



Fake

Customer Success Story

We pioneer motion

Stop Fake Bearings

Counterfeit bearings – a major risk for manufacturers, the distributive trade and end customers

Trading counterfeit rolling bearings represents a substantial risk for distributors, manufacturers, and end customers that should not be underestimated.

Customers should therefore always be vigilant.

Because it is clear that:

- The sale of counterfeit bearings is detrimental to the reputation of both the sales partner and the machine manufacturer (OEM).
- The fitting of counterfeits by the end customer increases the risk of machine failure involving unplanned maintenance and downtime costs.

But what can be done to distinguish fake products from originals?



SKAZIKIS - MARANGOS

Schaeffler sales partner
SKAMA Industrial

Business field
Importer and distributor of industrial power transmission products and automotive spare parts

Additional facts

- 13 branches in Greece, 5 of which are specialized in industrial products
- Since 1957
- 232 employees

Case: SKAMA Industrial – Greece

A case in point

A Greek importer had outperformed the Schaeffler distribution partner SKAMA in several tenders. However, SKAMA had serious doubts about the integrity of its competitor as well as the authenticity of the offered Schaeffler bearings. Therefore, SKAMA agreed with one of the two customers that they should check the authenticity of the delivered Schaeffler bearings immediately upon receipt.

Intervention and action

SKAMA carried out an assessment at the customer's premises immediately after delivery and sent photos of the bearings to the Schaeffler Brand Protection Team (BPT). They quickly verified that the entire order volume was counterfeit.

At the same time, SKAMA performed the same actions on the second customer, who was also concerned about the authenticity of the bearings. The Schaeffler Brand Protection Team (BPT) immediately left for Greece and on arrival found: "Another clear case of forgery here."

Such cases always call for immediate action: All bearings were instantly seized on site with the assistance of a law firm.

€ 35,000

The final result was 35,000 euros worth of seized goods!

More details

Key points

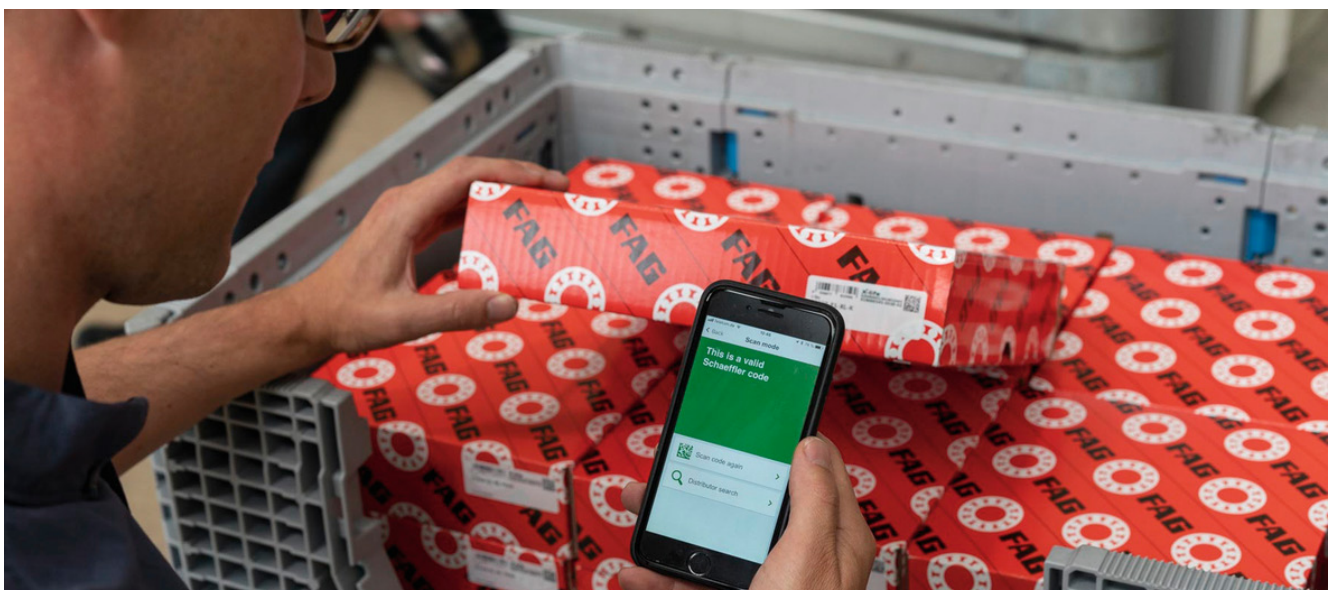
The counterfeiter's scam was particularly bold and had primarily involved copying original Schaeffler codes, which were then printed on the labels. The only flaw in this plan was that the labels did not match the bearings in the packaging. The aim had been to avoid detection by the Schaeffler OriginCheck App, but this is easier said than done, as the app has additional security mechanisms.

What happened next?

SKAMA needed to source replacement bearings quickly for its customer – a task that, at first, seemed extremely difficult. However, due to the long-lasting relationship between Schaeffler and SKAMA, Schaeffler came to the rescue with a rapid and flexible response, which significantly reduced the ordering and delivery process. Ultimately, SKAMA succeeded in delivering the bearings to its customers on time, assuring the Schaeffler quality.

All's well that ends well!

Thanks to the distributor's marked quality awareness and customer proximity, SKAMA was not only able to protect its customers from considerable financial losses, but also from risks with unforeseeable consequences. The customers have also learned from their mistake: They will no longer purchase goods from dubious sources and have already placed further orders for Schaeffler bearings through the Authorized Distributor SKAMA, with a total value of several hundred thousand euros.



The OriginCheck app allows you to quickly and easily perform an authenticity check and contact us in case of suspicion.

What to do when suspicions are raised?

Unfortunately, counterfeit bearings are only rarely detected – as in the example shown - before they are installed. As a rule, the fraud only comes to light when the bearings do not meet the expected quality and fail prematurely.

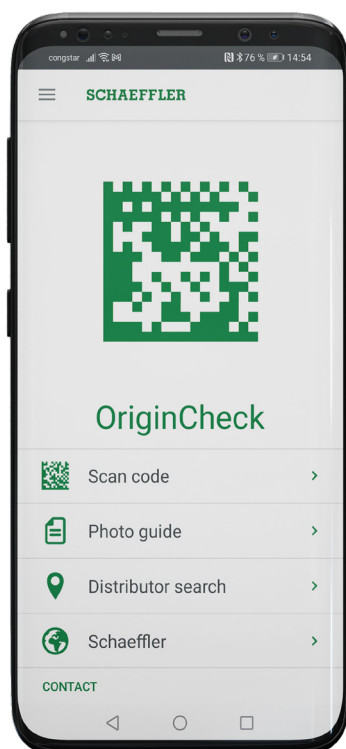
**Often, emerging doubts are ignored.
Instead, we recommend the following procedure**

Check whether the bearing was delivered in original packaging:

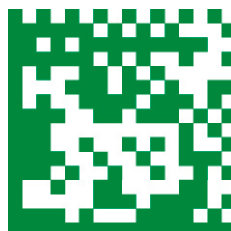
- Examine bearing marking: Is the bearing labeled with the type, country of origin and brand? Does the labeling meet the known standard?
- Are quality deficiencies visible on the bearing itself, such as scuffs, rust, contamination?
- Using the Schaeffler OriginCheck app, verify the authenticity of the DMC on the label and, if present, on the bearing.

If suspicions are confirmed

- Please contact the Schaeffler Brand Protection Team immediately.
- Send photos of the suspicious products as well as all available information to the Schaeffler Brand Protection Team.



Security via scan
the app is available for iOS
and Android – to download
also at
www.schaeffler.com/apps



At first impression, the packaging seems good, but there are many small flaws still to be discovered.



Here is just one detail in the bearing marking that suggests a possibility of counterfeiting.



This is not what a quality bearing from Schaeffler looks like.



It's for your own safety!

If you have even the slightest doubt as to whether a product is original, please send an e-mail with photographs to piracy@schaeffler.com



SKAMA SA is a Greek Importer and Distributor of Industrial Power Transmission Products and Automotive Spare Parts. The product range of the authorized Schaeffler distributor is divided into three main categories: Industrial spare parts, automotive spare parts and lubricants.

What our customer says



SKAMA would really like to thank Schaeffler and the Brand Protection Team for supporting us in this important piracy case, as well as in supporting us heavily in the logistics and order-process to deliver these very special bearings as soon as possible!

Panagiotis Antoniadis
Technical Director SKAMA Industrial



This is a prime example of how important authorized sales channels are in the fight against plagiarism, and the role they consequently play in protecting our customers and consumers from potential losses. Yet another reason to buy from a certified distributor!

Martin Rügemer
Schaeffler Global Brand Protection

All authorized Schaeffler distributors are listed on our website, so you can check whether your distributor is among them:
[medias.schaeffler.de/en > sales partner finder](https://medias.schaeffler.de/en/sales-partner-finder)

