Hypertherm®

Take action against counterfeit

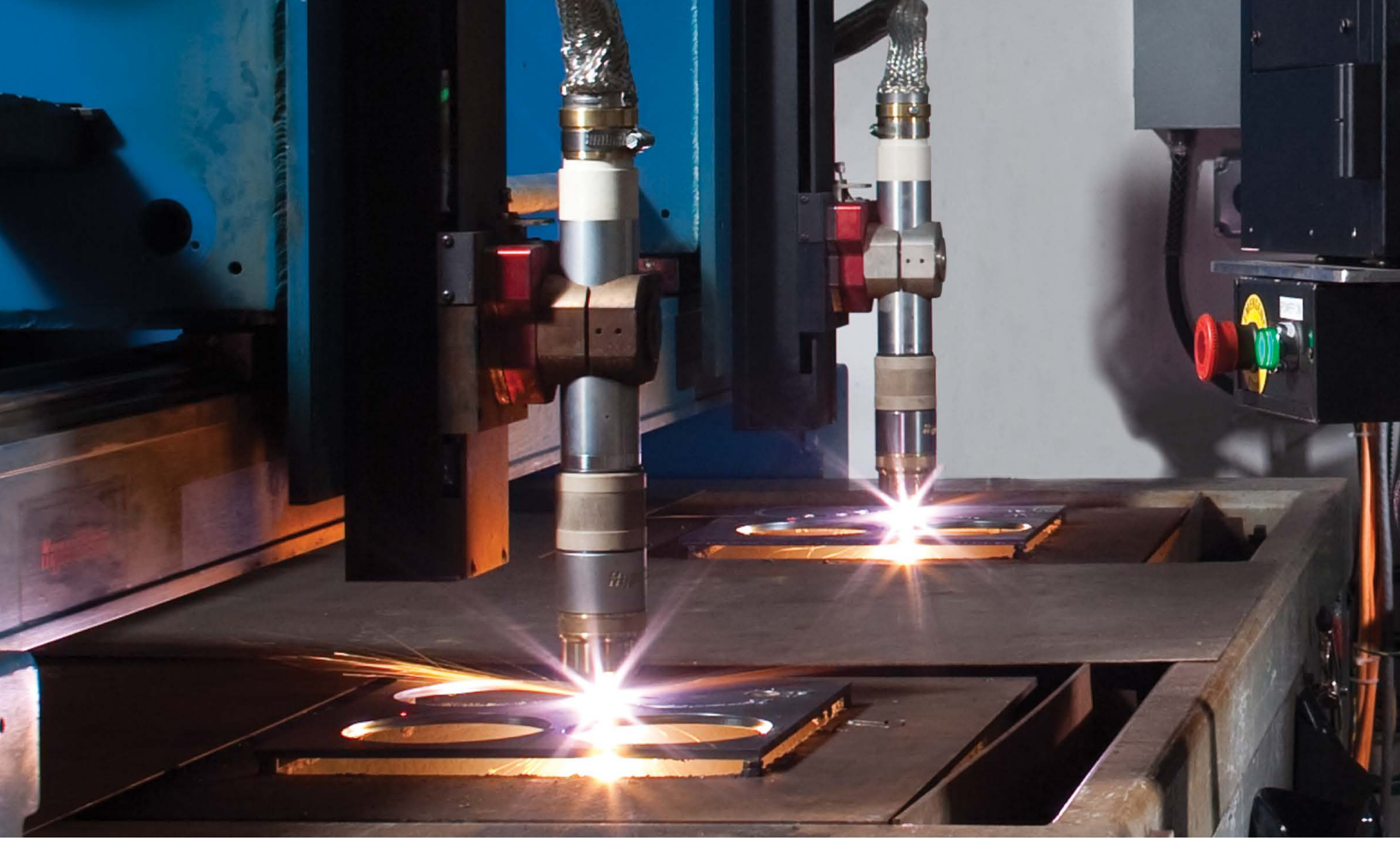
A lot more trouble than they are worth



According to the International Chamber of Commerce (ICC), the estimated value of counterfeit goods could reach USD 2.3 trillion by 2022. And if you are thinking this is only a problem in the consumer marketplace, think again.

Counterfeiters are also targeting highly engineered, high value industrial products. No longer localized, garage-type operations, these days sophisticated criminals are running highly profitable global businesses, complete with mass production facilities, international sales, and complex worldwide distribution networks.

Our industry has not been immune to this growing threat. Plasma cutting consumables – nozzles, electrodes, swirl rings, etc. – are seen in all regions. Be alert, be smart, and do not let counterfeit consumables compromise your work, or your safety.



Five reasons you should always buy genuine products through authorized distributors and avoid counterfeit products:

Quality

Counterfeit suppliers have one thought in mind: a quick profit. As long as a product looks like the original, it is ready to sell. They use the lowest cost materials and the cheapest, fastest production techniques; no stringent manufacturing processes, and probably no quality control. The result is an inferior, inconsistent, and unreliable product.

Performance

Plasma torches are precision devices requiring precision consumables. Any deviation from the rigorous specified tolerances will impact your overall cutting performance. You'll probably still be able to cut metal, but you'll get poor or inconsistent cuts, reduced cutting speed, and significantly shorter consumable life. You might also ruin or damage your torch.

Safety

It takes a lot of energy to generate a plasma arc; temperatures at the end of the torch can reach 25,000° C (45,032° F). The low quality metals used in counterfeit manufacturing may not be able to withstand the thermal demands of plasma cutting, putting equipment and, more importantly, operators at risk.

Aftersales support

At Hypertherm, we stand behind our products, and take great pride in the high level of support we provide for our customers. However, if unknown parts have been used in a damaged torch or plasma system, it may make troubleshooting difficult, if not impossible. The use of unauthorized parts may also affect your warranty coverage.

Overall operating costs

Those "low cost" counterfeit consumables can be a lot more expensive than they look. For starters, they do not last as long as genuine parts – often only a fraction of the cutting life. Poor quality cuts may require costly rework, and valuable equipment could be irreparably damaged. There's also downtime to consider, not to mention the risk to your business or your brand.

The only real bargain is real value

Counterfeits are usually very close copies of the genuine product, so it is easy enough to be misled, and think you are getting a good bargain. But this is one bargain that can be a major liability to your business.

The answer, of course, is to be alert for counterfeit scams, and to mistrust any consumable offer that sounds too good to be true. Be sure. Only purchase genuine Hypertherm consumables and only through an authorized distributor.

Protect your investment

Choose genuine torches and consumables for your Hypertherm plasma cutting system and keep your system running at peak performance.

Counterfeit | Genuine

It's not always easy to spot a counterfeit. Packaging is relatively easy to copy. Quality and performance are not. In both of the examples below the products on the right are genuine.









Which facility produces quality products? The photo on the left is an actual counterfeit consumable manufacturing facility that was shut down in 2014. On the right is a Hypertherm manufacturing plant.





How to make sure you are getting original consumables

To avoid being scammed by counterfeit consumables, here are a few things to watch out for:

- A claim of “genuine” consumables from an unauthorized distributor, an unknown agent, or off the internet
- Suspiciously low pricing for “genuine” consumables or software, or any offer that sounds too good to be true
- Discrepancies in the physical appearance of the label, packaging, or product, compared to that of the original consumable
- Poor or inconsistent consumable performance when compared to a genuine product – only 50% of usual service life, for example, or any abnormal signs of burning, metal deformation, etc.

What to do if you think you have purchased a counterfeit product

If you suspect that you have unknowingly purchased a counterfeit Hypertherm product, we can help. Please contact your Authorized Distributor. Or, you can report the suspected counterfeit product on our website, and we will be in touch with you.

To report a counterfeit product, visit reportcounterfeit@hypertherm.com

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Environmental stewardship is one of Hypertherm’s core values, and it is critical to our success and our customers’ success. We are striving to reduce the environmental impact of everything we do. For more information: www.hypertherm.com/environment.

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