



THE HEART OF FRESHNESS

BITZER

# AGAINST PRODUCT PIRACY

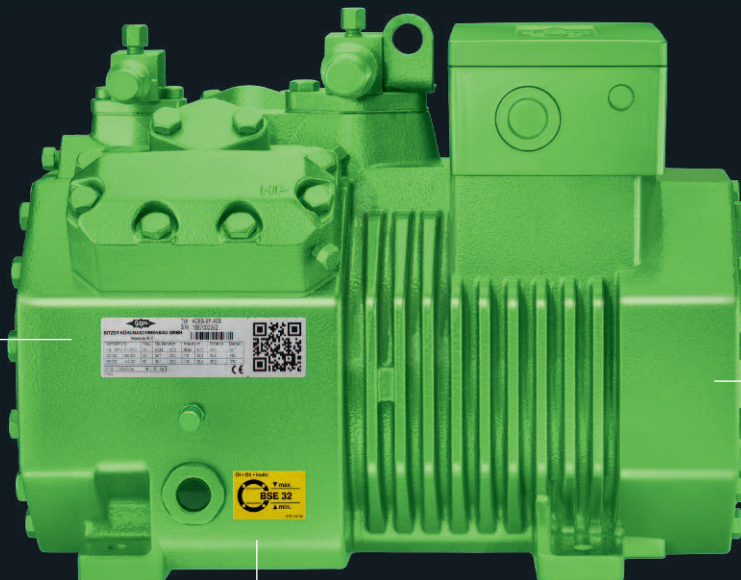
ORIGINAL VALVES

BITZER LOGO

ORIGINAL  
NAME PLATE  
WITH QR CODE

UNIQUE  
OCTAGONAL  
SHAPE

BITZER OIL LABEL



## PRODUCT PIRACY IS SERIOUS. THAT'S WHY WE FIGHT IT SERIOUSLY.

Many machine builders have to deal with product piracy – and product forgers are very resourceful. We detect more and more compressors and spare parts that are coming onto the market under the name of BITZER. At first glance, it is hard to tell the difference between the original and the copy. However:

### BITZER QUALITY AND KNOW-HOW CAN'T BE COPIED

- // We focus on high-quality production.
- // We check the components using extensive material compatibility tests.
- // We test every single compressor.
- // We guarantee the highest levels of safety and reliability.
- // We offer extensive technical support globally.
- // We give our employees in-depth training.

### USING COUNTERFEIT PRODUCTS COMES WITH MANY RISKS

- // Endangering lives (danger of explosion)
- // High follow-up costs through system failures, for instance due to an interrupted cold chain
- // No spare parts
- // No warranties for compressors and individual parts
- // No customer support and after-sales service

To avoid these risks and to protect our customers' safety and our reputation as a leading manufacturer of refrigeration compressors, we use different sanctions to combat product piracy.

### BITZER MEASURES AGAINST PRODUCT PIRACY

- // We register all types of industrial property rights worldwide: patents, utility models, registered designs, brands and copyrights.
- // We monitor announcements of industrial property rights around the world.
- // We raise objections, take legal action and issue warnings about industrial property rights.
  - Brands: If there is a risk of confusion
  - Patents: If they interfere with existing rights
- // We take action against product pirates at trade fairs.
- // We place a QR code on every compressor – scanning the code, buyers are directed to the corresponding BITZER product page where they can verify the authenticity of the product.

### BITZER APPEALS TO ALL CUSTOMERS: CHOOSE THE ORIGINAL!

Don't rely on poor-quality counterfeits – choose innovation, highest quality, efficiency, safety and reliability instead!

BITZER is taking on the product pirates! Product pirates are criminals as they put people at risk and cause a lot of economic damage. That is why they have to be pursued with all legal means and brought to justice for their crimes. Please let us know if you suspect that your unit may be a forgery or if you are offered a forged unit: [fake-check@bitzer.de](mailto:fake-check@bitzer.de)