

# Protect your business from counterfeits

*Helping resellers by providing information about how to spot counterfeits*



**More than 20,000 counterfeit toner products seized during raid in Ajman**



Counterfeit imaging supplies can be sub-standard and dangerous and there is strong evidence to show that these products are linked to organised crime.

As a legitimate reseller, be vigilant and know how to spot – and avoid – counterfeit imaging supplies. Selling counterfeit goods is a serious criminal offence and will damage your reputation.

## The benefits of buying genuine

Selling genuine imaging supplies will help your business, protect your reputation and ensure optimal printer performance for your customers.

## What can resellers do to help?

Always be vigilant and consider the possibility of counterfeits. If there is any doubt, check directly with the manufacturer or contact ICCE through our website ([www.icce.net](http://www.icce.net)) to report your suspicions.

If you suspect that you have encountered counterfeit imaging supplies, please contact ICCE via email ([icce@icce.net](mailto:icce@icce.net)). We will liaise with manufacturers and our intelligence network to validate your claim and, where appropriate, support legal proceedings against the source of the counterfeit imaging supplies.

# How to protect your business from counterfeit imaging supplies

Advances in technology have enabled counterfeiters to be extremely sophisticated, so it can be difficult to determine the difference between genuine and counterfeit imaging supplies.

Here are some tips to help make sure you don't get caught out:



## About ICCE

ICCE was set up in 1997 to provide an industry-wide response to the growing threat of counterfeit imaging supplies across Europe, Middle East and Africa.

ICCE is a non-profit making association and it works closely with industry, law enforcement, resellers and consumers to raise awareness about the issue of counterfeit imaging supplies, coordinate and process intelligence information on counterfeiters and help initiate raids and enforcement activities.



# 1

## Know your source

We would recommend that you buy from authorised channels or directly from the original equipment manufacturer (OEM) to ensure the authenticity of the goods you are selling. If you decide to buy from anyone who is not your standard supplier, be vigilant!



# 2

## Check the price

If it's too good to be true, it probably is! Consider the legitimacy of the product if it is offered at a reduced price.



# 3

## How does it look?

Look out for spelling errors and deviation in colour on the packaging, and poor quality packaging. A number of ICCE members have developed authentication devices and systems that allow resellers to check if a product may be counterfeit. To find out more, visit the ICCE website: [www.icce.net/resellers](http://www.icce.net/resellers)



# 4

## Quality of printing

If any of your customers report concerns about the performance of imaging supplies, such as poor printing, odours or leakages, then we recommend immediate action. Report your suspicions to ICCE through our website reporting tool and consider a strategy for recalling affected products.



Watch the ICCE video on YouTube via: [www.icce.net/resellers](http://www.icce.net/resellers)