



Subject: IMPORTANT –Product Counterfeiting - CUSTOM VKP80II series

Dear Customer/Partner,

CUSTOM has verified that counterfeit **VKP80II** series printers, not produced by **CUSTOM**, are being sold on the market.

The manufacture, sales and even purchase of counterfeit products is illegal throughout the world; and is persecuted by law with severe punishment in all countries.

The product **VKP80II** and brand **CUSTOM** are covered by international patent.

CUSTOM has sought legal protection both in regards to the counterfeiters as well as distribution channels and aware users of counterfeit goods.

This illegal practice damages:

- **the manufacturer of the original product and the authorized distribution channel**
- **the end-customer that purchases a low-quality product and non-conform to international safety regulations, therefore liable for all consequences in regard**
- **the system in which the counterfeit product is installed because it compromises the reliability and safety of the end-product with consequential drops in image and quality.**

Following is a complete overview of the most important aspects regarding counterfeit product purchase and use:

Unauthorized use of the CUSTOM brand name

Custom identifies its products through the name of its brand and product name. The **Custom** brand and product code are on the product label.

Fraudulent use of the **Custom** brand and product name are a grave violation of the **international laws** that regulate registered product markets; therefore, **CUSTOM** has sought legal protection for both itself and its customers in regards to the counterfeiters as well as purchasers of counterfeit goods.

International Patents

Custom holds **international patents** on the **VKP80II printer**. These technological solutions employed by other companies are **illegal** and can be persecuted in terms of law on the entire global market. In this case as well, **Custom** has sought legal action to defend its interests.



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Safety marks cULus and CQC:

The counterfeit printers bear the same safety marks with the same product references as the original **Custom**. Aside from being highly **illegal**, the counterfeit product poses a safety hazard to its users

CE and RoHS marking CE

The counterfeit product **DOES NOT** possess the requisites of conformity required by the laws in effect, in particular:

- 2006/95/CE: low voltage directive
- 2002/95/CE: RoHS directive
- 2004/108/CE: electromagnetic compatibility directive

Not only is the product a risk to those exposed, but it also poses a hazard in terms of electromagnetic compatibility with focus on the generation of electrostatic discharges given that the counterfeit product has no protection device against this phenomenon. This may lead to the damage or failure of the counterfeit printer and the logic command unit (computer, circuit board, etc.). More so, RoHS non-conformity means that substances harmful to both man and the environment were used in the manufacture of the product.

Product reliability

The counterfeit product may seem similar to the original, especially given the false **Custom** label, but it has been manufactured with poor quality materials and low building standards; which compromise **product operation and reliability**.

In particular, the noise level during paper advancement and cutting show the low quality of the materials and mechanical parts, which may show signs of breakage in the short run.

The electronic board of the product is counterfeit, using low quality parts and non-conform to regulations. Aside from the negative impact on safety and the environment, they assure an extremely short life cycle of the counterfeit product.

Technical assistance and insurance coverage

In stepping away from these illegal practices, **Custom** does not take any responsibility whatsoever for damage provoked by counterfeit printers or by original printers that mount counterfeit parts.

No technical assistance is granted to purchasers of counterfeit products if the product is not working. In addition, the purchaser of said product has no access to spare parts (necessity most likely to arise given the scarce quality of the counterfeit product).

Custom invites its Customers and Partners to actively lend a hand in opposing product counterfeiting by always checking the originality of **Custom** products, as well as the distribution source – be it either direct or by authorized distribution channel. Do this simply by **giving us the product code, the relative series number printed on the product label beneath the bar code and the procurement channel**.



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Taking joint action to stop product counterfeiting entails more safety, quality and economic development for the purchaser/user and manufacturer of the product.

Custom has established a special discount program for the VKP80II product dedicated to customers submitting counterfeit copies of the product or indications leading to supply and/or distribution channels of this cloned product.

Thank you for your kind collaboration.

Fontevivo (ITALY), 9 November 2010

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