

Don't jeopardize your business

– buy genuine SKF products



# What's at stake

SKF products are designed to provide a specific performance for a certain amount of time. With counterfeit products, you don't know what you will get. You can jeopardize machine reliability, health and safety of your staff, the environment and last, but not least, your business outcome.

When you buy and use genuine SKF products, you can operate with confidence and trust, not luck - as long as it's properly installed. You might not be able to tell the difference between a fake bearing and a genuine one, but your machine will. The best way to safeguard authenticity is to source from an authorized distributor. We would say that there's a lot at stake, when it's a fake.

## Why genuine products



### Machine reliability

Unplanned downtime is the enemy of all production. Genuine bearings, housings, seals and greases can minimize costly and time-consuming production stops.



### Health and safety

A bearing failure can cause damage to machines as well as injury to people. SKF products from authorized distributors help to reduce such risks.



### The environment

Machinery breakdowns caused by fake bearings could result in waste handling issues. Also, having to buy new parts earlier than expected increases your carbon footprint.

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Our customers demand and deserve genuine products. We are well aware of the challenges related to counterfeit products and work closely with SKF to raise awareness in the market.

*Authorized SKF distributor*

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The cost of unplanned stops or machine breakdowns is way higher than the purchase price for bearings. We would never buy a product that might not perform to specification.

*Industrial production company*





# What to look for

You cannot spot counterfeit products by looking at the product or the packaging. But don't worry – there are many things you can do to make sure you buy and use the genuine quality products you want.

## Learn the warning signs

- The offer is presented as a bargain.
- Short delivery times for special products.
- Product authenticity certificates and other documentation where the seller claims a business affiliation with SKF.
- If you suspect a product to be counterfeit, check the authenticity via SKF Authenticate app.

## Secure your buying process

- Select your supplier carefully. All authorized SKF distributors are listed on [skf.com/distributors](https://skf.com/distributors).
- Be suspicious about what you buy. Request photos of products from unknown sources and send to SKF for verification prior to purchase.
- Share your knowledge of experience with fake products within your business. If more people are aware of the problem, the easier it will be to stop the counterfeiters.



# How you benefit

When you get genuine bearings, housings, seals and greases, your life as a professional becomes a lot easier. Just look at what you gain by being picky about what you buy and from whom.

## Improve your operations

- Avoid downtime caused by counterfeit products
- Reduce maintenance costs
- Reliable production
- Improve total cost of ownership for your machinery

## Reduce your risk

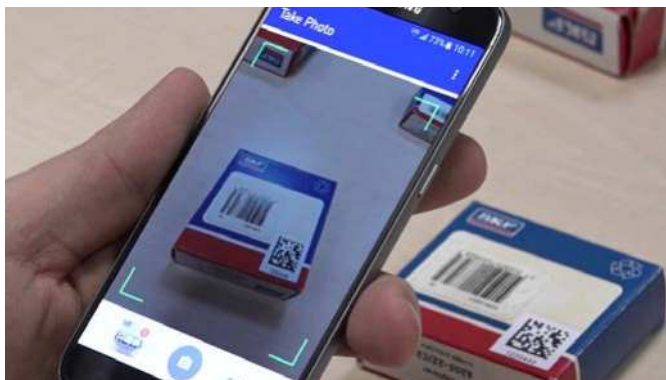
- Protect your brand image
- Improve operational safety
- Less broken promises, claims and recalls
- Remain a trusted supplier or partner
- Safeguard your environmental footprint

# Let's do this together

SKF bearings are known and used for their quality and operational efficiency, whereas the performance of fake products is unpredictable. Identifying a fake can be extremely difficult. Often, the only way to be sure is to ask us for help. If we tackle this together, we'll all come out on top (well, except for the counterfeiters).

## Buy from SKF distributors

SKF has more than 17,000 authorized distributors in 130 countries – all happy to guide you to the products you need. Service level and product availability is everything, your local distributor can search for the products you need in our worldwide network. Contact details for all distributors are available on [skf.com/distributors](http://skf.com/distributors).



## When in doubt

If you suspect a product you have purchased or might purchase is counterfeit, get in touch with us via SKF Authenticate app or contact [genuine@skf.com](mailto:genuine@skf.com). Only SKF experts can verify the authenticity of a product or package marked with SKF trademarks.

## Download our app

With our authenticate app for smartphones, you can send photos of suspect products directly to SKF for verification. We will come back to you with the result as soon as we can, often within 24 hours.



Scan me



# Checklist to avoid ending up in trouble

Secure the buying process by following these steps:

1

Be aware of e-mails from unknown suppliers, with “too good to be true” offers. Do not trust any authenticity certificates.

2

Select your bearing supplier carefully. The best way to safeguard authenticity is to buy from authorized SKF distributors.

3

Blacklist suppliers of counterfeit products and get rid of stock from unknown sources.

[skf.com](https://www.skf.com)

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