

Distinguishing fake products is definitely of the utmost concern of the public. Hence, the Federation of Industry and Commerce shared ideas with us on the topic "How to reduce the risks of purchasing fake products? "

Test One

General Knowledge

1. Price

--Keep alert to the attention-grabber "Dropping-Bottom Price" or "Price-offered-lower-than-cost" products, especially to the goods set on an "unreasonably low" price

2. Quality of Product

--Superior materials or clothing are always designated by some renowned brand names. We are able to authenticate the product through its surface shining, artworks and handicraft. Interior lining and zippers could sometimes be a lead for verification as well.

3. Sensation of touch

-- In addition to the unique pattern and supplies of certain brand names, you may testify the product through your personal sensation of touch.

4. Source of supply

-- Do not make any order by an unknown source of supply, or being hoodwinked by an unfamiliar salesman. Apart from contrabands, deception / defraud is also possible.

5. Terms of payment

-- In case the supplier only accept "Cash On Delivery"(COD) as the single term of payment, pay special attention.

6. Parallel-imported Products vs Fake Products

--Strictly speaking, being produced by the identical manufacturer, Parallel-imported products are equivalent to the products sold by the local agent. However, tailor-made designs or specifications are normally adopted for the importation of one destined market, which may not reach the standards of other places. You may incur damages or loss if you purchase the parallel-imported goods without meeting the requirements of local market or appropriate accessories attached.

7. Materials of Packing

--Essential information, such as country of origin, manufacturer, batch number, can be obtained through the surface of carton box, packing materials for ascertaining the genuineness of products. Samples checking by random is also a feasible measure.

Test Two

Psychological Tactic

8 Size and Colours

-- Comparatively narrow range of colours and sizes are offered for sales. It is because the fake production adopts a myopic marketing strategy in strengthening the sales of hit items instead of providing a long-term quality service for customers.

9. Additional Purchase Order

--To eliminate the risk of accumulating stock, manufacturer produces in certain amount of single item for the supply of one destined market. If instant delivery of some hit items by a mysterious source, those maybe fakes products.

10. Unmarketable Stock or Fake Product

--Illegal merchants mislead customers by marking dirty dots on the surface of the items or using dusty package to pretend that those was unmarketable items. "Only XS or XL available for sale" is another common smoking screen for the similar purpose.

11. Special Version ???

--Customers' preference lies on innovative items. Illegal merchants create new infringing items bearing some renowned brand names to boost the sales. "Hong Kong Underground version" is a typical example of such scam.

12. Misspelled Brand names?

--It is quite funny to find out the misspell, typing errors or grammatically mistakes on the labels, printing or user-guides attached to the products.

13. Leads on accessories

-- Zippers, wires and buttons can serve as significant leads for identifying product's legitimacy

14. You may use a microscope to inspect the sophistication and clarity of the stamp or trademark on the products.

15. Anti-infringement attachments

--Laser sticker, heat sensitive labels as well as laser reactive labels are common anti-infringement attachments assisting us to distinguish fake products.