

The Original



Counterfeiting protection for FRAKO Power Capacitors

80
Years
FRAKO
1928-2008



It's all about saving your money!

Piracy and counterfeiting – a worldwide problem

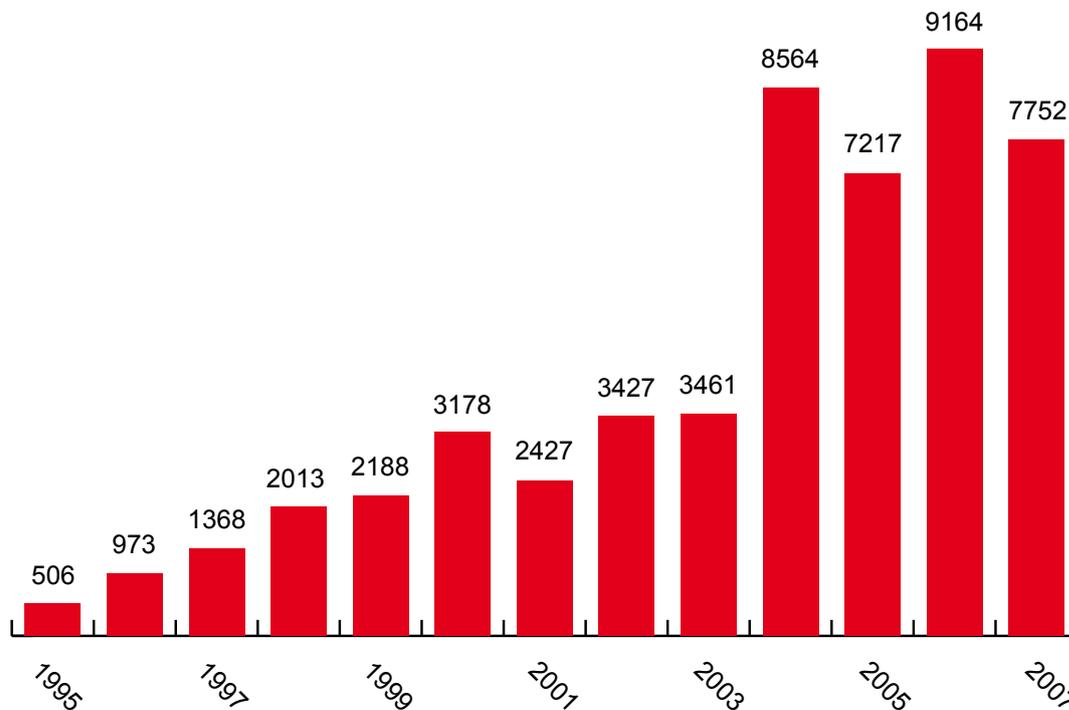


Product counterfeiting is a worldwide problem with a significant development. In the course of the global economic activities, piracy and counterfeiting have emerged to become a mass phenomenon. According to a study that was published in the year 2005 by the Organisation for Economic Co-operation and Development (OECD), the worldwide loss amounts to around 200 billion US-\$. Also according to the OECD, this is only the tip of the iceberg, as neither the domestic trade within several countries, nor the digital piracy was considered.

All leading manufacturers of branded products have to look into this subject in order to avoid a loss of image and economical disadvantages.

This is a huge challenge for enterprises:

How can the customer be protected against fake products?



Number of confiscations of the German customs authorities (source OECD)

In order to make it easier for our customers and partners to identify Power Factor Correction Capacitors as genuine **FRAKO** products at first view, we have introduced a clear marking with **tesa Holospot®**. This will help us to work against the economic loss and to prevent switchgear manufacturers and end users from possible risks.

Especially in the Middle East Area as well as in China and Malaysia, **FRAKO** became aware of product counterfeiting of capacitors. Behind that, there is an unknown number of imitated capacitors, which nowadays do not differ from the originals with view to pure appearance. However, the focus of the newly launched safety measures is not only on the economic loss, as Mr. Hans-Georg Reinbold, Head of R+D for Power Factor Correction Capacitors at **FRAKO**, reports: "Due to poor quality of the raw materials and inadequate production processes, the fire and explosion hazard increases significantly by using those cheap imitations. Furthermore the life expectancy is only approx. 5 to 10 percent compared to our originals."

Counterfeiting protection for FRAKO Power Factor Correction Capacitors



With a comprehensive safety concept of the **tesa scribos GmbH**, **FRAKO** takes efficient measures against disagreeable piracy and counterfeiting. For many years now, **FRAKO** Power Factor Correction Capacitors, with a demonstrable longevity and operating reliability, are worldwide counted among the first-class, innovative products in the field of power engineering. By that achievement **FRAKO** has emerged as a leading manufacturer in this branch. "Unfortunately this also makes our products attractive for professional counterfeiters", explains Hans-Georg Reinbold.

In order to eliminate the risk involved for switchgear manufacturers and end users in future, **FRAKO** counts on the competence of **tesa scribos** with immediate effect. With a wide portfolio, the wholly owned subsidiary of **tesa AG** has specialized on system solutions for securing and identification of branded products. In close cooperation with **FRAKO**, **tesa scribos** developed a suitable operation concept which is all about the **tesa Holospot®**-System. The polymer-label, on which there is a data field of very few square millimetres with up to 4 independent information levels, is adhesive. It sticks well on the product and can contain different open and hidden features – for example consecutive serial numbers, trade marks or further product specific information, in advance engraved with a high-resolution laser.



Security for our customers



Thanks to an accompanying communication campaign, introduced by **FRAKO** this summer, switchgear manufacturers, distribution and trade partners have the possibility to check the authenticity in future – with the naked eye just as well as with a set of magnifying glasses.

“As a normal hologram can be copied relatively easily, such a solution was out of the question for us. **tesa scribos** has convinced us with the **Holospot®**-System, which is already applied successfully. In combination with the communication measures, our personnel as well as our customers can now clearly identify the **FRAKO** capacitors. We expect a deterrent effect and consequently a massive decrease of the fake capacitors”, explains Hans-Georg Reinbold.

Please let us know in case you are offered fake FRAKO Power Factor Correction Capacitors.

We prosecute any kind of piracy and counterfeiting!

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