

# Protect your business

– avoid counterfeit products



# Genuine SKF products, your benefit

SKF products are used for their quality and operational benefits. However, the benefits of SKF products can only be achieved by the use of genuine products.

Awareness about the existence of counterfeit SKF products and potential consequences when used, helps customers understand why it is important to select the supplier with care. Sourcing from authorized SKF distributors is the best way to safeguard supply of genuine SKF products.



## What is a counterfeit SKF product?

All types and sizes of products and packaging marked with SKF trademarks, but not manufactured by SKF or with the consent of SKF, is considered counterfeit.

Branding workshops illegally mark unbranded products with SKF trademarks and other look alike markings. The products are packed in counterfeit look-alike packages and marketed as genuine products.

However, the pricing of counterfeit products to the end-user is close to the same as for genuine products. Price is not an indicator whether a product is counterfeit or not.

## Avoid being cheated

Carefully select your supplier of SKF products. Compromising secure sourcing can cause great harm to your business. A "good deal" from an unknown supplier may end up costing a lot more.

**The best way to safeguard authenticity is to buy SKF products from authorized SKF distributors.**

## The warning signs

Marketing to distributors is done in a way most distributors would recognize. An email is sent from a person claiming partnership with premium brand owners, offering industrial or automotive products directly from stock at competitive prices. Be careful! This could be a source of counterfeit SKF products.

Be suspicious when non-authorized suppliers offer short lead times for products known to have longer lead times from SKF.

Suppliers of counterfeits may also offer certificates stating that the products are genuine SKF. Such documents are not trustworthy.

Mounting difficulties and /or premature failures, could be signs that a product is counterfeit.

## The risks

The quality and performance of counterfeit SKF products is unknown and unpredictable. All efforts and dedication to improve OEE (overall equipment effectiveness) and operational costs can quickly change if counterfeits get into your operation.

If installed in safety critical equipment, counterfeit products may present a great safety risk for people and/or the environment.



Rollers from a counterfeit spherical roller bearing

## Voice of a customer

*"We spent € 100 000 on large size bearings, purchased from an un-authorized supplier. We needed the bearings and the supplier matched our required lead time. Failure was a fact after only 6 months, while the expected service life was at least 10 years."*

*"We faced costly downtime and broken promises to our customers. Also, our employees could have been injured. All this could have been avoided, by more awareness and caution in our sourcing. This will never happen again."*

## Zero tolerance

SKF has zero tolerance for counterfeiters. This trade is illegal and may lead to substantial fines or imprisonment. SKF actively supports law enforcement globally to stop the trade of counterfeit SKF products.



## What if you suspect a product to be counterfeit?

Only experts from SKF can verify authenticity of a product or package marked with SKF trademarks. Please send sharp pictures of all visual markings on the product and product box to [genuine@skf.com](mailto:genuine@skf.com) and you will be contacted by SKF.

For all verification requests, providing name of the supplier and proof of purchase is mandatory.

The SKF Authenticate application for smartphones allows users to take and send photos of suspect products and proof of purchase directly to SKF for verification.

The application can be downloaded for free from App Store or Google play.



[Genuine@skf.com](mailto:genuine@skf.com)







## Protect your business

The best way to safeguard authenticity is to source SKF products from SKF Authorized Distributors.

A list of SKF Authorized Distributors in your country or region can be found on your local SKF website or visit [www.skf.com](http://www.skf.com)



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