



Counterfeit Goods and Product Safety in the Cost of Living Crisis

Cost of Living Campaign Overview



With many people experiencing tighter budgets due to the rise in the cost of living, it's more important than ever to know how to avoid counterfeit products, particularly electrical goods, when shopping online

Cost of Living Campaign Overview



- Almost **70,000** consumers reached during counterfeit week of campaign
- Two webinars published featuring advice on counterfeit electrical products and toys from the IPO, Vistalworks and the British Hobby & Toy Association
- Information stands hosted at Aberdeen, Edinburgh and Glasgow Airports by local authority trading standards services and Police Scotland

Cost of Living: Product Safety

Energy Saving Devices

Be careful of energy saving devices advertised online which promise to help you save on energy bills

Many of these devices are highly dangerous and fail basic safety tests - buy electrical products from trusted retailers rather than via online ads

#CostOfLivingScams

Devices that claim to save users up to 40% of their energy bills are being sold via online marketplaces.

Electrical Safety First have tested several of these products and found that many are 'highly dangerous' and fail basic safety testing, potentially posing a fire or electric shock risk

Cost of Living: Product Safety

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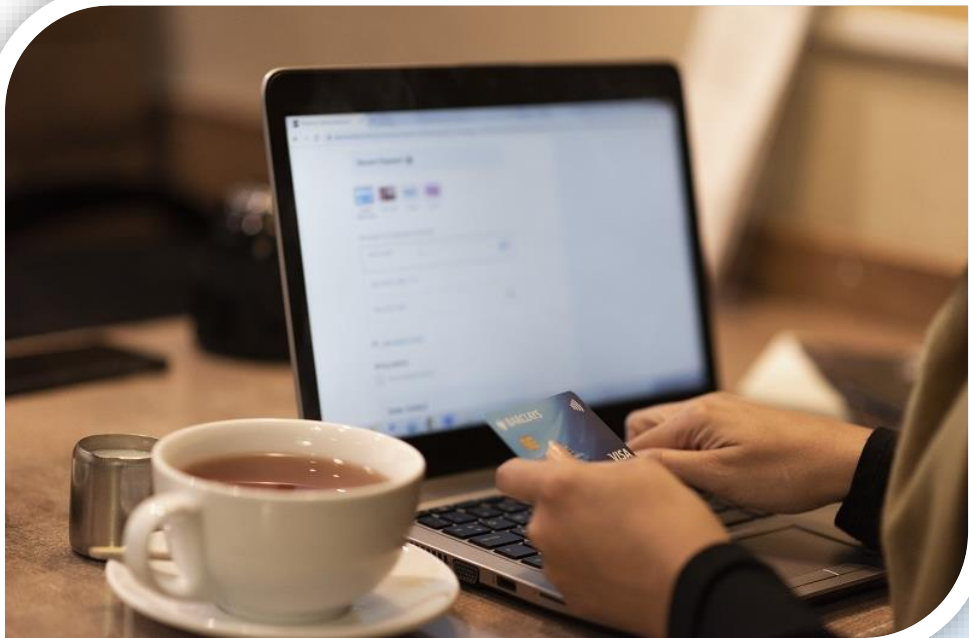
#CostOfLivingScams

In some cases, scammers are also cold calling vulnerable people and using the rising cost of living as a 'hook' to try and sell them these devices.

As well as being dangerous, the devices have been found to not provide any tangible energy savings.

Cost of Living: Product Safety

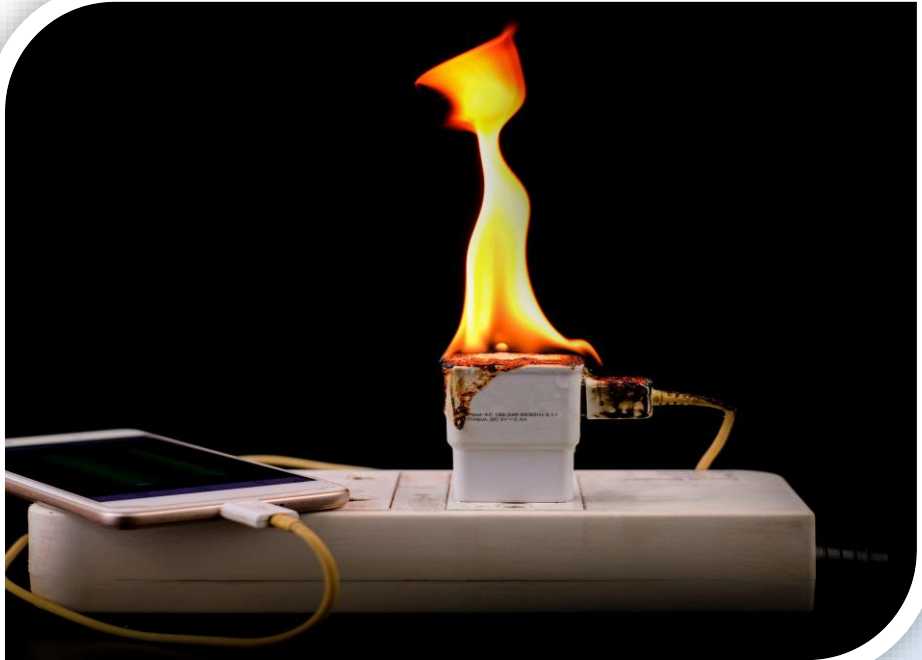
Online Shopping



In the last year, over 4 million UK shoppers bought a fake electrical product

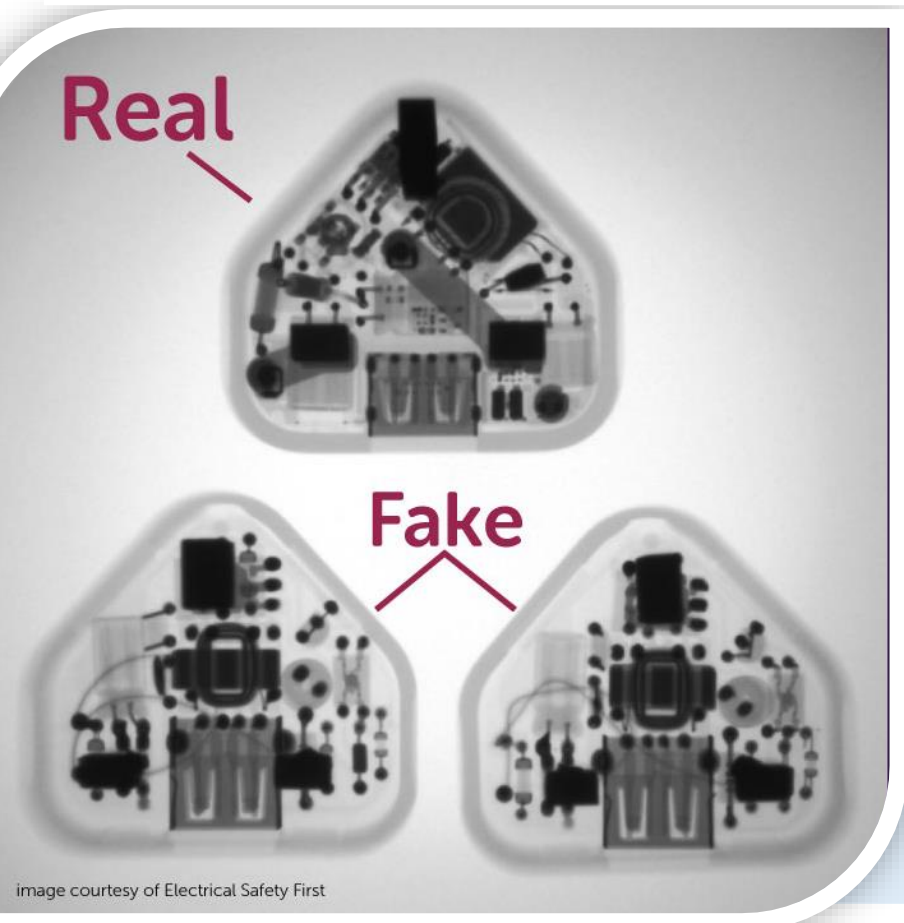
A quarter of these were purchased from an online marketplace.

Cost of Living: Product Safety Online Shopping



According to Electrical Safety First, 1 in 10 people in the UK have experienced an electric shock or fire after buying fake electrical products online.

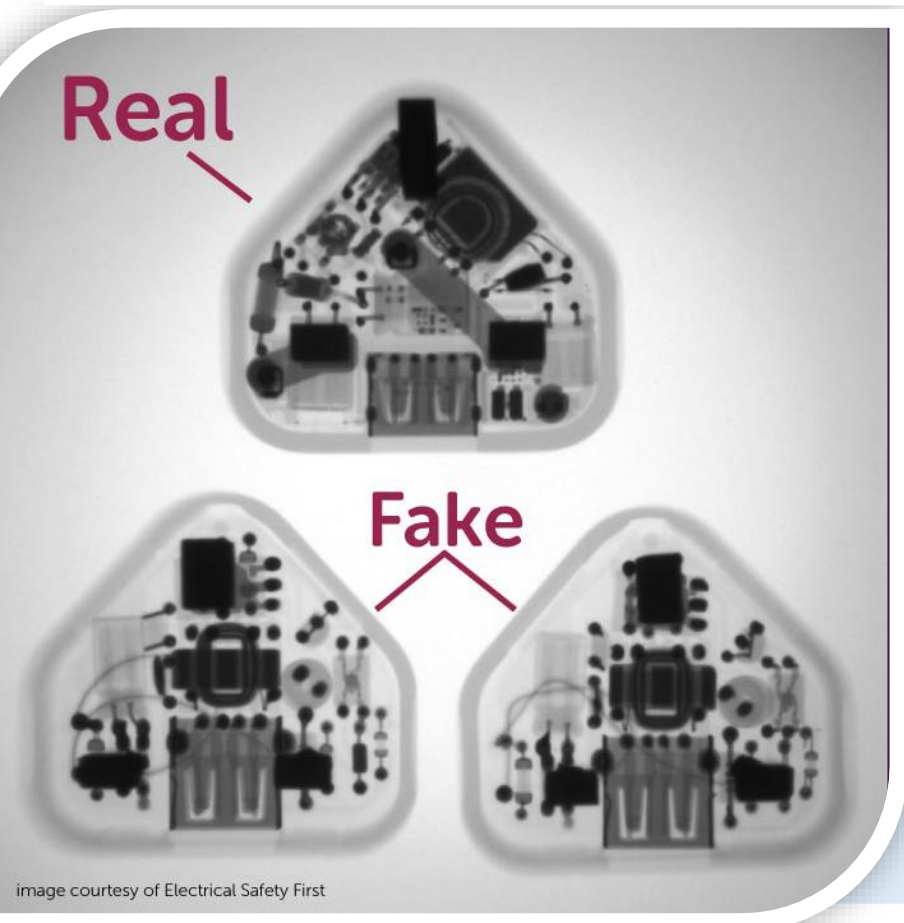
Cost of Living: Product Safety Don't Be Superficial



A counterfeit may look the same as a genuine product on the outside but it's what's inside that counts.

These x-ray images from Electrical Safety First show the difference between real and counterfeit plugs

Cost of Living: Product Safety Don't Be Superficial



98% of counterfeit phone chargers tested by Electrical Safety First were extremely dangerous

In some cases, the pins were made with a low-quality metal which could snap off in the socket

Cost of Living: Product Safety

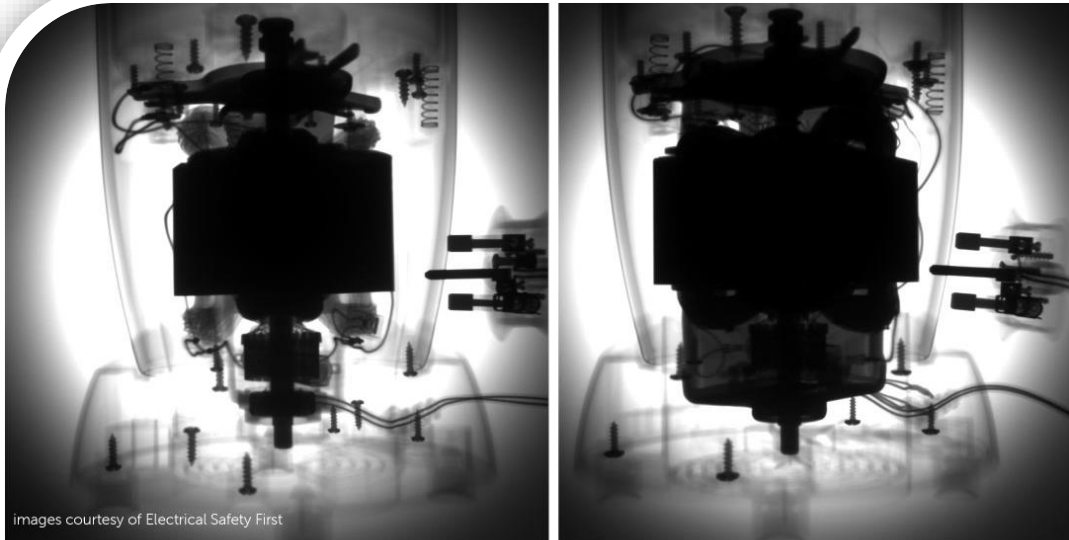
Don't Be Superficial



These x-ray images from Electrical Safety First show the difference between real and counterfeit straighteners

In the fake straighteners, the wires lead straight from the mains to the hot plates, with nothing in between.

Cost of Living: Product Safety Don't Be Superficial



Fake

Real

These x-ray images from Electrical Safety First show the difference between real and counterfeit blenders

The fake blender has no mechanism to stop the product from overheating and potentially going on fire.

Cost of Living: Product Safety

Stay Safe



If you're worried that an electrical product you have bought might be fake, don't use it

Where possible, buy from a retailer you trust, either direct from the manufacturer's website or a trusted High Street name

Cost of Living: Product Safety

Stay Safe

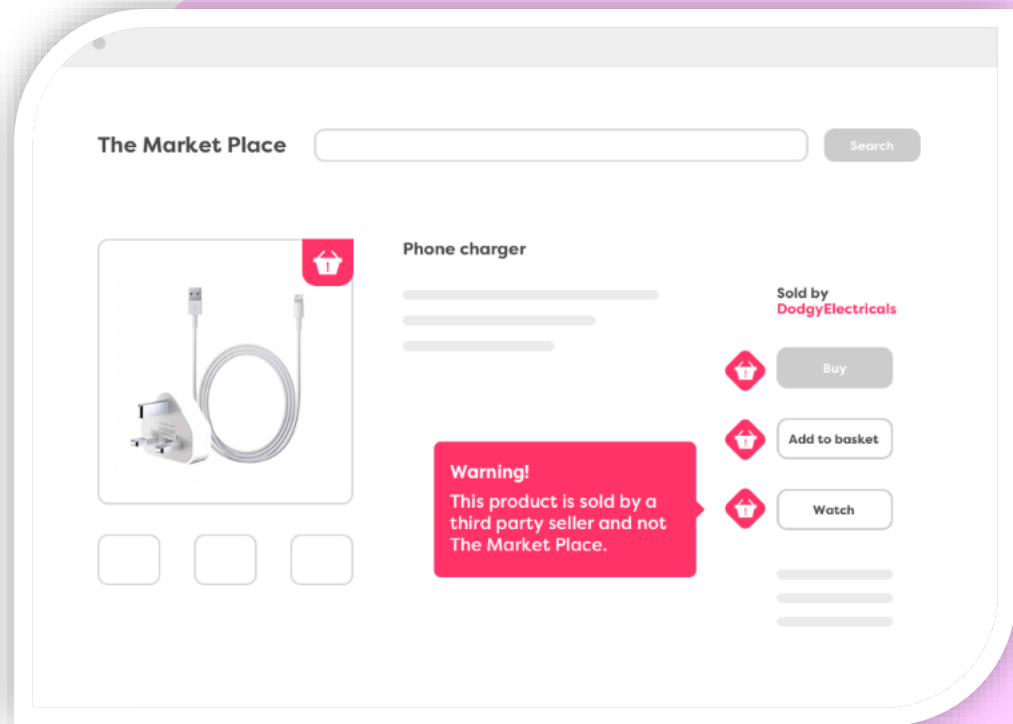


Online marketplaces are not subject to the same regulations as other retailers.

When shopping online, do some research before purchasing from sellers or companies you are not familiar with, particularly if they're selling branded goods at prices significantly lower than in official stores.

Cost of Living: Product Safety

Stay Safe



You can download Electrical Safety First's 'Check It Out' browser extension at electricalsafetyfirst.org.uk/check-it-out/

It is compatible with Amazon and eBay and will remind you when you are not buying directly from the manufacturer or a retailer you know and trust.

Cost of Living: Product Safety

Stay Safe

Counterfeit Dyson Airwrap

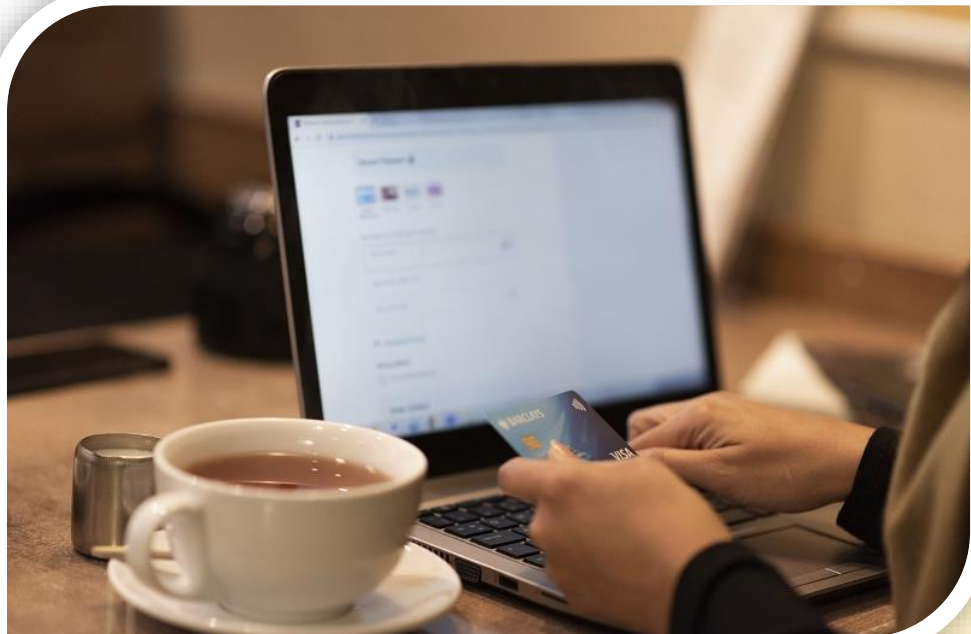
Aspect	Details
Images	
Alert Number	2112-0563
Product Type	Electrical appliances and equipment – Hair styler

You can check that products you own are safe and see recent product recalls on the OPSS product safety alerts, reports and recalls site

www.gov.uk/guidance/product-recalls-and-alerts

Cost of Living: Product Safety

Find Out More



Trading Standards Scotland
tsscot.co.uk/counterfeit-goods-online

Electrical Safety First
electricalsafetyfirst.co.uk

OPSS Product Recalls Site
gov.uk/guidance/product-recalls-and-alerts



Thank You