

K N O W   T H E   D I F F E R E N C E

# GENUINE



## Think counterfeit bearings don't matter? **Think again!**

The old adage "If it looks like a duck, swims like a duck, and quacks like a duck..." does not apply to bearings. Just because a bearing may look like the real thing, that doesn't mean it is genuine OE quality. Fakes can appear indistinguishable from the original, but they don't always perform like the genuine article.

- As a seller of fake bearings, you could be **held liable** for all damage resulting from the sale of counterfeit bearings.
- As a seller of fake bearings, you can face **lawsuits** by the injured party.
- As a seller of fake bearings, you **cannot seek legal redress** from the OEM.
- As a seller of fake bearings, your **image** could be **ruined**.
- As a seller of fake bearings, your sales and/or your business could be **wiped out**.
- As a seller of fake bearings, you could face **financial ruin**.
- As a seller of fake bearings, you could face **heavy fines** and/or even go to prison!

## So, what can you do to avoid selling counterfeit bearings?

Make sure you buy only genuine, trademarked products from the brand owner/original manufacturer!

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## Think counterfeit bearings don't matter? Think again! **Fake bearings can kill!**

The consequences of using a fake bearing can range from minor annoyance to expensive downtime or warranty costs to...disaster!

Buying a cheap "Rulex" watch from a street vendor can be a fun conversation-starter at a party. Installing a fake bearing that fails prematurely in a critical position inside a machine, however, can cost lives. Fake bearings can jeopardize your business, threaten your bottom line and even put you, your employee's or customer's life at risk!

When you use fake bearings, you **risk damage** to your machinery.

When you use fake bearings, you risk **higher maintenance costs**.

When you use fake bearings, you risk unplanned downtime and **work stoppages**.

When you use fake bearings, you risk **your company's image** and reputation if your product fails.

When you use fake bearings you **risk injury** (or worse!) to yourself, your employees and/or your customers.

### So, what can you do to avoid installing counterfeit bearings?

Make sure you buy only genuine, trademarked products from an authorized distributor!

**Remember: even the most popular online marketplaces and internet retailers offer bearings from vendors who may not be sources of genuine products.**

Don't risk your livelihood and - even more importantly - the lives of your employees and customers.

Always check with the manufacturer if you have doubts about whether your bearing is the genuine item!

For more information, visit [www.stopfakebearings.com](http://www.stopfakebearings.com)