

FAKES COST MORE

FAKES CUT JOBS!



Counterfeit products drain your community's economic lifeblood by robbing legitimate manufacturers and retailers of sales and reducing the need for suppliers, shippers and other manufacturing support. Lower sales results in job cuts—maybe even yours.



Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products.

BUY REAL. Because fake products have real costs.

BASCAP
Business Action to Stop Counterfeiting and Piracy

ICC INTERNATIONAL
CHAMBER
OF COMMERCE

 **UPU** UNIVERSAL
POSTAL
UNION

FAKES COST MORE

FAKES CUT JOBS!



Counterfeit products drain your community's economic lifeblood by robbing legitimate manufacturers and retailers of sales and reducing the need for suppliers, shippers and other manufacturing support. Lower sales results in job cuts—maybe even yours.



Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products.

BUY REAL. Because fake products have real costs.

BASCAP
Business Action to Stop Counterfeiting and Piracy

ICC INTERNATIONAL
CHAMBER
OF COMMERCE

 **UPU** UNIVERSAL
POSTAL
UNION