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Keeping it real

*"He that filches from me my good name
Robs me of that which not enriches him,
And makes me poor indeed."
William Shakespeare (Othello), 1564 – 1616*



We all have those moments in life when we encounter an issue that grabs our attention and makes us think: "This is something I want to be a part of." I recently had such a moment when attending a press event for the launch of the Fight Fake Products Initiative. A group of seventeen (so far) producers of pipes and piping products has banded together to take on the incredibly important issue of counterfeit products. Normally staunch competitors, these companies who range in size from relatively small to massive global players, have set aside their commercial interests to present a united front and effect real change.

Within moments I was gripped by their accounts of counterfeiters brazenly stealing the identities of reputable companies to forge mill certificates and production documents, build websites claiming to be someone else and stealing business around the globe.

The risks to human life, the environment, the reputation of reputable manufacturers and the industries they supply are enormous. One of the most

disturbing revelations was that many counterfeit products are being produced in the Middle East and are falsely - and illegally - supplied to that market. The threat of a catastrophic accident in the oil and gas industry is very real.

Fight Fake Products has been created to act as a strong, coherent voice for the industry in the fight against the manufacture, distribution and sales of counterfeited products. It will employ all legal means and involve governments and port authorities to track

down fraudulent suppliers and bring them to justice. Judging by the determination and commitment of the founding members, this is an initiative which we will be hearing a lot more about in the future. Stainless Steel World is proud to support the group and help to update the international community on its activities in the months and years ahead. Check out the official website at www.fight-fake.com, and watch this space!

This month we welcome back Sandvik Material Technologies to the front cover of the magazine, which also happens to be one of the founding members of Fight Fake Products. The company is justifiably proud of its metallurgy expertise and continues to work closely with end users to find innovative solutions.

We also have a feature on the growing fertilizer business by James Chater, and an article on the growing demand for stainless steels in the LNG industry.

I do hope you enjoy the magazine this month, and as always, your feedback is welcomed.

Best wishes,

Joanne McIntyre

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