

Counterfeiting: a plague gaining ground...

... with alarming figures

The counterfeiting of products is gaining ground throughout the world. This plague, which represented 7% of the world trade in 2002, reached 10% in 2006 with a sales turnover estimated at more than 500 billion Euros world-wide. Counterfeiting not only concerns luxury items, but today covers any kind of products (fashion, sports, toys, food, drugs, aeronautics, etc), including electrical products where the safety of people is endangered!

The counterfeiters do not respect the legislations, they do not pay the taxes and duties, they benefit from low cost labour working under deplorable conditions, and they are not concerned about child labour.



Electrical products are also copied

Today counterfeiting is spreading to items where safety is affected and threatens the life of the population. The sale of counterfeit electrical products is done mainly

- in Asia and in the Eastern countries (between 30 and 50% of the markets)
- in Africa (between 25 and 80%)
- in the United States.

In Western Europe, the rates are lower, but the markets are more important and the impact is therefore significant. The most affected country is Great Britain, where counterfeiting represents between 3 and 7% of the market depending on the products'. In France, it would represent only 1% of the market.

Products affected today

For Hager modular products are more likely to be affected by the counterfeiters such as

- circuit breakers,
- residual current circuit breakers.

For the majority, they are manufactured in China by many companies and are marketed throughout the world through several channels: importers, wholesalers and specialised distributors, do-it-yourself stores, Internet portals...



To combat this threat, Hager has decided to help customers identify its products with the online tool **check.hager**®

Counterfeiting: let us act together...

Hager: synonym of quality

Certification ISO 9001 shows the commitment of Hager to guarantee a constant quality of the products and services from design, manufacture and to marketing.

Conscious of the high importance of quality, Hager is actively combating the counterfeiters and their networks by setting up a procedure which is

- simple
 - rapid
 - and economic
- called check.hager and centred around 4 axis:



1. Authentication process to guarantee the origin of the products

Circuit breakers, switches and earth leakage circuit breakers have a sole identification number saved in a protected data base.



2. Software to check the origin of the products

This innovative system, accessible on the Internet, consists a new assistance tool for the authentication of the Hager brand products. The website <https://check.hager.com> is accessible to all and provides information about the validity of the identification number of the product selected. This process is the heart of the anti-counterfeit action of Hager and relies on the full participation from all the people involved (wholesalers, contractors, panel builders, integrators, customs, local authorities, police).



3. Action plan in case of doubt about the authenticity of a product

Hager will contact the customers to obtain all information and collect the suspicious products for expert analyses. If necessary, Hager will engage the necessary legal activities.



4. Ethical charter an engagement between manufacturer and distributor

The ethical charter is a management agreement, and is a distinctive sign of the responsibility and commitment of quality of the companies signatories.

The Manufacturer commits:

- to provide a means to fight against counterfeiting,
- to communicate the results of any such actions.

Distributor commits:

- to make sure that products purchased are not counterfeit products,
- to inform the Manufacturer of any offers of counterfeit products,
- to support the actions led by the manufacturer.



check.hager: a detection weapon

"Check.hager" is a detection weapon to fight against counterfeiting

Advantages:

1. Sole identification number recorded by Hager in its data base.
2. Free consultation on Internet site Hager (<https://check.hager.com>) by any user in the world.
3. Information in real time and geographical localisation of the copies.
4. Coherency with the ethical charter with the distributors.

Mandatory recording

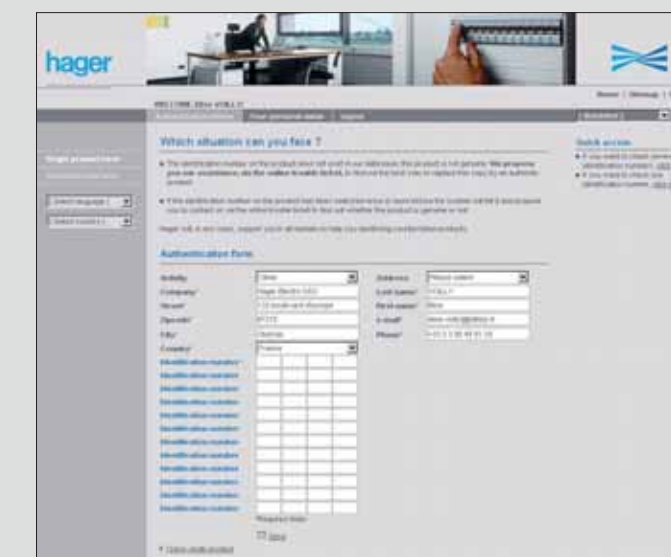
- Access to the procedure of authentication after recording (free subscription).
- Data protection collected against any unauthorized access; no transmissions to a third party.



The system proposes 2 types of forms:

- Form of authentication – single product
- only indicate the 16 figures of the identification number.

- Form of authentication - multiple products
- It is possible to capture 1 to 12 identification numbers (16 digits).



Unknown product = alarm message

- 3 cases can occur:
- first interrogation and identification number corresponding to the one in the data base = apparently an original product
 - unknown identification number, therefore false = counterfeit
 - same identification number requested more than once = risk of counterfeit on one or more products in circulation

In the last 2 cases, it will be necessary to specify on the form:

- the date of purchase of the product
- the name and address of the company where the product was bought.
- your comments

Once the incident is recorded, the user will be contacted and accompanied by Hager.



Counterfeiting: risks and safety of the goods and people

Non compliance with standards

Counterfeit products do not bring any guarantee of quality and safety for the customers. These products can be dangerous, contain inappropriate materials or of poor quality, are not submitted to testing. Sometimes, only the external appearance is preserved and the vital functions are removed to reduce the costs!



Counterfeits factory.



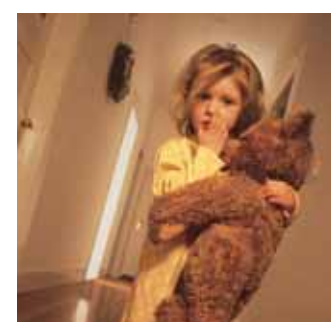
Hager packaging counterfeits.



A copy of a Hager circuit breaker with a massive steel arc chamber.



A counterfeit of a Hager circuit breaker without magnetic and thermal trip.



Dangers and risks of counterfeit products

Beyond the considerable economic and social consequences, all counterfeit products or imitations generally represent high risks of abnormal operation and premature wear that can affect the safety of the goods and people.

Consequences :

Safety of the consumer
 • high risk of fire, explosions, injury or death.

Civil/legal liability
 • selling counterfeit products is an offence and is liable to legal, civil and customs sanctions.

Ethics and social responsibility
 • serious contravention of compliance with the social rules and charters
 • inadmissible working conditions,
 • child labour.

Economic
 • negative impact on the economy and employment,
 • considerable financial losses at all levels of the economic chain,
 • no respect for the environment.

Who is affected:

- manufacturers
- distributors, and wholesalers
- contractors and panel builders,
- consumers.

Counterfeit:
NO THANK YOU!

To guarantee the authenticity and the safety of the products

