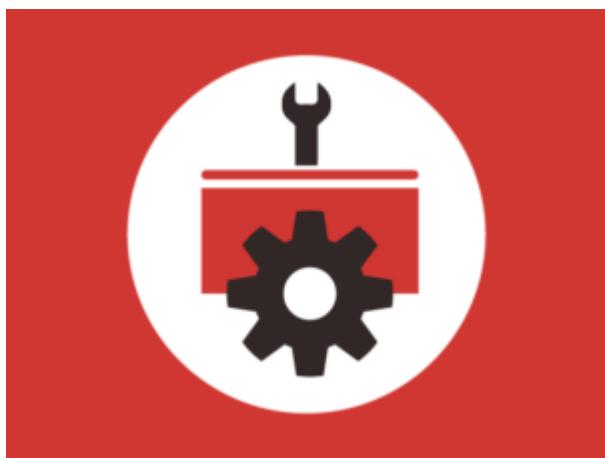


How to Avoid Counterfeit Electrical Goods Infographic





HOW TO AVOID COUNTERFEIT ELECTRICAL GOODS

PREVENTING A DEADLY MISTAKE



Using **qualified electricians** and purchasing from **reputable distributors** and **retailers** gives you: safety, security, and the backing of the manufacturer.

► PURCHASING COUNTERFEITS HAS CONSEQUENCES



Low quality components



Unregulated and untested



Unsafe, not backed by manufacturer



Could lead to **identity theft** if purchased from non-reputable vendor

► COUNTERFEIT'S UNINTENTIONAL CONSEQUENCES

Value of seized counterfeit goods:
\$1.38 billion

 **750,000**

87% of counterfeits originate in **China** and **Hong Kong**.

American jobs are lost **every year** due to counterfeiting.

1/3 of websites hosting pirated or counterfeit goods **contain malware** according to the office of U.S. Intellectual Property Enforcement Coordinator.

► HOW TO AVOID COUNTERFEITS



Only purchase from **trusted sources**.



Check electrical **manufacturers website** to find authorized retailers and distributors.



Only purchase items that have been **tested** and **marked** by UL, ETL, or CSA.



Products and packing with **typos** or **misspellings** have a high likelihood of being counterfeit.



Only use **licensed, insured, and bonded contractors** that will stand behind their work.

► HOW TO REPORT COUNTERFEITS:

Visit IPRCenter.gov or ESFI.org to report counterfeits.

Please share this **free** resource to save lives



 www.facebook.com/ESFI.org

 www.twitter.com/ESFIdotorg

 www.youtube.com/ESFIdotorg

Using qualified electricians and purchasing from reputable distributors and retailers gives you: safety, security, and the backing of the Manufacturer.

Purchasing Counterfeits Has Consequences:

Counterfeits:

- Have low quality components
- Are unregulated and untested
- Unsafe and not backed by a manufacturer warranty
- Could lead to identity theft if purchased from a non-reputable vendor

Counterfeit's Unintentional Consequences

- \$1.38 billion of counterfeits are seized yearly
- 87% of counterfeits originate in China and Hong Kong
- 1/3 of website hosting pirated or counterfeit goods contain malware according to the office of U.S. Intellectual Property Enforcement Coordinator
- 750,000 American jobs are lost every year due to counterfeiting

How to Avoid Counterfeits

- Only purchase from trusted sources
- Only purchase items have been tested or marked by a Nationally Recognized Testing Laboratory
- Check electrical manufacturers websites to find authorized retailers and distributors
- Products and packing with typos or misspellings have a light likelihood of being counterfeit
- Only use licensed, insured, and bonded contractors that will stand behind their work