



NSi Corporate Statement Regarding Counterfeit Products in Electrical Manufacturing

At NSi we make it our mission to make it easy on our customers... from ease of ordering, open returns and no-charge broken cartons, to just being the company that's easy to do business with all around. In good times and through trials, and with a lot of hard work, we've been able to keep this "easy" mission.

Now our industry is met with a challenge that calls to action all manufacturers' individual missions. In our industry, the inherent wrong in counterfeiting takes on an additional danger: Counterfeiting of electrical products can mean severe injury or death.

How can we serve our customers our "easy" mission when there's nothing easy about finding, pursuing and shutting down counterfeiting? How do we help UL to ensure their mark stays true? How do we ensure that ALL products meeting standards are recognized as such with no confusion?

We stand with UL, NAED, NECA, and other industry leading manufacturers in the effort to clarify the standards, educate the distributor, and make it easy for the end user to recognize counterfeit products. While this new challenge has unclear results, we can aid in the pursuit of those who illegally reproduce electrical products and do all that we can to help our colleagues in this fight.

A company or industry can either adjust their approach to meet their mission, or adjust their mission to meet external obstacles. In this case, we plan to do neither. With the help of all those involved in the Anti-Counterfeit Initiative, we plan to adjust the industry to our "easy" mission; by stopping counterfeiting and making it easy to recognize real, authorized product.