

# COUNTERFEIT OR LEGIT?

## 10 TIPS TO HELP YOU BUY THE REAL DEAL



They say every man has his price and when it comes to counterfeit electrical products, that is essentially true. Purchasing counterfeits may save a buck, but it puts your safety and potentially the safety of your loved ones and your home at risk. Use these helpful tips to help avoid the purchase of counterfeit electrical products and ensure you get a real deal.

1

**Only a mousetrap offers free cheese.** If the price looks too good to be true, it probably is. Compare prices of similar products and avoid any that are drastically cheaper than the average.



2

**Judge a book by its cover.** Avoid products being sold without packaging or with packaging of poor quality.



3

**Be a grammar guru.** Read through the labels and packaging text. If you notice typos, misspelled words, poor grammar, or blurry text it may indicate a counterfeit product. The same holds true for website text as well.



4

**Put it to the test.** Look for products that have been certified by a Nationally Recognized Testing Laboratory (i.e. Underwriters Laboratories (UL), Intertek (ETL), or Canadian Standards Association (CSA)). The certification mark should be on both the packaging and the product.



5

**No news is good news.** Do a search to see if any product recalls, which include counterfeiting alerts, have been issued by the Consumer Product Safety Commission (CPSC) or by a Nationally Recognized Testing Laboratory (i.e. UL, ETL, or CSA).



6

**Better safe than sorry.** Avoid unknown brands and products that do not display any brand affiliation or the name and contact information of its manufacturer.



7

**Avoid the point of no return.** Be wary of establishments that have a "no returns or refunds" policy.



8

**The best advertisement is a good product.** Use established vendors who purchase their goods from legitimate distributors and genuine manufacturers.



9

**Nothing is certain but death and taxes.** Counterfeit operations often do not report their sales to financial authorities, so be suspicious if the purchase price does not reflect the required sales tax.



10

**Where there's smoke, there's fire.** If in doubt, trust your instincts. No bargain is worth risking your safety.



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