



GE Consumer & Industrial Electrical Distribution

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Distributors and Contractors,

Counterfeiting in the electrical products industry has been a growing problem for over a decade. More recently, there has been an increase in the number of incidences of counterfeit residential circuit breakers appearing in the marketplace. This raises significant concerns, and NEMA, in public comments to the proposed Anti-Counterfeiting Trade Agreement, observed that industry experience with counterfeit electrical products is that they almost always are substandard and pose risks of harm to persons or property.

GE takes the threat of counterfeit products very seriously and wants to spread the word regarding the risk of purchasing counterfeit products. We are working with industry organizations like NEMA to educate the public about the issues presented by the existence of counterfeit electrical products in the marketplace. We also work with governments and agencies around the world where counterfeits have been identified and are committed to the prosecution of manufacturers and sellers of counterfeit GE products.

Counterfeits are being sold to unsuspecting end users by distributors that are not authorized by GE. These distributors compete with authorized GE distributors that have a legitimate business relationship with GE. You may also find GE look-alike products at trade fairs in non-US locations, being offered under a non-GE brand or no brand at all.

When a purchaser buys counterfeit products, there is no guarantee the products have been manufactured with the same care and under the same quality standards, or that they will meet the same levels of performance, as genuine GE products. In addition, there is no one a purchaser or distributor can turn to if a problem arises with a counterfeit product, since the counterfeiter is selling the product unlawfully and may not be identifiable.

Some tips for purchasers of electrical products:

- Be wary of extraordinary bargains. The products may be cheap because they are counterfeit.
- Be wary of products sold outside the normal distribution channel.
- Avoid no-name and look-alike products. Make sure the product is branded GE and the packaging is genuine.
- Find out if the seller of the products is an authorized GE distributor. If in doubt, make an inquiry directly to GE by calling 1-888-GE-Resolve to find out if the product you have purchased is legitimate.

For more information concerning counterfeit products and the serious consequences they may pose, visit <http://www.nema.org/gov/anti-counterfeiting/index.cfm>