

Countering Counterfeits

At GE Electrical Distribution, we take the counterfeit product issue in Canada very seriously.

At GE we are concerned about the counterfeiting of electrical products throughout the globe but specifically here in Canada and how counterfeiting can affect you. Counterfeit products have a negative impact on the economy, mislead the consumer and, in the case of electrical products, have the ability to cause damage to property or serious injury or death to you or your customer.

Counterfeiting is a serious problem, and it's growing exponentially as counterfeiters become more sophisticated and more brazen. The counterfeit product issue is especially troubling in the residential and commercial construction markets, as electrical components such as circuit breakers are among the easiest to copy or fake. Counterfeit circuit breakers pose serious safety issues. They put lives at risk. A residential circuit breaker that fails to trip as designed can explode, ignite fires, and lead to injury or in some cases even death. When a counterfeit product is installed, the safety of your electrical system becomes compromised. In addition, no warranties or guarantees are given with counterfeit products. Counterfeits can also damage the integrity of your business. Buying or distributing fake products, even inadvertently, hurts your reputation and can leave you vulnerable to legal action.

To help you better understand the counterfeit product problem here in Canada GE Electrical Distribution has designed a Countering Counterfeit information site. This site will provide you with information on what a counterfeit product is, how to identify counterfeit products, characteristics of a counterfeit product and much more information on how to defend yourself from being a victim of the counterfeit product issue. For more information on counterfeit product please visit: <http://www.ge-ed.ca/counterfeits.html>

At GE Electrical Distribution, we take the counterfeit product issue in Canada very seriously. We are continually working to design the most efficient and safest products available in the Canadian market today. Products you can rely on and products you can trust.

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