

COUNTERFEITERS WILL TELL YOU ANYTHING TO SELL THEIR SUPPLIES EXCEPT THE TRUTH

One thing that counterfeiters know how to make is attractive claims. And nice looking packages. But once you put their supplies to work, that's when the truth comes out. Suddenly you have durability problems, loss of reliability, and lack of spec conformity.

These can come back to haunt you when your customers complain. What can you do to protect yourself?

First of all beware of excessive "buy now" claims like these. Watch out for handwritten, phoned or faxed orders. Be careful if they demand payment in cash, make you buy large quantities, or claim their products are an inventory liquidation. If they don't have a valid reason for their offer, contact the Imaging Supplies Coalition and we'll do a confidential check on any of our member companies' products through our unique WIDCIO program.

We are sounding this alarm because counterfeiting makes everyone lose. Customers lose because fake products are usually of low quality. Dealers and wholesalers lose because they must compete with bogus product in the market place and they risk having their inventory seized and destroyed. Manufacturers lose sales. And the community suffers because the counterfeiters don't pay taxes and duties.

So beware of bargains that sound too good to be true and when in doubt, check it out. Because the truth is, they probably are, so When In Doubt, Check It Out.



LIQUIDATION SALE

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