

THE CASE FOR BUYING AUTHENTIC

↑ 538%

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

16,400

Number of non-home structure fires caused by electrical failure or malfunction in 2011. (NFPA)

↓ 750,000

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

\$1.77

Trillion

Counterfeiting across industries is estimated to have cost this much worldwide in 2015.

State of counterfeiting

The counterfeiting of well-known brands and products is a growing, worldwide issue. Using counterfeit electrical products can result in a higher risk for failure or malfunction, potentially leading to:



Electrical shock



Equipment failure



Overheating / fires



Property damage



Short circuits



Legal implications

5 segments where product performance is critical

Healthcare facilities



Technology is driving the practice of medicine. From clinical record keeping to diagnostic imaging, everything a healthcare facility does is considered mission critical. The risk of any system failure due to suspect or counterfeit equipment is one no facility should take.

Educational institutions



Twenty-five percent of all non-confined school building fires occur because of an electrical malfunction (FEMA). Educational facilities can avoid potential fires caused by suspect or counterfeit electrical product malfunctions by installing only authentic electrical components sourced only from authorized resellers.

Public service providers



No one wants to be without water, gas or electricity. Public service providers should avoid potential unplanned outages related to the use of suspect or counterfeit products that could inhibit services from reaching customers.

Data centers



Data center managers demand the highest degree of availability for their facilities. Suspect and counterfeit electrical products present unnecessary risks to the data center, where an unplanned outage can have adverse business and financial impacts. To help avoid these risks, professionals should always buy from authorized distributors.

High-risk environments



It is critical for high-risk environments to ensure proper safeguards are put in place to maintain quality of electrical power and protect the facility's electrical equipment. Professionals working in these environments should demand only genuine products be sourced from authorized resellers with a documented chain of commerce.

To learn more, visit www.eaton.com/counterfeit.

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