

Europe sees large raid against wholesaling of fakes

- > In a substantial strike against counterfeiting in Europe, German authorities have now raided a large warehouse stacked with fake cartridges for HP printers.



Western Europe sees increase in counterfeit cartridges – protect your business!



What happened?

- German authorities took decisive action against a local wholesale company that had been distributing counterfeit cartridges in bulk to resellers and customers across Europe.
- Based on intelligence provided by HP, the officials carried out a large enforcement action in the Hamburg area in June 2018, seizing an astonishing number of fake cartridges.
- The result: The officials removed 8,000 fake toner cartridges from European markets.

HP sincerely thanks the officials for their dedication to help protect Europe from trade in counterfeits.



Learn more at
hp.com/go/anticounterfeit

Join the fight against fraud

- Purchase safely – HP recommends to only buy from trusted vendors such as HP distributors and to refrain from too-good-to-be-true offers.
- Further your business with ACF – use the **free ACF tools** on Partner First Portal to promote yourself as a reliable HP Partner First partner.
- Request a free **Customer Delivery Inspection (CDI)** – HP's ACF experts can go on-site if you suspect one of your customers received illicit cartridges from another vendor.
- Report suspicions¹ – directly contact the HP ACF team at emea.anti-counterfeit@hp.com or via hp.com/go/anticounterfeit (allows anonymous reporting).

HP's 5-year track record in EMEA²

- 13 million finished counterfeits and components seized by local authorities, supported by HP
- 5,300 audits and inspections (CPPAs and CDIs) of partners' stocks or suspicious deliveries at customers
- The result: 90% of HP partners confirm that HP's ACF activities help them increase business³

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¹ HP will keep the information confidential to the extent permitted by law and will only share it on a need-to-know basis; ² 2013 through 2017, approximate figures;

³ Based on around 400 Partner Interviews since 2007 in almost 90 countries across EMEA

EMEA = Europe, the Middle East and Africa

