

MISSION STATEMENT

The Mission of the Imaging Supplies Coalition is to protect our members' customers from misrepresented products and services by seeking worldwide protection of intellectual property and related assets of the Imaging Supplies Industry's manufacturers. This will be accomplished by training and education in counterfeit product identification, methods of product security, techniques for avoiding telemarketing and e-commerce fraud and by promoting laws and their enforcement.



MEMBER COMPANIES PARTNERS IN PROTECTING CONSUMERS



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Combating *COUNTERFEITING & FRAUD*
IN THE *Imaging Supplies Industry*

HOW BIG IS THE PROBLEM?

Commercial product counterfeiting of trademarked and copyrighted merchandise is a multi-billion dollar parasite on international business.

The ICC has estimated that the sales of counterfeit goods is in the range of 5% to 7% of the world economy. This amounts to \$600 billion. In the US alone counterfeiting and piracy cost the economy \$250 billion per year.



In addition to being large, counterfeiting is a growth industry. In 1990 the total world wide counterfeit activity was around \$200 billion, by 2008, the amount had reached \$600 billion. It is the view of the Imaging Supplies Coalition and its member companies that counterfeiting is a real threat to global markets and consumers.



First, counterfeiting and IP crimes threaten our economic security. Not respecting the rights of Intellectual Property owners by allowing its theft through counterfeiting and piracy decrease the incentive to invest time and money in innovation.

Second, there are significant health and safety issues introduced to consumers and workers due to counterfeit products.

Third, counterfeiting is driven by organized crime and terrorist organizations. This is a well documented statement. Behind the person in the street or the website selling counterfeit goods are well organized and well funded organizations.

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The ISC estimates about 3.5 billion dollars are lost to counterfeit products world-wide in the imaging supplies industry. It is a broad, repeat market with a ready supply of empty cartridges as well as components and known processes making entry relatively easy for counterfeiters. Beyond this, there is access to the distribution channel through the gray market where counterfeit goods have the opportunity to be commingled with legitimate merchandise. The expansion of E-commerce has also enabled ease of market entry.

THE ROLE OF THE ISC

Companies continue to pursue their individual strategies to protect their customers and reputations.

In addition, by working together they can be a significant force to battle counterfeiting and other illegal practices. The Imaging Supplies Coalition provides the vehicle for that synergy.

The ISC has become a global force in the industry battle against counterfeiting and fraud. Many companies in the industry have benefited directly and indirectly from its various activities.

To learn more about the ISC and its programs to combat counterfeiting and fraud, visit us online at www.ISC-Inc.org.