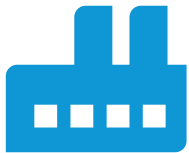


# Counterfeits taken off the UK market

United Kingdom, December 2015



Counterfeit items found in the United Kingdom



**Anti-counterfeit (ACF) Success Notice  
for Corporate Customers**



## Protect your company against fakes

### Go for HP originals

- HP recommends specifying to your vendors that you want 'original HP products'
- Learn more in our [ACF Buying Guide](#)

### Report suspicions to HP

- Tell us about your suspicions and help us fight fakes<sup>2</sup>
- Contact us at [emea.anti-counterfeit@hp.com](mailto:emea.anti-counterfeit@hp.com) or click on 'Report counterfeit' at [hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit)

### Request ACF delivery inspections

- If you have received a delivery of suspicious cartridges, make use of HP's free [Customer Delivery Inspections \(CDIs\)](#)

## New actions hamper circulation of counterfeits

With three separate actions, counterfeiting of cartridges for HP printers in Europe has received a heavy setback. **In the UK, a total of almost 2,000 fake toner cartridges were taken off the market:**

- In October and November, UK authorities took action against two companies selling fake cartridges online. Supported by HP ACF experts, the officials raided the companies' storage facilities.
- In November, HP ACF experts identified hundreds of counterfeits at a major distributor that is not an HP partner. Intelligence suggests that numerous illicit cartridges may already have been supplied to markets.

These actions tie in with other successes in the **European Union, where now a total of over 20,000 fake HP-branded items has recently been taken off the market**, November 2014 through November 2015. Amongst others, officials in **France, Germany** and **Spain** had seized thousands of counterfeit HP-branded cartridges and computing products. HP sincerely thanks all involved officials. Such dedicated actions strengthen customers' protection from risky and typically malfunctioning counterfeit goods.

### HP actively protects its customer

To protect customers against fraudulent and dangerous counterfeit goods, HP runs a dedicated Anti Counterfeiting and Fraud (ACF) Programme. In the last five years<sup>1</sup>, the ACF Programme supported authorities in Europe, the Middle East and Africa in seizing nearly 12 million illicit items. To ensure that HP's authorised sales channel is providing HP originals, HP's experts also conducted over 4,200 unannounced Channel Partner Protection Audits<sup>1</sup> in the region.

**Learn more at**  
[hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit)

