

Stop Counterfeit!

What are counterfeit bearings?

Low quality bearings are marked with false markings to justify a higher price.

They look and are marketed as authentic, premium brand products. Even the packaging is impeccably imitated. False bearings are hard to detect. They will not be scratched, rusty or dirty. They will not necessarily be cheaper. But, still, beware of prices "too good to be true" that are below market value and have unusual availability



Counterfeit bearings. Fake wrapping foil(left), fake heat sealing bag(right)

Why do companies continue to buy counterfeit bearings?

The cost is almost certainly the imperative factor here. However, although the bid price for bearings may seem attractive at first, buyers need to wonder what hidden potential costs are in terms of product liability and customer credibility. Therefore, the buyer must take into account the cost of any production failure if the bearing fails earlier.

Who is losing?

In addition to the lost sales from bearings manufacturer (in the case of Rulmenti Barlad) and significant loss of image through inferior quality products that may affect future business, enormous costs have arisen as a result of the investigation, confiscation and professional disposal of bearings counterfeit.

But the damage caused by counterfeit bearings affects not only us Rulmenti Barlad (URB), which we invest heavily in research, development and quality assurance. It also affects those companies that install these bearings. Bearings are used in almost all machine and vehicle parts that rotate safely and safely from machine tools, wind turbines and X-rays to vehicles, aircraft and railway vehicles.

Counterfeit bearings are a frequent cause of bodily injury and material damage to vehicles and industrial installations.

Danger of operation? False bearings can degrade and fail quickly. At best, this will only lead to equipment malfunctions and repairs.



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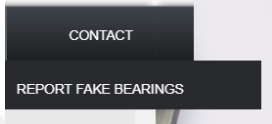


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How can we help you?

We, Rulmenti Barlad are working more and more with the customs authorities to combat piracy of products. Customs officers usually review the shipments received to ensure that they meet the legal requirements and to examine whether trademark violations have taken place.



- Enhanced counterfeit protection
To help buyers verify the authenticity of our products, Rulmenti Barlad has introduced the **CHECK YOUR URB BEARING** application, which provides a clearer way to clarify customers, distributors and authorities when suspicions arise about a bearing. If one of these checks causes the user to suspect that a bearing may be counterfeit, he or she may use the CHECK YOUR URB BEARING application to take additional steps to obtain a proper clarification. The CHECK YOUR URB BEARING is located on the www.urbgroup.com / Contact website.

- Customers can also request Conformity statement for authenticity proof.

Buy from trusted sources

- Find a certified distributor
To be as sure as possible that a bearing is genuine Rulmenti Barlad recommends the purchase of bearings only from its own network of certified distributors. These certified distributors have direct access to URB's original products and also offer specialist advice and the full range of relevant services. The list of URB certified distributors is posted on the www.urbgroup.com web site.

Our advices

- Do not attempt to identify false bearings on your own
- Contact the premium brand manufacturer (URB)
- Take photos and collect information about suspected counterfeit products
- Do not contact people who may be involved in illegal counterfeit activities
- The best way to keep your authenticity is to buy from trusted sources
- The best way for buyers to protect themselves and their customers from counterfeit bearings is to buy only from a safe source - such as directly from the manufacturer or through a certified distributor.

Don't forget the risks...

- Image loss
- Sales loss (future business affected)
- Higher cost as result of investigation of counterfeit bearings

- Cannot get damage payment from original manufacturer
- Image loss
- Sales loss
- Can be subject to criminal prosecution

- Production interruption
- Personal injury
- Machine damage
- Unscheduled stops

MANUFACTURER

DISTRIBUTOR

CUSTOMER