



HP AMS ACF Program | FY19

The Myths and Facts about Counterfeit

Recognize. Report. Prevent.

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Our job is to protect you. That is why we would like to keep you well informed about the risks you and your business could run if dealing with counterfeit products.

As part of this initiative, we're sharing with you vital information that illustrates the most common myths and facts about counterfeit practices and what you can do to avoid them.

Counterfeit by the numbers



\$1.2 Trillion
dollars lost every year

2.5 Million + **\$125M**
jobs USD in tax revenue

are lost every year because of
counterfeiting activities across the
G20 economies alone.

MYTH

The problem with counterfeit supplies is not big enough to affect me.

FACTS

- \$1.2 Trillion dollars are lost every year to counterfeit.
- Approximately 2.5 million jobs and \$125 million USD in tax revenue are lost every year because of counterfeiting activities across the G20 economies alone.
- According to a 2013 study, trade of counterfeit products account for \$461B. It is estimated to reach \$991B by 2022.
- Counterfeiting has a global impact of more than \$3.5 billion USD annually on the printing and imaging supplies industry.
- Up to 7% of world trade is counterfeit, pirated, grey-market, or unregulated products
- Ties between counterfeiting and organized crime are well documented, and there is evidence that terrorist groups are using it to finance their activities.
- Counterfeit is the most lucrative illicit industry, surpassing drug trade and prostitution.

MYTH

Counterfeit cartridges have the same quality than genuine HP ones. They both get the job done.

FACT

Counterfeit cartridges have shorter life spans, they leak, they show signs of previous use, and almost always produce substandard results. On the other hand, original HP cartridges have a failure rate lower than 1 in 100.

MYTH

All counterfeit products originate from Asia.

FACT

Counterfeit products are everywhere, they may be more relevant in certain demographics but everyone is at risk.

DID YOU KNOW

HP offers free
Customer Delivery
Inspections (CDIS).

MYTH

All companies participating in public bids offer original products.

FACT

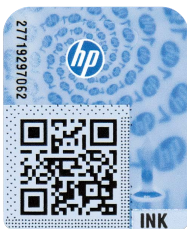
In order to lower prices and win over government contracts, some unscrupulous vendors ship OEM products mixed along with counterfeit ones. To protect you against these practices, HP offers free Customer Delivery Inspections (CDIs), and guidance on how to protect your contracts through its Bid Recovery service.



“When you purchase counterfeit cartridges, not only is your printer damaged but your warranty is voided as well.”

Label features include:

- Holographic image-shifting security image
- QR code technology



Click [here](#) to use our Virtual Security Label tool.



MYTH

Items that end up being sent to a warehouse after getting through procurement aren't counterfeit.

FACT

Counterfeit distributors will salt counterfeit products with genuine ones to work their way into the HP supply chain. This makes it harder to spot the counterfeit cartridges.

MYTH

End users can always identify counterfeit.

FACT

90% of HP Customers who purchase or use counterfeit products do so unknowingly.

MYTH

HP will honor my warranty if I purchase counterfeit unknowingly.

FACT

When you purchase counterfeit cartridges, not only is your printer damaged but your warranty is voided as well.

MYTH

HP is only looking out for themselves and want to make sure they're maximizing their profit.

FACT

HP is committed to the integrity of its brand, the quality of its products, and the satisfaction of its customers. The company ensures those values are upheld throughout customers' purchasing experience.

MYTH

There is nothing located on an ink or toner box to help me distinguish between counterfeit and original products.

FACT

There are a few things you should always check before opening the box. Does it have misspellings, does it appear used, and is there a security label?

- You can find the original HP security label on toner boxes, so if you see these print cartridges without a security label, you have a reason to be suspicious.
- Each security label contains a unique serial number. Duplicate numbers on multiple security labels are an indication of counterfeit products.
- The label is positioned over the tear strip on the laser print cartridge, at the top of the ink box, and on the left or right panel.

Reporting counterfeit items is simple!



Visit the website



Complete the report

File Claim

Submit

MYTH

Even if my cartridge is counterfeit, it takes too much time to report.

FACT

Reporting counterfeit items is simple with our online process.

a) Visit the website

- hp.com/go/anticounterfeit
- hp.com/la/antipirateria (para español)
- hp.com/br/antipirataria (para portugués)

b) Complete the report

- New simplified form
- Photo upload option
- Reports can be anonymous
- English, Spanish, Portuguese

c) Submit

- All claims will be reviewed by the investigative team to determine next steps.

MYTH

After I receive a large shipment, there's no way to inspect all the boxes in my warehouse to see which are counterfeit.

FACT

When you buy large quantities of equipment as part of a large bid or contract, we can help by inspecting orders at your convenience, to identify any possible counterfeit issues. This service is provided at no cost and verifies both product quality and authenticity.

MYTH

I can always find great deals on printing supplies online.

FACT

Many online marketplaces are rife with counterfeit products. Even though images posted look somewhat legitimate, always be suspicious if you see that products are well below MSPR, if they're announced as discontinued, promoted as "fire-sales", packaged differently, or if the vendor changes the conditions of their delivery. When something looks too good to be true, it usually isn't.

For more information on counterfeit and how to protect yourself from being a victim, visit our website www.hp.com/go/anticounterfeit

