



Targeting Authenticity: The Fight Against Counterfeit Electrical Products

October 15, 2009
2:00 PM ET

Official Transcript

Robb Zurek: Good afternoon, everyone. My name is Robb Zurek, Marketing Manger for Eaton's Electrical sector, and I want to welcome everyone to this afternoon's anti-counterfeiting webcast, Targeting Authenticity The Fight Against Counterfeit Electrical Products. Presenting today will be Brett Brenner, President of Electrical Safety Foundation International or ESFI, as well as Tom Grace, the Manager of Eaton's Anti-Counterfeiting Initiatives for the electrical sector. Also joining us will be legal counsel in the event we want to pick their brains for any additional information in the form of Clark Silcox of NEMA and Dan Kalka of Eaton Corporation.

Just as a quick housekeeping tip, questions will most likely be answered at the close of the presentation, but at any time during the presentation, feel free to submit a question by typing it into the dialog box provided to you and we will answer those as time allows at the close of the presentation.

So without further ado, I'd like to turn it over to Brett Brenner, again, President of ESFI, to begin the presentation. Brett?

Brett Brenner: Thank you. Good afternoon. I wanted to start off we can go through some of the slides, and what I wanted to do is briefly give you an idea of how big of a problem we think this is. A little bit of background information on ESFI in case you are not familiar with us, we were founded in 1994. We're a nonprofit organization, 501(c)(3) in fact, and we've been basically out there promoting counterfeit-- or not promoting-- but looking at counterfeiting measures that are out there and trying to warn the consumers on things that they should do. We're also getting out to the supply chain distributors, as well as getting back to manufactures and helping them kind of figure out where they kind of lie in the game and realize this is a supply channel problem. And so from our case we have a wide array of different supporters from utilities to insurers all the way down to the electricians, so we kind of see it all when it comes to counterfeit products. We have a great voice when it comes to talking to Capital Hill and Congress even getting over to Consumer Products Safety Commission, NFPA and the like, so we have got a lot of vested interest. We appreciate Eaton even for hosting this.

Let me give you an idea of the kind of problem that we're talking about. We know that bargain prices are kind of too good to be true. We know that people are looking for the best prices possible. That could be a distributor or even a consumer. And with the kind of availability of the internet and kind of you can do business with anybody out there, I mean it's enabling a lot of people to purchase everything online, anything from watches and purses, which are unfortunate for a lot of business reasons. But then we also get into some of the electric and drug counterfeiting that we're seeing out there and these are things that can actually kill you, so that's why this is more concerning than a lot of those other products. So with the kind of flood of counterfeit products that we're seeing come

on the market, we think that there's a lot more issues with counterfeit electrical products in the fact that they're not just-- they're sometimes just a cosmetic copy. They'll just put the brand name of the company on them. Sometimes they'll be certification mark, whether it's UL, CAS or Intertech, and we know that's it's a growing problem. We need to educate more of the consumers that aren't aware of these devices that are out there. And the government itself I think is doing a pretty good job. There are some laws that exist that can help with the process, but unfortunately the other countries that are producing the products and stuff are often times over in China and the law enforcement angle is really not there for them. So what's been happening is ESFI, and particularly NEMA, and some of the other manufacturing companies like Eaton are out there [as Eaton's] port authorities, whether that is Customs or ICE agents and anybody in between to really have them help them identify these kind of products before they hit the supply chain itself.

Moving on to the next slide to kind of give you an idea of how big of a problem we're talking about. You can see on the slide that is on the screen, we're looking at a \$600 billion a year problem. And if you put that in perspective in terms of world trade, it's about 5% to 7% of world trade, so it's a pretty big chunk of commerce, so we obviously think it's a big problem. Not only that, but we have revenue that is being stolen, and that equates to fewer jobs in the US and in the world-- legitimate jobs should I say. And then also we look at the fact that seizures are going up. We know that they jumped about 28% or so from 2007 to 2008 just in electrical sector alone. And for a little bit of perspective on the electrical side of this, we're looking at about \$200 million or so worth of counterfeit electrical products and roughly 13,600 seizures at US ports in 2007. So we know it's a growing problem, and I think it's twofold. One is there is more coming into the country, and I think the other part of it is the more Customs agents are trained and know what to look for so they can seize it at the port. I would imagine that it's a little bit of both where, unfortunately, things are coming into the country, but we're also doing a better job at the borders at getting this stuff off of the containers before it actually hits the stores and whatnot.

Robb Zurek: But, Tom, it's also a matter of seizing or identifying these counterfeit operations where it happens in addition to at the port. Is that correct?

Tom Grace: Thanks, Robb. Yes. Eaton is actually engaged in trying to identify the sources of the counterfeit activities and actively engaged in identifying and working with local authorities to properly seize and shut down those operations. You clearly can see displayed an example from a raid and seizure that was being done in the [indiscernible] factory. These people are actively engaged in producing a counterfeit Eaton product, the MEM Miniature Circuit Breaker. This seizure again took place in 2008. We currently have active investigations and see many more of these products being produced with other Eaton, as well as other brand names.

Robb Zurek: Thanks, Tom. I think that's a very interesting description, again, of not only the battles being fought in the ports, but also on site in Western Europe in the Far East, and really I think you can comment on this next slide the number of Eaton counterfeits alone that are being seized on a regular basis.

Tom Grace: On a regular basis, we're seeing the primary origin of these products is Asia is China. That's not to say that China is not working hard to protect their borders to protect their

intellectual natural property rights, but currently it's just the source of the products. The borders, the exports of those products help disguise the transit of these goods. We're finding one of the sore spots right now to be the Middle East with these products continuing on into Africa, Latin America, and obviously into North America. These free trade zones, again, help disguise the movement of these products and the true origin of those products making Customs and Border Protection that much more difficult.

Robb Zurek: And, Brett and Tom, if you could also touch a little bit more the types of products that are being counterfeited, maybe expand a little bit on specifics in that regard.

Tom Grace: Well were all commonly familiar with the luxury goods, handbags and watches, colognes, perfumes, things like that. Now, we're not talking about electrical products and electrical safety products in a lot of cases, control relays, circuit breakers, clearly surge suppressors, power cords, even your Christmas lights you might be buying this year, but even counterfeit batteries that we have seen injuries from batteries due to batteries from laptops or even a child's Game Boy power adapter being produced by a counterfeit facility that produced a fatal device.

Brett Brenner: Just to chime in, this is Brett Brenner with ESFI. You know, one of our big stance that we've made, one of the big things that we did this past year was really go out and educate the consumers. So we did about 35 or so hidden camera and kind of cutting apart of extension cords and stuff that we found in local communities, and we did anywhere from Texas to California to Seattle. We're still getting a lot of hits and interest from the media because they realize that this is something that consumers don't know about, so the consumer watch guys are out there in the media. And we have done everything from taking and cutting apart power cords at fire stations to actually going to State Farm's laboratories and showing what happens when you actually plug these devices in. And the same products have been purchased all over the country. And you know, it ranges in anything from cell phone chargers which you can purchase on online auction sites like eBay to batteries which you have purchased on eBay all the way up to even some of the breakers are getting into some places where you never want them in nuclear facilities. So we've heard a lot of reports of you'd be surprised what people try to fake, and this is becoming a pretty big problem where it's really hard for anybody, even technical people, really to discern what a fake is from a legitimate product. That ultimately puts safety at risk.

Robb Zurek: Well, Brett, is there a way to quantify how much damage is attributable to products from safety failures that you ordinarily would see in counterfeit products?

Brett Brenner: Well, if I follow you correctly, I think unfortunately with a lot of these devices since they are at pretty much the source of ignition a lot of times you'll never find out if it was a legitimate product that failed. A lot of times these devices are destroyed to a point where you couldn't tell if it was a legitimate product or not. Some of the reports that we think are the result of like a home burning down or something like, a lot of times the product is so destroyed that you can't even identify who it came from. And, in fact, we're looking at Washington D.C., I actually had an experience where I actually went to purchase a counterfeit extension cord and the guy told me not to buy them and he held up a cord that a consumer brought back that was pretty much melted from the inside out. And so it really is one of those things where I think unless people are better educated about the dangers associated with counterfeit stuff, they're never going to really kind of respect and

understand what it could do to their home. And with electrical devices, unfortunately it's going to be in your home for 30, 40, 50 years plus.

Robb Zurek: Very interesting. And, Tom, you know Brett talks about the damage that is readily apparent on counterfeit product and how different it looks to those that are tested to UL standards, for example. Can you tell us a little bit more about the type of things you are going to see from a counterfeit product when it is tested?

Brett Brenner: One of the things that we have found that has been most valuable in communicating the dangers of counterfeit products is actually showing our audiences the counterfeit products themselves, how cosmetically complete they are and similar to the genuine product but then showing the performance differences. One of the breakers pictured here now was recently sourced from the Middle East, purchased readily at a shop. One of the first things you can notice about this, it has a 250 amp rating on it, and Eaton doesn't actually produce a 250 amp breaker in this size because the breaker is just not large enough to handle the size wire that is required for that type of amperage. Continuing on, we put this on the test bench and tried just a basic thermal test on this produce. None of the poles tripped, so again, it's an unsafe device. We need to make sure people know that counterfeit electrical, especially safety products, are nothing more than cosmetic equivalents that are not intended to be protective devices. They're intended to generate revenues for a variety of people or even back to organized crime or terrorism. This breaker, again to continue on with the testing, had no short circuit protection. That means that in the case of a major fault that the breaker should trip. This particular breaker had no short circuit protection, and again, the Middle East by way of China. It was, again, originally made in China, sourced in the Middle East, but you can see hopefully clearly that the Made in the USA sticker is on the front as all the other Eaton brand marks and trademarks.

Robb Zurek: Yes. And, Tom, that brings up the next point in the presentation really in that a number of consumers, whether it is in things like handbag or shoes or electrical equipment, look for particular identifiers, whether it's a company logo, whether it's a hologram, whether it's something as significant to the electrical industry as a UL certification. That leads it to our next slide. Do these counterfeit products include UL seals?

Tom Grace: UL and other third party identification marks are a seal of quality in that they have been tested to perform to a certain specification or rating for a particular application, and those certifications come with them or imply a certain level of safety or performance. Of course, they are going to copy those marks. That's the way that they continue on the rouse that the cosmetic differences have to include those counterfeit marks, whether it be the UL in the US or other CSA in Canada. Regardless, you'll find these marks counterfeited. There is not limit to what will be copied cosmetically again or intellectual property that will be used to perpetuate this crime.

Robb Zurek: And actually that leads to stray slightly from what I mentioned at the beginning of the presentation as far as answering question. I did notice a question came across that asked that if that is a counterfeit hologram on the breaker that we showed a picture of. And the answer is yes. To the point that Tom just made, these counterfeiters are very, very sophisticated and in some cases they can duplicate things all the way down to a hologram. It's a frightening proposition indeed.



That said, I'll move along again the next point. I'll bring Brett back in on this and really find out what the US is doing from an industry organization standpoint to combat counterfeits currently.

Brett Brenner:

Well, I think in terms of the electrical industry itself, we actually got notice by Chamber of Commerce on kind of how we were going after the supply chain letting everybody know all the way through the supply chain from manufactures to distributors, other government agencies, that look this is a supply chain problem. Whether you want to talk about black market, grey market, or anything in between, the industry itself needs to protect one another to make sure that this stuff doesn't infiltrate the supply chain. And I think that one of the things that ESFI and NEMA teamed up on was putting out a video called Counterfeits Can Kill that really kind of addresses from each and every industry standpoint kind of tips that you can do as a manufacturer, as a distributor, even as a government the things that you can do to prevent counterfeits from getting into your country or through your supply chain. And I think that's a really important thing when it comes down to making an impact. There's really nothing besides going through the court system and prosecuting. It's a difficult process, and it's something where companies like Eaton and like other electrical manufactures have got to spend a lot of money to go after these guys to make sure it doesn't happen. With Customs and ICE and different seizures that have taken place, I think we've made a dent into the stuff just free flowing through the country, and I think we are starting to push back which is a nice thing. And in fact, some of the funny things that we kind of see-- funny not being literal-- we've actually seen a lot of devices that aren't even manufactured in a certain coming from a certain country that they shouldn't, so a lot of things are very easy to educate people on and what they should look for whether it's brand names and stuff like that or just holograms and whatnot, but there's a lot of things that you can do to kind of eliminate a lot of these counterfeit products before they even get to the port itself.

Robb Zurek:

And just to recap as you can see the slide that's currently posted, there are some very matter of fact ways to identify counterfeit products as a user would, and really those don't differ that dramatically from someone who would be concerned with a counterfeit pair of Nike shoes or, again, a counterfeit Gucci bag. Things that are too good to be true probably are. Certification marks, although they can be counterfeited, there are certain things to look for and identify for the astute consumer and the astute buyer of electrical equipment.

Tom Grace, once again like to ask you if you can add anything to that point of how a user could identify counterfeits.

Tom Grace:

Robb, one of the things with counterfeiting that we're finding is, again, the cosmetic copies are getting better. We have produced a basic awareness guide for molded case circuit breakers. But a number of good questions have come through here on the chat, and I'd like to try start to address some of those because I think they are in reference to this particular topic.

One of those was regarding is Eaton investigation the potential use of nanotechnology markers and plastic compounds to identify Eaton products. The answer is yes. Right now, Eaton is actively engaged in anti-counterfeiting technologies including nanotechnologies for the identification, authentication and detection of counterfeit product. Again, someone asked if there was a counterfeit hologram on the product, and

yes. The trading partner in the Middle East was trying to use holograms but they are readily copied in some cases. And again, hologram gives some consumers a false sense of authenticity. I'm sure the t-shirt; the NFL jersey at the local flea market for \$3.00 with a hologram is not likely to be a genuine part or piece.

Another question that was important that was asked I'm going to ask Dan Kalka to respond to this. And the question is-- my apologies. The question is how often are manufacturers like Eaton pursued for legal redress in the event a counterfeit product fails and results in injury. And, Dan, I'd like you to try to address that briefly if you could, please.

Dan Kalka: Thank you, Tom. Brett and Tom, you've done an excellent job on creating an awareness of counterfeits. How often are manufactures sued for a product liability claim, for example, on a counterfeit? Well, first of all, if the company can prove that is a counterfeit, the company is not liable for a counterfeit product. But as Brett mentioned earlier that sometimes it can be extremely difficult to identify whether or not the product, such as a melted circuit breaker, really is genuine or counterfeit. Normally, you can look at other pieces of evidence. Where was it purchased? How was it purchased? To my knowledge, I'm not aware of any cases that Eaton has been involved with on such product liability claims, but the question is excellent. And that goes also to what you mentioned earlier on authentication strategy to have a multilevel strategy that includes forensics so that when such a situation arise one can readily identify it as being genuine or non-genuine. One last piece I'd like to note that the certification marks, UL, CSA, they are also studying these types of authentication strategies and implementing them as well.

Robb Zurek: Thanks, Dan. That's some wonderful insight from a legal point of view. Again, I think we always come back to the markers, the visuals that people can see when they purchase or attempt to purchase counterfeit versus non-counterfeit product. And certainly with the advent of the internet or the explosion of the internet and things like eBay, that also gives yet another avenue for these counterfeiters to come in. And again, I'll let Tom talk a little bit about the picture that's on your screen right now that shows a breaker that was available on eBay and the markers that are identifiable to distinguish it as counterfeit.

Tom Grace: Thanks, Robb. Then this goes along too with an active question that we had from I'm going to guess it's [David Rosenfield]. He's of ROMAC Supply in Southern California. His question was basically or actually his response was [indiscernible] is a closer touch with a secondary used and surplus marketers in the US. We could and wish to be assisted in limiting the scope and reach of counterfeit products in our territory. How can we help? This picture here kind of goes along with that. When we're talking about the secondary used market, we're talking about in some cases the resale of a product that may or may not be used. It could have been used or stored some period of time. Again, it could have been unused equipment. It could have been something similar to this breaker that I just purchased off of eBay this past week. The label that you see applied here is not an Eaton label, so right now I can say the label is counterfeit. I haven't received the product in order to identify the rest of the breaker to authenticate it. But from the marks I can see on the breaker, it's not genuine. I've also recognized and Eaton has recognized that there is another market, the used and surplus market, and I'm not going to refer to the grey market, grey market being the resale of new to used. The surplus market people, they tend to be closer to some of these products than authorized distribution or people that have relationships with the genuine manufacturer. Eaton has recognized that, and I've



addressed a number of their organizations in attempt to create an awareness with them as well and actually have been quite successful in identifying counterfeits in the US. So we're looking at all aspects of the electrical industry in general from new genuine products being sold through authorized distribution to the surplus market to eBay resellers, again, looking to create an awareness and protect people from these counterfeit products.

Robb Zurek: To that point, and I guess it would be a continuation, I'd like Brett and Tom to both speak a little bit, Brett probably from a more global or at least US centric standpoint of what's being done and what your role is on a macro level and then let Tom chime in about what Eaton is doing at a more macro level to alleviate this problem of counterfeit goods.

Brett Brenner: Sure. I think, you know, what it always comes back to is education and awareness. And I think the more the industry is willing to talk and share their experiences with each other, you quickly find out that you're not the only one dealing with the problem. It's something that everybody along the supply chain has to deal with, and everybody along the way is going to be liable. I think that it's important that the distributors and even the installers understand that they are just as liable as everybody up the supply chain for something they are selling. There might not be somebody behind them actually backing up the product which is a scary thing to think of for a small business owner. So again, I think, you know, one of the things that I think is really important from a kind of an enforcement and just overall what can we do about the problem is the education and awareness. And I think, you know, some of the training that NEMA and some of the other companies have done, and UL especially has been pretty vigilant out there. In fact, they've got their own side of UL or a couple people with UL that are out there, you know, pounding the pavement and really working with Customs to really make sure this stuff gets off the market. But I mean going to I know that NEMA has conducted a couple things on the West Coast, Newark, New Jersey, and a couple, I think, in Miami and New York where they have done training of Customs officials to have them look for telltale signs of things. They've even reached out into Mexico and done, I think, five or six different training courses down there. I think that that's really how we can impact this stuff from getting into the country. And then once it's in the country, there's other ways we can look at working with underwriter's laboratories or UL or the manufacturers themselves or even Consumer Product Safety Commission. So from our standpoint, from ESFI's standpoint, we want to make sure the consumers know where they should be buying electrical products from. It's really concerning to us the fact that, you know, these products are going to be used and they are guaranteed up to a certain point to perform. People have an expectation that this isn't going to burn their house down or this isn't going to shock them or anything else like that. They don't get that some guarantee with counterfeit products, so it's really important that you purchase from legitimate manufacturers through a legitimate distributor and make sure you're doing the things you can do as a consumer to kind of keep this stuff out of your home. So from the consumer point of view, that's really what we are more focused on than anything and then facilitating any kind of education and awareness along the supply chain.

Robb Zurek: Tom, what can you tell us about what Eaton is doing? To combat the problem, again, on a more micro level.

Tom Grace: Again, as Brett pointed out, Eaton is actively engaged with Borders and Customs in doing a lot of training. I've been to most of the major ports from Long Beach to San Francisco



to Miami, Newark, New Jersey as was mentioned earlier doing training to create awareness with Customs or Border Protection. You'd actually be surprised how many agents didn't realize that these electrical products, these electrical safety products were actually being counterfeited, as large as something like a molded case circuit breaker. Clearly, they are familiar with the purses and handbags and things like that. We're also actively engaged in training and working closely with those organizations such as NEMA and NAED, ESFI and others; again, trying to create a message that Eaton is actively engaged. These products are-- they're real. They pose a potential hazard to anybody that finds themselves applying them, and we're going to do our best to identify them and get them out of the marketplace.

Then as such, we basically boiled down our activities into Eaton's role. We're going to continue to manufacture high quality, high performance electrical products with leading technology at globally competitive prices. We're going to continue to protect our customers and brands with ongoing investments in anti-counterfeiting technologies and programs from the authentication technologies on the products to communications and other awareness programs with a zero tolerance for those that are found that are counterfeiting. And then we're going to assure our customers that they have purchased new and genuine Eaton products through authorized reselling channels. And basically to boil that down, what that means is that it's almost impossible to be able to give you a perimeter on each of the products that we produce, what marks to look for, and how to ensure it's genuine. And what we're assuring our customers is that if they go through an authorized distributor who has a relationship with a manufacturer, whether it be Eaton or the other genuine products that they're trying to purchase, that they are most assured with buying or receiving a genuine product. This information, this tactic, I think, has been affirmed by a recent Department of Commerce survey that was done for the Department of Defense regarding sourcing of electronic components finding in most cases, in like 90% of the cases, the independent resellers and the brokers tended to be the channel for counterfeit products with a genuine products much lower risk of getting a counterfeit product.

Robb Zurek: The other thing that I would like to shed some light on or let you shed a little bit more light on, Tom, is the note that's made on the slide that's on the screen right now about zero tolerance. I'm aware of the fact that not only do we have feet on the ground taking a look at these facilities where counterfeiting is actually taking place. We've got, as you noted, the border patrols, Customs taking a look at the shipments coming into the country and making certain to the best of their knowledge that things are anti-counterfeit, but also the fact that we have at Eaton have put together a task force consisting of employees and experts in every corner of the globe on every continent. Is that right?

Tom Grace: That's correct, Robb. You know, our task force we have a global based task force that is made up of members from different teams from the US, from Canada, Australia, Germany, China. And the intent is to create the global awareness of these issues. Now, the zero tolerance, zero tolerance basically says that there is no reason for counterfeiting. It's unacceptable. It's illegal, and that we're going to pursue all methods available to us to put a stop to that.

Robb Zurek: And that's also a program that incorporates people involved in industrial, electrical supply, commercial electrical supply, and residential as well. And I think, again, the zero



tolerance is something that Eaton Corporation, Tom, and the things that we have learned from you and your team is taken lightly by any stretch.

Concluding, again, what are some takeaways that people should take away from this. Brett and Tom, I know you summarized your roles quite well. Is there anything else you can tell us just if there is something that somebody needs to take away from this presentation today?

Brett Brenner:

I mean-- this is Brett from ESFI. You know I think the thing is, you know, trust your instincts. Go with what you think. I mean if the price doesn't seem right or you feel like you're purchasing something at a great deal, you might want to do some research. Check with the testing laboratories that stand behind the supposed product and make sure it's a legitimate product, a lot of times, just a little bit of calling around or even looking for phone numbers and company contact information, taking that extra step. It's almost like, you know, interview a new employee. Do the research if it's going to make that big of an impact, especially if it's going to impact your business overall. And I think, again, it's more about being open with your suppliers above you and your contractors below you to make sure that they understand what you're doing and also what to look out for. I think it adds value along the way and hopefully we can get rid of a lot of the dangerous things that are out there.

Tom Grace:

Again, I agree with Brett wholeheartedly. The other part is that Eaton has taken to the point that we're going to make ourselves to those that have questions, that we need to be responsive. If Customs and Border has a shipment that they are suspicious about, we respond very promptly. I've also made myself available to, again, other organizations that might be at the higher risk. I frequently communicate with other dealers in the marketplace that don't have an official affiliation with Eaton but the questions about counterfeits and genuine and authenticity of our products and I'm always available to answer those questions. But basically we have summarized it in a-- it can easily become an unsuspecting accomplice. Using authorized distribution is the best way to protect yourself from counterfeit products. Certainly if you feel there is a suspect or counterfeit product, substandard product, please contact the manufacturer. In many cases, we find that when people or corporations are buying products that purchasing returns it to the seller. And if it's a suspect of counterfeit product, that product can certainly end up back in the marketplace, so work more closely with your manufacturers. Again, we're trying to create the awareness, the communication path, Eaton.com/counterfeits available as is more information from ESFI.org. And many of those organizations mentioned earlier, such as UL, NEMA, NAED, they all have websites with additional information of counterfeits and what steps you can take.

Robb Zurek:

Brett and Tom, thank you. We did have another question. That really for the most part concludes the presentation. As Tom said, more information can be found at Eaton.com/counterfeit or at ESFI.org. We are going to stay on the air here for a little while as time allows and as demand allows to answer more questions. We did have one across from [Eric Geiger]. And the question to Tom would be does Eaton specify unit level track and trace markings on any product lines that are usable by consumers. The semiconductor industry is adopting a T&T model. Is NEMA looking at anything like this?



Tom Grace: Robb, yes. Eaton has the capability to track and trace a number of their products. We're also finding, unfortunately, that some of these resellers who don't have relationships with the manufacturer, such as Eaton, are tampering with the marks. Again, they refer to it as the grey mark. I'm finding that the tampering of our boxes to remove the UPC codes of manufacturing dates is happening. On our breakers, they are actually removing our serial numbers that we use for the track and trace for the-- actually for the-- it's actually part of our manufacturing process, but we found the capability there to understand when it was produced and where it was shipped to originally. We're also finding the that genuine marks of the breaker labels are being removed, the date codes, manufacturing dates, even bar code information that is just being used by our vision system that validates our labels to make sure it's properly applied to the breaker that's being shipped, even down to the small date code stickers. Again, another one of those awareness pieces is if the product that you're purchasing don't bear all of those genuine marks, the marks that you would expect to see on a new product as it is shipped from the manufacturers, again, take question with that. Suspect that it could be altered. It may not be new as it was represented. It could be refurbished or, again, it could be counterfeit. But without those marks there in order to authenticate your product, it would be almost impossible to tell.

Robb Zurek: Thanks, Tom. As I said, as we stay on the air just a few moments longer to find out if anybody has any questions, I urge anybody to ask anything that's on their mind in regard to the presentation. I did want to call attention to the short survey that we're asking people to complete upon the conclusion of the presentation. Please, if you are able, please take the time just to fill out I think we have six questions. Those as benign as they might look will actually go a long way to helping us find out what people know about counterfeiting and anti-counterfeiting in the industry today. And that's really something else it thinks to touch on, and I think Brett really broached the subject earlier in that we're all learning. We're kind of all in this together. All industry organizations, all corporate entities that are manufacturing product, all news organizations that have the ability to shed light on this problem that ultimately if for no other reason comes back to safety and protecting the people that these products where people are living or working and where these products are installed. Anyway, if you are able to complete that survey, we'd be greatly appreciative of that.

Tom Grace: We have one more question from it looks like [Dan Flanagan] at Standard Register regarding permanent covert markings on products and would it have a positive impact. You know, one of the things with anti-counterfeiting technology is that you look at a number of layers. It's a layers approach. As the question earlier asked, is there a consumer based way to authenticate a product. And now this being covert, covert being that you don't readily see it but it's actually a technology that maybe law enforcement or the manufacturer would use. So the answer is yes. We're looking at a layered approach to our anti-counterfeiting technologies which will include some sort of visual indication that the consumer could use, but also a covert technology that the manufacturers and Customs could use. Again, a lot of this is limited by the cost effectiveness of it, the ease of implementation. When you're trying to protect your borders, you have a lot of people you have to train with different technologies, so now we're also trying to work with industry organizations organizations to come up with a more common approach to that.

Very good questions today. Thank you.



Robb Zurek:

If there are no other questions, I would like to thank everyone for attending this webcast today. I hope we were able to shed some light on a very significant problem in the electrical industry today. Thank Brett Brenner, again President of ESFI, that's the Electrical Safety Foundation International, Tom Grace, Manager of the Anti-Counterfeiting initiative for Eaton's electrical sector. Also like to thank our legal counsel here today, Clark Silcox from NEMA and Dan Kalka from Eaton Corporation. Gentlemen, thank you very much. I'm Robb Zurek, Marketing Manager for Eaton's electrical sector. And I'd like to, again, thank everyone for their participation and we look forward to serving you in the future. Have a wonderful afternoon.

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