

▶ Counterfeits

Deadly Deals

The saying, "If it's too good to be true, it usually is," should come to mind when you find electrical products that are far below competitor prices. But electrical products are uniquely hazardous when impersonated. They have not undergone testing by an independent laboratory, likely do not comply with industry safety requirements, and since its origin is often unknown, its manufacturer isn't held accountable for the potentially deadly results. Learn what to look for and help protect yourself and your loved ones from fires or injuries associated with counterfeit products.

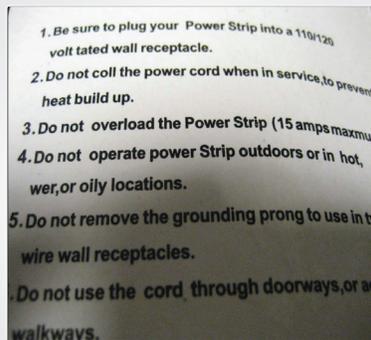


▶ Can you Spot the Counterfeit?

Which image(s) below are of a counterfeit product?



1



2



3

▶ What to Look For:

- Use **established vendors** who purchase their goods from **legitimate distributors** and **genuine manufacturers**.
- Read the **packaging and labels** carefully. Text should be free of **grammatical errors** and should not contain **spelling errors**.
- Packaging should contain the **name and contact information** of the item's manufacturer.
- Avoid **unknown brands** and products that **do not display any brand affiliation**.
- **Do your research**. The Consumer Product Safety Commission (CPSC), manufacturers, and testing laboratories (i.e. UL, ETL, or CSA) have information about product recalls, including those related to counterfeiting, on their websites.

▶ Answers and Evidence:

Image 1: Counterfeit. There is **no brand name** for this product. Additionally, the **cost is significantly lower** (\$2.99) than the average cost (\$10) of a cord of this length. While the label does display the mark of an independent testing laboratory (UL), these too can be impersonated. Visit the lab's website for tips about determining if a mark is real or fake.

Image 2: Counterfeit. Each of the first four bullets contains **typos**.

Image 3: Counterfeit. This product very closely resembles the legitimate product. Only by visiting the **Consumer Product Safety Commission** website would you learn that this is a **counterfeit** and is part of a voluntary recall that includes free inspection and a replacement or refund.