



Fake

Customer Success Story

We pioneer motion

Stop Fake Bearings

Sales partner exposes counterfeit products and strengthens customer relationships

Tendering provides an excellent opportunity for obtaining new rolling bearing orders. However, it often transpires that contracts are awarded to unknown distributors who quote unbelievably low prices. How can this work? Our certified sales partner, Özevren Rulman, was pondering this very same question and, as a result, offered its customers a free authenticity check of the cheaply sourced bearings. Together with the Schaeffler Brand Protection Team, several counterfeit transactions were uncovered.

This resulted in the successful prevention of consequential risks for many customers, including

- unplanned downtime
- absent warranty
- risk to people and the environment
- major financial losses
- loss of good reputation

Awareness of counterfeits has been heightened and confidence in authorized Schaeffler sales channels has been increased.



Schaeffler sales partner
Özevren Rulman, Turkey

Business field

Products and services for rolling bearing, linear, and drive technology

Additional facts

- 8 branches in Turkey
- 4,000 m² sales area
- 95 employees

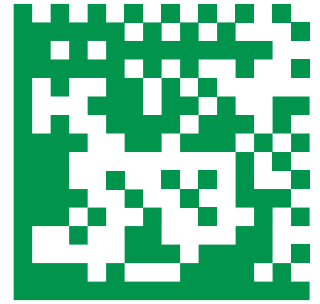
Case: Özevren Rulman – Turkey

Initial position

Schaeffler sales partner Özevren Rulman had recently lost a succession of tenders to considerably cheaper competitors and was harboring the suspicion that the competitor products may not be what they seemed. However, the process of filtering dubious quotations out of the offer and tendering process is no mean feat in global competition. For this reason, the company decided to investigate the matter further.

Security with every scan

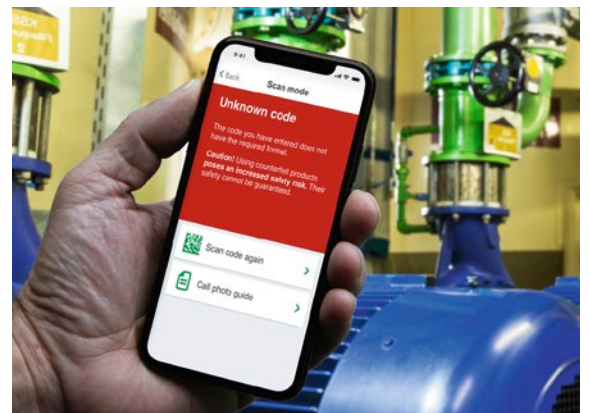
The Schaeffler OriginCheck app is available for download on IOS and Android at www.schaeffler.com/apps



Intervention and action

Customers who had been supplied with the cheap bearings were offered a free inspection of these products by Özevren Rulman – a service that very few could refuse.

The use of the Schaeffler OriginCheck app and transmission of photos of suspicious parts to the Schaeffler Authentication Service (piracy@schaeffler.com) allowed the check to be initiated promptly. Özevren Rulman informed the relevant customers accordingly and additionally provided an investigation report on the counterfeit products where required.



What are the benefits for the end customer?

Awareness of original products has increased significantly among affected end customers, who will examine delivered bearings with a more critical eye in future and ensure that they only buy products from reliable sources.

... and Özevren Rulman?

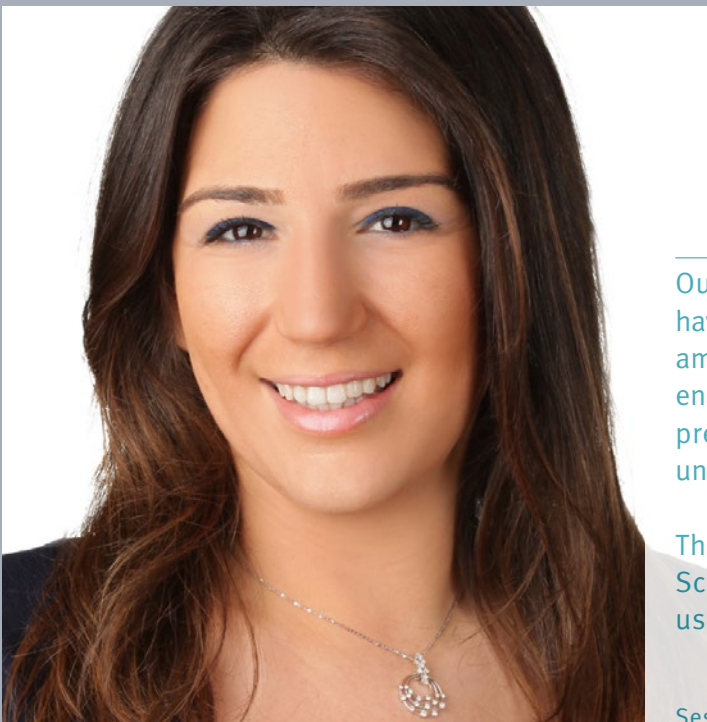
Thanks to its committed intervention, Özevren Rulman has succeeded in developing existing relationships with its customers, which in turn has helped the company to generate additional sales of almost half a million euros in 2020 alone.

Together we are strong ...



Supporting our sales partners has always been a key focus of the Brand Protection Team. They are in direct contact with the customer and have first-hand experience of the problems that counterfeiting can create in relation to sales, but primarily for the customer.

Ingrid Bichelmeir-Böhn
Head of Global Brand Protection Team
at Schaeffler



Our consistent efforts to uncover counterfeits have not only strengthened customer loyalty among existing customers but have also enabled us to gain new customers, with whom previous tendering attempts have proved unsuccessful for many years.

The positive and trusting cooperation with the Schaeffler Brand Protection Team has inspired us from the outset.

Secil Kayaoğlu
Foreign Trade Executive
Özevren Rulman

What Schaeffler is offering ...

Counterfeiting affects us all

Unscrupulous distributors who introduce counterfeit rolling bearings onto the market are not only supplying goods of inferior quality, resulting in the customer spending good money on unsuitable goods, but are also exposing their customers to risks with potentially dramatic consequences: unplanned downtime during production, increased warranty costs, and even life-threatening or physical injury. All of this can be prevented by raising awareness of counterfeiting at all levels and successfully introducing systematic tracking of suspicious cases.

For your own safety!

All authorized Schaeffler sales partners are listed on our website. To check whether your distributor is among them, please follow this link:

www.schaeffler.de/en/distributors

Our OriginCheck app has also been expanded to include the option of verifying distributor certificates alongside bearing packaging. Simply scan the data matrix code on the sales partner certificate.

