

# ACF Update for Corporate Customers

The HP Anti Counterfeiting and Fraud (ACF) Programme for channel partner and customer protection in EMEA



1/2017 edition (issued half-yearly)

+++ In Europe, HP drives back counterfeiting and fraud +++ HP's sales channel is a safe place to buy, audits show +++ Make sure you know how to avoid counterfeits +++ Free product checks, an easy way to protect your organisation +++

## Recent Successes

### Learn more about selected seizures

Just click on one of the highlight icons below to download an ACF Success Notice



Western Africa

## In Europe, HP drives back counterfeiting and fraud

November 2016 through April 2017, HP's ACF experts supported major counterfeit seizures in Germany, Italy, and Poland, diligently conducted by law enforcement authorities. This clearly shows that it is important to stay vigilant about counterfeiting and fraud. To protect our valued customers, HP's anti-counterfeit and fraud experts closely and continuously cooperate with officials not only in Europe. All across Europe, the Middle East and Africa in the abovementioned period, this successful cooperation took more than 1,000,000 illicit HP-branded items off EMEA markets.

In parallel, HP product experts carried out scores of product checks to drive HP's customer protection even further. Read on to learn more about these inspections of suspicious cartridge deliveries and how to easily request such a free-of-charge product check.



Items seized in Italy (top) and Germany (bottom)

## Latest ACF Product Checks

## HP supports customers with free product checks

Acting on our customers' requests, HP ACF experts conducted about **60 new Customer Delivery Inspections (CDIs)** all across EMEA, November 2016 through April 2017. In doing so, they protected a large number of customers from potentially dangerous products. In total, they identified more than 3,000 counterfeit or fraudulent items.

→ [Get more information about CDIs on the next page.](#)

## HP's sales channel is a safe place to buy, audits show

With an outstanding amount of around **470 Channel Partner Protection Audits (CPPAs)**, HP's ACF experts once more went the extra mile to keep our sales channel clean from fakes and other fraudulent products. HP conducts these surprise stock checks to safeguard our valued customers and our partners from illicit and risky goods. In total, about 90% of partners passed their audits which took place from November 2016 through April 2017.



Hover your mouse over your region!

## How to Protect Your Organisation from Counterfeits

## Make sure you know how to avoid counterfeits

With the three powerful tools below, you get essential information on how to protect your organisation from counterfeiting and fraud.

### ACF Buying Guide



#### Learn how to buy safely and how to act when suspicious

Before purchasing or inviting tender bids the next time, you should know your way around counterfeits and other fraudulent products, and when to become suspicious.

### ACF Guide for corporate customers



#### Get comprehensive insights on how to avoid risky fakes

Knowing what to look for can help you to spot potential counterfeit products. Learn about key indicators and minimise risks for your organisation.

### ACF introduction video



#### Watch why HP's fight against counterfeiting matters to you

See now in an engaging 4-minute clip which various measures HP takes to dedicatedly fight counterfeiting and to ensure that you can buy HP products safely.

## Protect your organisation with free product checks

As a free service for HP customers, the ACF Programme offers Customer Delivery Inspections (CDIs). In case you are suspicious about a recent delivery, HP offers you to check the products for you – easy and free of charge. Just follow these three simple steps to turn your suspicion into certainty.



1) [Download the CDI User Guide](#) and get detailed answers to:

- What happens during a CDI?
- How are CDIs followed up?



2) Complete the relevant [CDI Request Form](#) and send the automatically-generated submission email to HP's ACF experts.



3) If your request is granted, an HP product expert will contact you and arrange a free product check at a time which is convenient for you.

## Report Your Suspicions

## Contact your ACF experts at HP

We are happy to hear from you if you have questions or if you wish to report any suspicions about counterfeit or fraudulently sold products.<sup>1</sup>



[emea.anti-counterfeit@hp.com](mailto:emea.anti-counterfeit@hp.com): Contact us in any language via the [ACF email](#).



[hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit): Report via web, including the option to report anonymously, on your local [HP ACF website](#).

Learn more at  
[hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit)

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