










How do I recognise counterfeits when shopping online?

You should be suspicious of the following signs:

	Price Very low price compared to the original product
	Unusual domain names or writing styles XY-cheap.com, spellings like gamez of moviez, domain endings like.to, as well as missing lock symbol
	Erroneous websites Spelling errors or machine-translated texts e.g. also in the GTC's
	Picture material/logos Poor visuals, copied photos and logos from the original manufacturer's website
	Product description "imitation", "replica", "lookalike", or "imported", "in the style of", "type", "similar to"

Here's what you should check:

	Contact information Complete contact details, return address, not only prepayment possible for payment, encrypted website during the purchase/payment process
	Check the seal of quality Seals of approval and quality marks such as "Trusted Shops" or "Swiss Online Garantie" must be linked accordingly
	Dubious seller reputation Customer reviews in online forums that point to counterfeits or describe grievances
	Whois-search Check server location and registrar: www.who.is or www.nic.ch/whois

How do I recognise counterfeits when buying directly?

Well-known branded goods are barely offered on the beach or at markets.

	Price Very low price compared to the original product
	Packaging Damaged or cheap packaging with poor printing, lack of labelling requirements such as place of manufacture, composition, importer, etc.
	Labelling Packaging, labels or instruction leaflets with spelling mistakes
	Missing product enclosures Guarantee certificates, certificates and instructions for use. However, existing documents and seals of approval are no guarantee of authenticity, because these can also be forged
	Place of sale Authorised dealers for branded products can be found on the manufacturer's website
	Quality Counterfeiters usually use cheaper materials than the original manufacturer and the workmanship is less accurate

STOP PIRACY

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