

## COUNTERFEIT PRODUCT DEFENSE

Commercial product counterfeiting of trademarked and copyrighted merchandise is a multi-billion dollar parasite on international business.

The ICC has estimated that the sales of counterfeit goods is in the range of 5% to 7% of the world economy. This amounts to \$600 billion.



### THE 5 P's OF PRODUCT DEFENSE

We encourage you to pay close attention to the 5 P's which are involved in any transaction. While none of these points are guarantees they will help safeguard you.

**Person:** The ISC strongly encourages you to purchase imaging supplies from the OEM or one of their authorized resellers. This is the one best thing you can do to be sure you are buying genuine merchandise.

**Price:** If the purchase price of the product is substantially under the market price of the product or looks like a deal that is too good to be true the product may not be genuine.

**Place:** Be cautious if the manner or place of the offer is different from the normal process of business or consumer transactions.



**Packaging:** Be observant for any deviation in color, materials quality, or spelling errors in the packaging. Many OEM's have a product authentication hologram or color shift label to assist in verification. Familiarize yourself with those used by your brand of choice and check for them.

**Performance:** If you notice any significant variation in the performance of the product from previous experience or obvious defects in quality such as odor or leakage, the product may be counterfeit.

For questions or help identifying counterfeit items, contact the ISC at: (941) 961-7897 or at [www.ISC-Inc.org](http://www.ISC-Inc.org)