

# Fighting fake products

**This initiative is uniting reputable producers to focus on an issue that's important to all: fighting the growing problem of counterfeit pipes, fittings and flanges on the global market.**

By Joanne McIntyre

So far 17 producers of steel pipes, fittings and flanges have joined the Fight Fake Products initiative to develop a joint plan of action to withstand unfair competition, especially trademark infringement and forgery, that causes risks to industry and society. The initiative was launched during the ADIPEC event in November 2015. Mr. Carlo Farina, Managing Director of Friedrich Geldbach stated: "Today is the very first time that so many key suppliers are raising their voices as one, the first time that counterfeiting and forgery evidence is brought so openly and so strongly directly to the public. The main goal of creating the Fight Fake Products Initiative is to act as a strong, coherent voice in the fight against the manufacture, distribution and sale of counterfeited products." Ms. Anaïs Eiden, Group Senior Legal Manager at Vallourec, added

"The use of counterfeited products creates significant risks for our industry. It is not just about loss of profit and reputation. Use of counterfeited products that do not meet the required quality standards can cause serious damages to the environment.

## Standing together

The Fight Fake Products Initiative welcomes all reputable producers to join the group and fight global counterfeiting; see [www.fight-fake.com](http://www.fight-fake.com) for information.

In an official statement the group said: "We believe that only good quality, high standards and guarantees on product origin can achieve a solid future in the oil & gas industry. However, we are also well aware that another parallel market exists and

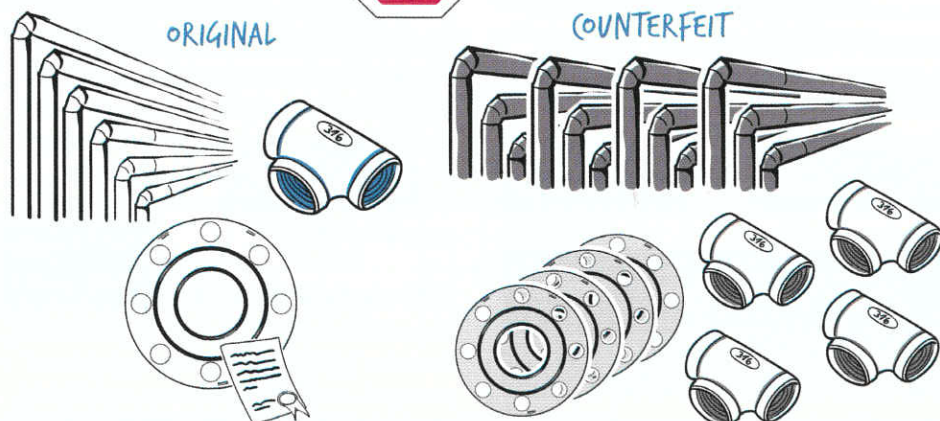
stock of products from other countries, before importing, marking and certifying them (or letting them be marked and certified directly at origin) with an approved manufacturer's name. The policy of the initiative in this regard is extremely clear: we will fight these illegal actions with all possible means. Our battle is to make it clear to all that this practice is a violation of the law." Andrey Burtsev, VP of Sales at Interpipe gave a sobering account of his company's struggle against counterfeiters and added "Counterfeiting of steel is growing, particularly in the Middle East. The use of fake steel here raises vital safety issues...Counterfeiters copy certificates and production documents, but they can't copy quality. It can be a real threat for society."

***"We will fight these illegal actions with all possible means"***

proliferates, in which quality is replaced by a search for the cheapest product. In an attempt to combine quality and low cost, many companies and traders rely on illegal practices, with the clear goal of distributing large quantities of the cheapest product, only at first glance approved-branded, on the market. It is widespread practice to buy

As Michael Kremmel from Erne Fittings concluded: "We need to make customers, legal authorities and governments aware of this malpractice so they can face it and react accordingly. Surely, producers do it on a day to day basis, checking certificates, verifying documents. But it is not enough. As an organized group we will be in the position to address these cases by any means". Stainless Steel World will continue to update readers on this important industry initiative.

FIGHT  PRODUCTS



## Fight Fake Products Initiative

Members so far: Erne Fittings, Friedrich Geldbach, IML Industria Meccanica Ligure, Interpipe, Metalfar Prodotti Industriali, Nippon Steel & Sumitomo Metal Corp., Officine Santafede, OMC Raccordi, Salzgitter Mannesmann Stainless Tubes, Sandvik, Tecninox & Petrol Raccord (Raccortubi Group), Thai Benkan, TUBACEX Group, Vallourec, Viar, VIRGILIO CENA E FIGLI  
Website: [www.fight-fake.com](http://www.fight-fake.com)