

HOW TO DEFEND OURSELVES AGAINST THIS PHENOMENON

To tell false and original products apart is not always simple, therefore we have to adopt all kinds of protection:

- Always buy through safe sales channels or authorized dealers, paying attention to sales on stands and on the web, and being cautious towards “door to door” offers.
- Avoid seemingly trade mark products at a very low price.
- Check and read carefully the label or the packaging, which needs to include all substances, the CE mark, the name of the producer or importer and eventually the Country of origin.
- Be aware that counterfeit consumer goods from China often bear a CE mark meaning “China Export” and therefore the simple presence of this mark, which may have been counterfeited, is not a Declaration of conformity to all relative technical standards.
- Pay attention to the product’s price/quality ratio, always consider the difference between market price and the offer. An excessive gap is often a sign of counterfeiting.
- Co-operate with the Inspection body in charge, pointing out any anomaly.
- The consumer, besides behaving correctly while buying a good, also has to promote and support all activities and laws aimed at fighting the counterfeiting phenomenon.



USEFUL NUMBERS:

- Italian Finance Police: 117 – 0721/25294
- Police: 113 – 0721/386111
- Carabinieri: 112 – 0541/954629
- Local Police: 0541/954507

This “Stop Counterfeiting” Vademecum was written by Agent Canuti Anna Maria and translated by Agt. Tabellini Marco, from the Gabicce Mare Local Police Department.

ANTI CONTRAFFAZIONE



STOP COUNTERFEITING

This project involves the Local Police and the Security Policy Department of Gabicce Mare; it is financed by the Ministry of Economic Development and coordinated by the National Association of Italian Municipalities and it punishes everyone who buys counterfeited goods.

We wish to improve the quality of life and the security of the population, and we recommend a few simple advices about how to recognize counterfeited goods, and what to do.

WHAT IS COUNTERFEITING

- Producing and selling items which illicitly bear a mark resembling a trade mark.

HE/SHE WHO PRODUCES AND/OR SELLS A COUNTERFEITED ITEM COMMITS A CRIME.

HE/SHE WHO BUYS A COUNTERFEITED ITEM IS AN ACCOMPLICE AND PUTS HIS OWN AND HIS CHILDREN'S HEALTH AT RISK.



WHICH ARE THE MOST COUNTERFEITED ITEMS

- Clothing, various accessories, toys, cosmetics, food, medicine, audiovisual products, appliances, replacement parts for cars, motorcycles, airplanes, etc..

DAMAGES CAUSED BY COUNTERFEITING

- Although when buying a counterfeited good one thinks he/she made a good deal by purchasing an item that he/se couldn't afford otherwise (because of the very high price), the buyer brings great damages to the whole economic system and contributes to nourish criminality.
- Counterfeited products are made with no control from the Authorities for any substance or material used during the production that should protect the final consumer's security and health.



10 REASONS TO CONVINCING YOU NOT TO BUY FAKE PRODUCTS

1. Damages to Health: He/She who wears items or accessories, uses materials or ingests counterfeited goods risks great damages to his/her own health, because of the highly toxic substances in such products as chemical agents, colorants, allergenic glues and/or carcinogenic materials...

2. Damages to Security: He/She who uses parts for vehicles and electronic items or buys counterfeited toys puts his own and other people's security at risk, because poor quality materials are used to produce these products.
3. Quality/price: A counterfeited product's quality will never match the price in terms of workmanship the lack of warranties for quality, absence of flaws and post-sale guarantees.
4. Damages to employment: Counterfeiting and illegal sales contribute to the exploitation of clandestine manpower, of black-market and child labour, taking important areas away from the regular economy.
5. Damages to industries: Entrepreneurs who pay taxes are also damaged, as well as those who produce by respecting the laws and invest in research, development, innovation and image.
6. Social damages: In the fake industry and the illegal sale of fake products there is a total lack of safety of the work places, of health and social security.
7. Moral damages: He/She who buys counterfeited goods is an accomplice of several crimes like black market labour, exploitation of child labour, illegal immigration and theft of license.
8. Crime: Counterfeiting and illegal sales instigate the underworld and enrich organized crime.
9. Damages to the State (and therefore to all of us): The fake industry manages to escape sales taxes (IVA/VAT) and to avoid regular taxation. This entails a damage to all citizens, as the State will have to find all the funds needed for the common good elsewhere.
10. Penalties: Buying false products entails a penalty for the final buyer of € 100 to € 7.000.

