeiters become, the more difficult counterfeit products are to identify.

## How you can help



The best way to avoid counterfeit electrical products is if you can trace the path of commerce to the original manufacturer. **Only sell your customers products that you are authorized to sell directly from the original manufacturer.** This helps to protect their safety and your liability. If every individual along a product's supply chain played an active role in stopping counterfeit products from being bought and sold, the demand for counterfeit electrical products would decrease. **Reducing the spread of counterfeit electrical products can help to ensure maximum electrical safety protection.**

## How to report a counterfeit



If you identify a counterfeit in the field, **report it to the brand owner**. This will allow authentication of the suspect product and ensure that it is removed from the marketplace.

If you cannot find brand contact information, contact the IPR Center who will disseminate the information for appropriate response. Contact the IPR Center at [IPRCenter@dhs.gov](mailto:IPRCenter@dhs.gov) or **1-866-IPR-2060**.

## Counterfeits by the numbers

**5-7%**  
of world trade  
— or —  
**\$1.77**  
TRILLION

Estimated cost of the counterfeiting of well-known brands in 2015. In the U.S. alone, counterfeiting is estimated to cost industries \$250 billion each year. (IACC)

**750**  
THOUSAND

Number of jobs lost every year in the U.S. due to the counterfeiting of distinguished brands (IACC)

MSRP value of 23,100 seized counterfeit shipment seizures by U.S. Customs and Border protection in 2014.

**\$1.2**  
BILLION

MSRP value of counterfeit seizures has grown by this much since 2010 (U.S. Customs and Border Protection)

**538%**