



ELECTRO-FEDERATION  
C·A·N·A·D·A



**Standards Council Canada**  
**National Standards System Conference**  
**St. John's NF**  
**June 4, 2008**

*Electro-Federation Canada*  
*Beyond Counterfeits*

Joseph Neu – Vice President Engineering, Codes & Standards  
Electro-Federation Canada



# Today's Discussion

- ✓ EFC / EEMAC - Who We Are, What We Do
- ✓ Counterfeiting - Where's the Crime?
- ✓ Unsafe Product - It Looks Like?
- ✓ Counterfeiting - Global Problem
- ✓ Counterfeiting - Channels to Market
- ✓ Counterfeiting - Minimize Opportunity
- ✓ Counterfeiting - Canadian Activity



# EFC – Who? What?

- Voice of Cdn Electrical Industry - 50+ years
- Representing Electrical, Telecom, Appliance & Distributor industries
- A National Forum to Develop Industry Positions on all Issues
- Develop Relationships with other Organizations with Common Interests



# EFC – Some Of Our Members



Electrical



Rockwell Automation



Thomas & Betts



TOSHIBA



# Counterfeiting - Where's the Crime?

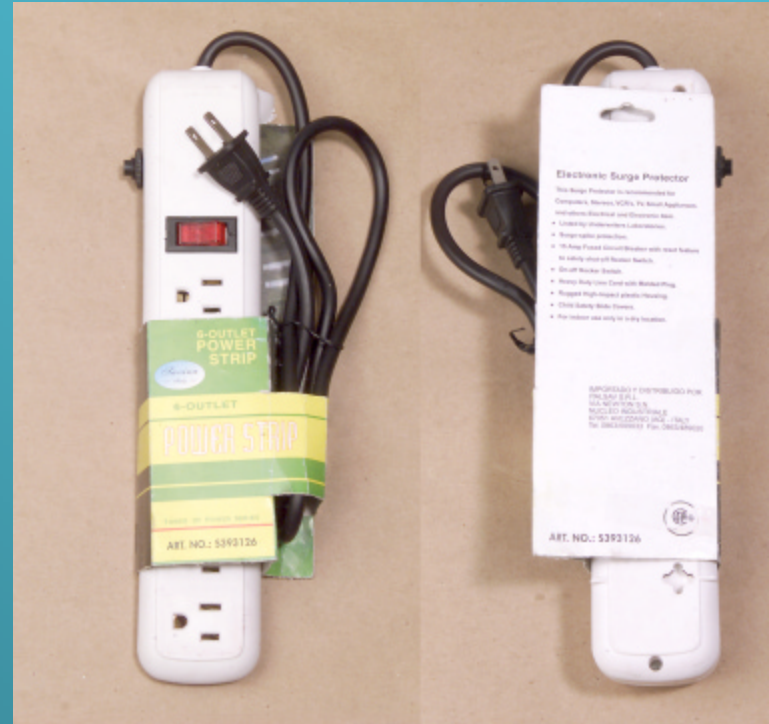
- 1st - knowingly endangering life & property
- 2nd - theft of intellectual property rights
- 3rd - it's fraudulent misrepresentation



# Counterfeit – It Looks Like?



Counterfeit Extension Cord  
Product melted when energized  
Importer Arrested & Charged



Power Bar – counterfeit  
CSA label – undersized  
conductors

No Surge Protection!!!



# Counterfeit – It Looks Like?



Counterfeit CSA & UL Label  
& Product



Counterfeit Product & Label  
(no internal circuitry)





# Counterfeit – It Looks Like?



Globe Mini Spiral 13W  
Unauthorized cUL Label  
ESA & UL recall



# Counterfeit – It Looks Like?

## Counterfeit UL Label



# Counterfeit A Hot Issue

- **Residential Breakers**
  - Counterfeit from China
  - Continuing Problem
- 1<sup>st</sup> One Tested by UL
- CPSC Forced Recall
- Huge \$\$ Costs
- Over 1 Million pcs T/D



# Unsafe Product – What is It?

- Uncertified No Label
- Certified but No Longer Compliant
- Certified to Foreign Mark
- Counterfeit Labeled MCCB's



# Unsafe Products – No Mark!

No Label – Unapproved  
Product, recalled by ESA



# Unsafe Products – Non Compliant!

- Fire Marshal Warning
- ESA Public Safety Alerts
- LG refrigerators:
  - 2 & 3 -door models
- Forced Recall
- Initiates Ontario Bill 152



Was tested and approved to CSA Safety Standards by Canadian Certification agency.





# Unsafe Products – Foreign Mark!

- CE Code Rule 2-022
- No one may Display, Sell, Install or Use



any unapproved  
electrical equipment  
(at home or in workplaces)



# Unsafe Products – Counterfeit Label

## Re-Labeled MCCB's

- Counterfeit Mfg's Trademark & CSA Mark
- RCMP Investigations Resulted in Criminal Convictions

### Industry Issue

- All Brands
- Tampering
- Fraud

Counterfeit Label





# Unsafe Products – Counterfeit Label

- Counterfeiting Labels = unlawful act!
- Selling Used as New = unlawful act!
- Likely Salvaged Material – fire/flood?
- Tampering not Permissible – sealed
- MCCB's are Circuit Protective Devices



# Counterfeiting – A Global Problem?

- Certainly a Cdn issue
  - RCMP investigating
  - Regulatory Authorities Involved
  - CSA & UL Heading Up Task Group
- UL is seizing 1 container per week in USA
- Mexico's CANAME can quantify \$ losses
- BEAMA doing China Search & Destroy
- Yes! A global problem



# Counterfeiting - Channels to Market

- Imported products from far east – China
- Low End Retail
- Dollar Stores & Flea Markets
- Internet sales including e-bay auction
- Unscrupulous Distributors
  - & Some Electrical Contractors
- Recyclers - rebuilt or reconditioned
  - Salvage \recovery yards



# Counterfeiting – Minimize Opportunity

- Purchase Brand Name Products
- Source From Authorized Distributor
- Look for Canadian Certified Product
- Beware – Too Good to Be True Pricing
- If in Doubt – Call & Question Manufacturer



# Certification Organizations - SCC

- CSA International- CSA
- QPS
- FM Approvals
- Intertek Testing Services – ETL – WH
- Entela
- MET Laboratories Inc.
- OMNI Environmental Services Inc – OTL
- Quality Auditing Institute
- TUV America - TUV
- TUV Rheinland - TUV
- Underwriters Laboratories Inc. - UL
- Underwriters Laboratories of Canada - ULC

Recognized Certification Agency markings:



# Counterfeiting – Canadian Activity



## EFC BoD Unsafe Products Committee

- Highlighted as 1 of Top 3 Industry Issues
- Launched EFC Web-Site Dec. 1, 2005
- Issued 4 Anti-C Alerts - <http://www.electrofed.com>



## CACN –Canadian Anti-Counterfeiting Network

- Launched in 2005, Most Progressive Org in Canada
- Target Counterfeiting & Copyright Piracy in Canada & Abroad
- Introduced Legislative Change Proposals
- Proposed Anti-C Roadmap under Review by Gov't
- National "Reality Tour" Underway [www.cacn.ca](http://www.cacn.ca)



# Counterfeiting – Canadian Activity



## Ontario Anti-C Bill C152 Passed Dec. 2006

- ESA Now has Power of Recall & Seizure
- Reg 438-07 Guideline Development Completed
- Enforcement July 1, 2008
- Supporting National Plan, committed \$20k for study



## Consumer Protection Bill C52 Intro to Parliament

- HC Announces Canada Consumer Product Safety Act
- Covers Food, Health and Consumer Products incl's Electrical !!
- Priority Issue, Has Received 2<sup>nd</sup> Reading
- HC Needs to Coordinate with Other Agencies and Provinces



# EFC – Counterfeit & Unsafe Products

Thank You

