



SKF®

The SKF logo is rendered in a bold, blue, sans-serif typeface. The letters 'S', 'K', and 'F' are thick and blocky. A registered trademark symbol (®) is positioned to the right of the 'F'. The logo is centered horizontally and is flanked by two thin red lines that curve upwards at their ends.

SKF Brand Protection

*Protecting our brand &
our customers*

Johan Bravert

Brand Protection Manager

SKF Group Brand Protection

SKF®

SKF – a truly global company



- Established 1907
- Sales 2013 SEK 63,597 million
- Employees 48,401
- Production sites around 140 in 28 countries
- SKF presence in over 130 countries
- Distributors/dealers 15,000 locations
- Global certificates ISO 14001
OHSAS 18001 certification
- **Brand Protection** 10 persons full time
30 local “champions”



It is not only bearings



Setting the scene

			
Customer attitude	Knows that it is counterfeit	Think it is genuine	Think it is genuine
Price	Much lower	Same as genuine	Same as genuine
Sales channel	Usually "street sales"	Mainly on Internet	Perceived as legitimate
Risks for the consumer	Low	High	Medium

Risk of using counterfeits



Bearing failed after 36 hours of operation – causing significant damage and downtime

Promotion on the Internet

Hello dear

We are the professional bearings manufacture and branded (SKF, NSK, NTN, FAG, Timken) bearings dealer in China. Nearly all the models can be got in our company. Large quantity bearings are in stock and can manufacture according to your special requirements. The quality can be guaranteed and price is also competitive. You may go to our website to get more information about us and cc with me freely if you have any need about bearings. Thank you!

The OEM and high-copy branded bearings can also be supplied for you.

Any reply will be preferred

Best regards,

yours jane

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TET:86-510-82303335 TIMKEN32032.JPG NACHI22334EW33KC3



Welcome to Our Site !
You can be confident, because we believe in quality!

search our products

Wuxi Rongwei Bearing Import And Export Co., Ltd.
[Jiangsu, China (Mainland)]
A&V Checked

Add Company to Favorites

Product Showcase (10)

Products [399] See More

Deep groove ball bearing [60]

Wuxi Rong Wei bearing Import and Export Co., Ltd. is a professional bearings manufacture and the branded bearings dealer in China. Our factory is located in Liaocheng City Shandong Province which is called the hometown of the Chinese bearings and the ...

Offline

Contact Supplier

Product Showcase

See more

Raid against non-authorized distributor



SKF Anti-Counterfeiting activities

Driven from central team but in high interaction with local sales units

Create Internal knowledge	Take Legal actions
Increase Market awareness	Handle Authorities
Assure Authorized DD flawless	Manage Authentication

Business Driven strategy

- Focus on awareness rather than legal actions
- Legal actions directed versus the end of the supply chain rather than the "sources".
- Criminal action rather than civil action.
- Public apology rather than financial damage

Customer Never Cheated

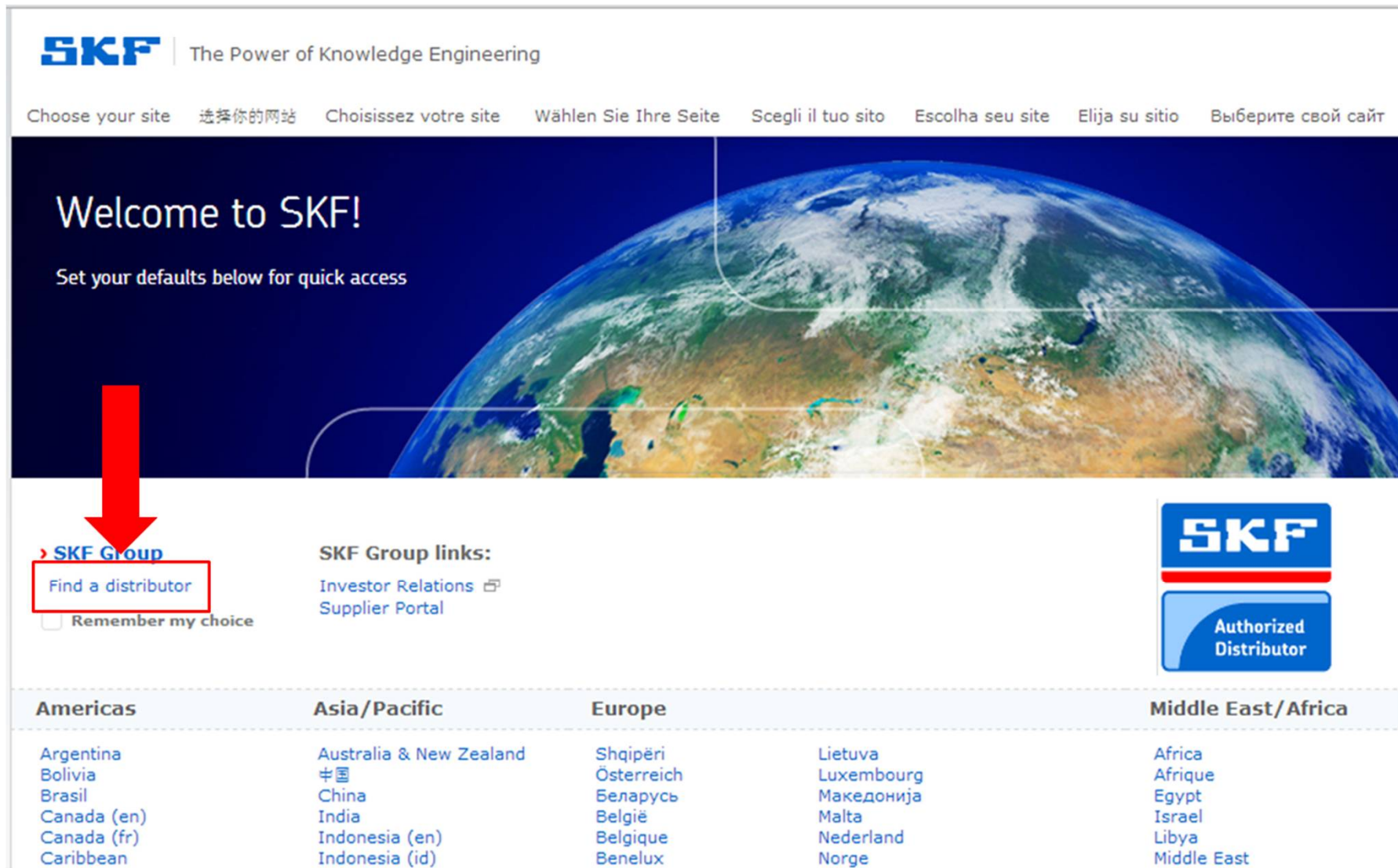
Supporting the customers



SKF offers inspection of customer stocks to identify counterfeit SKF products.

Use trusted sources for all your bearing purchases

Make it easy to find the distributors – www.skf.com



The screenshot shows the SKF website homepage. At the top, the SKF logo is followed by the tagline 'The Power of Knowledge Engineering'. Below this is a navigation bar with links to choose a site in multiple languages. The main header area features a large image of Earth from space and the text 'Welcome to SKF!' and 'Set your defaults below for quick access'. A red arrow points to the 'Find a distributor' link under the 'SKF Group' section. To the right of this link are 'SKF Group links' for Investor Relations and Supplier Portal. Further right is an 'Authorized Distributor' badge. Below these elements is a table of regional distributors.

SKF | The Power of Knowledge Engineering

Choose your site 选择你的网站 Choisissez votre site Wählen Sie Ihre Seite Scegli il tuo sito Escolha seu site Elija su sitio Выберите свой сайт

Welcome to SKF!

Set your defaults below for quick access

SKF Group
Find a distributor
☐ Remember my choice

SKF Group links:
Investor Relations ⓘ
Supplier Portal

Authorized Distributor

Americas	Asia/Pacific	Europe	Middle East/Africa	
Argentina Bolivia Brasil Canada (en) Canada (fr) Caribbean	Australia & New Zealand 中国 China India Indonesia (en) Indonesia (id)	Shqipëri Österreich Беларусь België Belgique Benelux	Lietuva Luxembourg Македонија Malta Nederland Norge	Africa Afrique Egypt Israel Libya Middle East

Benchmark with others

- SKF is open with the existence of counterfeit.
- Business Driven Approach. Not relying on legal means only.
- No "leakage" from licenced production.
- No ambition to teach customers being able to see the difference.
- High degree of involvement of local companies.
- Resist outsourcing of brand protection activities.
- Action vs. the "demand" rather than the "source".

Experience in Sweden

- Non-authorized bearing dealer selling counterfeits to SKF customers.
- Police raid in March 2010. 3 tons, 7000 pcs.
- Court proceedings,
 - "Tingsrätten", December 2012 - *Jail sentence 1 year*
 - "Svea hovrätt", September 2013 - *Probation*
 - "Högsta domstolen", May 2014 - *Probation*

Experience in China

- Dedicated SKF team since 10 years. Currently 3 FTE.
- Activities done alone or through World Bearing Association
 - Customs (GAC and local districts)
 - Administrative actions (AIC)
 - Criminal actions (PSB)
 - Civil actions
- Attention level from authorities is much higher than EU and Sweden in particular.

Creating relationship with authorities



Award giving at Shanghai customs



Efficient IPR enforcement

- Dedicated authorities fighting counterfeits
 - Prosecutor & Courts
 - Police
 - Customs
- Enable information sharing between brand owners and authorities
- Stronger punishments – no deterrent effect

???

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