

THE IMPORTANCE OF: **REBUILDING & RENOVATING SAFELY**

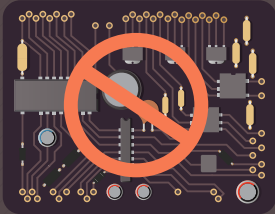


HOW TO AVOID **COUNTERFEIT ELECTRICAL GOODS** PREVENTING A DEADLY MISTAKE



Using **qualified electricians** and purchasing from **reputable distributors and retailers** gives you: safety, security, and the backing of the manufacturer.

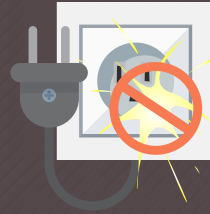
▶ **PURCHASING COUNTERFEITS HAS CONSEQUENCES**



Low quality components



Unregulated and untested



Unsafe, not backed by manufacturer



Could lead to **identity theft** if purchased from non-reputable vendor

▶ **COUNTERFEIT'S UNINTENTIONAL CONSEQUENCES**

Value of seized counterfeit goods:

\$1.38 billion



750,000

87% of counterfeits originate in **China** and **Hong Kong**.

American jobs are lost **every year** due to counterfeiting.

1/3 of websites hosting pirated or counterfeit goods **contain malware** according to the office of U.S. Intellectual Property Enforcement Coordinator.

▶ **HOW TO AVOID COUNTERFEITS**



Only purchase from **trusted sources**.



Check electrical **manufacturers website** to find authorized retailers and distributors.



Only use **licensed, insured, and bonded contractors** that will stand behind their work.



Only purchase items that have been **tested** and **marked** by UL, ETL, or CSA.



Products and packing with **typos** or **misspellings** have a high likelihood of being counterfeit.

▶ **HOW TO REPORT COUNTERFEITS:** Visit IPRCenter.gov or ESFI.org to report counterfeits.



www.facebook.com/ESFI.org



www.twitter.com/ESFI.org



www.youtube.com/ESFI.org