

# BEWARE OF COUNTERFEITS!

## Why buy a genuine?

Kyocera has received evidence that non-genuine Kyocera toners have been circulated, distributed and sold within our sales territories. It's important to be alert to this issue because you as a customer can face serious technical problems from using counterfeit toners. Such damage caused will also not be covered by your warranty maintenance agreement

## Difference between counterfeit and third party/compatible toner?

A counterfeit toner bears the name of a genuine Kyocera product. It is intended to give the impression that it is a genuine Kyocera product. Whereas, it is a counterfeit.

A third party or compatible toner is one that bears the name of a third party. It does not have Kyocera brand marks on the toner container or packaging. These products are therefore not illegal. However, the customer will need to refer any complaint caused by the 3<sup>rd</sup> party product, to the third party manufacturer, and not to Kyocera Mita. This is because the third party (and not Kyocera Mita) provides quality assurance for the toner. In the event that a customer faces technical problems arising from use of a third party toner, such damage will also not be covered by the Kyocera Mita warranty or maintenance agreement.

## Is counterfeiting a criminal offence?

Counterfeiting violates Kyocera Intellectual Property Rights. Consequently, there are extremely serious Criminal Law and Civil Law consequences for individuals and/or businesses manufacturing and/or selling, distributing, or dealing in counterfeit products.

## How to identify counterfeit products?

Kyocera Mita has incorporated special technology features which have been in production since October 2007, an example being the Kyocera Mita trustgram on the toner container which makes it easier to identify a counterfeit toner

There are several indicators of a counterfeit toner which we wish to draw to your attention:

- Toners sold at a low price are an indication that they might be counterfeit. Colours and materials used in the packaging may be different from Kyocera genuine toner packaging.
- Materials used in the counterfeit toners are most likely of poorer quality than genuine in a genuine toner.
- The method by which counterfeit toners are sold can differ from the way of normal business and consumer transactions.

## **How big is the counterfeit problem?**

The imaging consumables industry is currently threatened by a Euro 1.6 billion market in counterfeit imaging supplies which are often dangerous, environmentally unfriendly and which cheat consumers of the quality they are entitled to expect from branded consumables. Source: [www. ICCE.com](http://www.ICCE.com)

Counterfeit toners may lead to problems like:

- Toner powder leaks
- Blocked print heads
- Erratic printer performance
- A poor fit with the printer
- Colour aberrations
- Colour streaking

## **Kyocera's Policy for eliminating counterfeit products**

Manufacturing and selling counterfeit products are the illegal acts that will not only damage customers' trust in our company, but also violate our company's intellectual property rights. To protect our customers from counterfeit products and to ensure that our customers feel safe when using our products, we are taking various measures to eliminate counterfeit products.

More details on our efforts against counterfeit can be found on:

[www.kyoceramita.com/csr/management/property.html](http://www.kyoceramita.com/csr/management/property.html)

## **Legal action against manufacturers of counterfeits**

We refer cases to prosecuting authorities leading to raids against premises for seizures of counterfeit goods. Alternatively, we take civil law action to recover financial damages from the manufacturers. Either way, our zero tolerance policy ensures that ultimately all counterfeits seized are confiscated and destroyed and that counterfeit manufacturers are held legally responsible. We work independently and also in cooperation with other companies in the industry, to eliminate counterfeit products.

## **Warnings to counterfeiter dealers**

Once we discover a company has sold a counterfeit Kyocera product, we take legal action to ensure the company signs undertakings to pledge never to sell counterfeit products in the future and to reimburse us for our legal fees in bringing the action. We also demand (at their cost) that they destroy stored counterfeit products and disclose the names of the suppliers from whom they have purchased counterfeit products.

## **Border watch**

We continually update customs authorities (through meetings and presentations) with information so they can recognize suspicious products to stop the import and export of counterfeits at the borders.

## **Trustgram**

We have attached a trustgram (aka hologram) to our toner containers to help distinguish between genuine and counterfeit products.

**Cooperation**

Kyocera is working closely with ICCE, SNB react and the ACG and in close cooperation with national and International enforcement authorities to combat the manufacture, sale, and purchase of counterfeits globally.

More information can be found on: [www.icce.org](http://www.icce.org), [www.snbreact.org](http://www.snbreact.org), [www.acg.org](http://www.acg.org)

**Environment**

Kyocera vigorously promotes the innovation of “long life” technologies, based on our ECOSYS concept. We also seek to discover innovative energy saving and environmentally friendly technologies, putting emphasis on ideas and technologies proposed in the product development stage.

Our Intellectual Property Rights’ activities are intended not only to enhance user convenience, but also to respond to the growing consumer demand for environmentally friendly products.

**What to do if you think you have been sold or offered counterfeit toner?**

If you suspect that you have been offered or sold a counterfeit Kyocera toner then we ask that you contact us immediately via the subsidiary or authorized dealer within your territory. Alternatively, you can contact [kme-ipr-info@kyoceramita-europe.com](mailto:kme-ipr-info@kyoceramita-europe.com)