

Counterfeit Consequences

Do You Know the Difference Between Fake and Genuine Bearings?

Power Transmission Engineering is collaborating with the Bearing Specialists Association (BSA) on a special section within the magazine. *Bearing Briefs* will present updated reports on bearing topics for each issue in 2016. Complimentary access to all BSA Bearing and Industry Briefs is available on the BSA website at www.bsahome.org/tools. Additionally, our new Field Notes section on page 34 will feature field reports from BSA's Certified Bearing Specialists.



We build relationships

Think counterfeit bearings don't matter? Think again. The old adage "If it looks like a duck, swims like a duck, and quacks like a duck..." does not apply to bearings. Just because a bearing may look like the real thing, that doesn't mean it is genuine OE quality. Fakes can appear indistinguishable from the original, but they don't always perform like the genuine article. A seller of fake bearings: can be held liable for all damage resulting from the sale of counterfeit bearings; can face lawsuits by the injured party; cannot seek legal redress from the OEM; could face heavy fines and/or even go to prison. So, what can you do to avoid selling counterfeit bearings? Make sure you buy only genuine, trademarked products from the brand owner/original manufacturer.

The consequences of using a fake bearing can range from minor annoyance to expensive downtime or warranty costs to... disaster. Buying a cheap "Rulex" watch from a street vendor can be a fun conversation-starter at a party. Installing a fake bearing that fails prematurely in a critical position inside a machine, however, can cost lives. Fake bearings can jeopardize your business, threaten your bottom line and even put you, your employee's or customer's life at risk. When you use

fake bearings, you risk damage to your machinery, higher maintenance costs, unplanned downtime and work stoppages. You also risk your company's image and reputation if your product fails and risk injury to yourself, your employees and/or your customers. Always check with the manufacturer if you have doubts about whether your bearing is the genuine item. BSA builds relationships. The Bearing Specialists Association (BSA) is the forum to enhance networking and knowledge sharing to promote the sale of bearings through authorized distributors (visit www.stopfakebearings.com to learn more). BSA Membership encompasses authorized distributors as well as participating manufacturers. Many of the educational tools and resources developed by BSA are available on the public BSA website, accessible to both members as well as end users. **PTE**

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