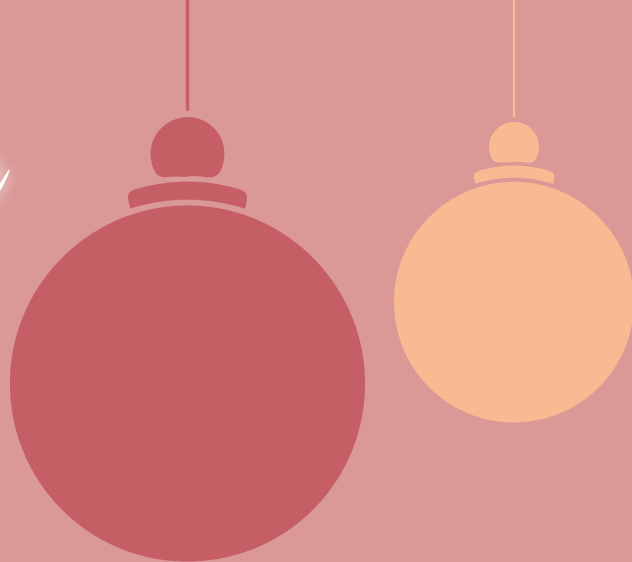


# Staying Safe at Christmas

## COUNTERFEITS



### WHY AVOID COUNTERFEITS?

#### Illegal

Many fraudsters use the proceeds from selling fakes to fund drug dealing or other types of organised crime.

#### Unfair

Buying fake goods makes competition difficult for legitimate companies which leads to job losses and increases in price.

#### Unsafe

Some counterfeit goods may be substandard, possibly dangerous and may even contain hazardous substances.

### HOW TO AVOID COUNTERFEITS

#### Get real

If something seems too good to be true, it probably is. Don't be fooled into thinking you're getting a great deal.

#### Examine

Check the goods. It's often very easy to spot a fake as their labels may have spelling mistakes and logos may be wrong.

#### Question

Ask the trader you're buying from if they offer a guarantee, and where you should write to if there's a problem.

4%

OF ALL UK IMPORTS ARE NOW **FAKES**

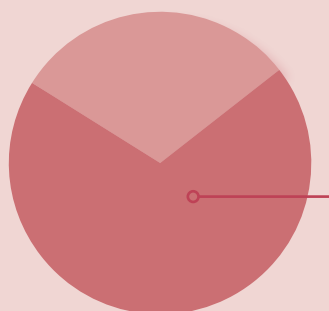
30%

of consumers purchasing electrical goods online have been duped into buying counterfeit items.

31,000

sites distributing counterfeit and pirated items online were suspended in 2018 by the City of London Police's IP Crime Unit.

### Fake electrical goods market



Total

**£1.3bn**

Going into organised crime

**£900m**

Source: Electrical Safety First

If you think you have been sold - or someone is selling - fake goods, call the **Citizens Advice** consumer helpline on **03454 04 05 06**

Look out for more Christmas safety advice at:  
[www.jtsmag.uk/christmas-safety](http://www.jtsmag.uk/christmas-safety)

