

We pioneer motion

## Stop the Counterfeiters in their Tracks

Photographed correctly – exposed quickly!

The background of the lower half of the slide is a dark blue digital circuit board. A central square chip is highlighted with a glowing blue border. The word "Fake" is written in white, bold, sans-serif font across the center of this chip. A bright white lightning bolt strikes the chip from the left, creating a sense of impact and exposure.

Fake

## Good photo = counterfeit exposed quickly

Do you have reason to believe that your goods may be subject to product counterfeiting? Then take a photograph of the goods in question! The Schaeffler Brand Protection Team will immediately inspect whether the goods are counterfeits based on your photos.

The photos in this folding card are of counterfeits and originals, however, they show no characteristic signs of counterfeiting. They are solely intended as a guide to help you take photographs to the quality standards we require, so that we can make a statement quickly.

Here are two tips:



- **TIP 1** Use your camera's macro mode. This enables you to focus on small details such as lettering and take photographs close up.
- **TIP 2** Reflections? Disable the flash!

## Packaging – overview photos



Overview photos of the packaging should also capture the side and inside. The photograph should capture all labels and their position.

## Labels – details



Take photos of labels and special markings individually and close up.  
All details and labeling must be clearly legible.

## Product – overview



Overview photos of the product from different angles.

## Product labeling



Product labeling (position, sequence, and size) should be clearly visible and legible.

## Papers, documents, inserts



Documents such as delivery notes, invoices, certificates, or coupons are often forged. Please also provide us with a photograph of these.

## Are the photos ready? Here is the next step

These photo guidelines provide a rough overview of the information that is of interest to us in suspected cases of counterfeiting. Please also inform us if you notice any other small details – as every detail is important in counterfeit detection. In the event of uncertainty, we will, in some cases, request the product for further inspections.



If you have any suspicions, please inform us of your case by e-mail at:  
**[piracy@schaeffler.com](mailto:piracy@schaeffler.com)**

The Schaeffler Brand Protection Team thanks you for your support.