

News Alert

Dubai and Ajman police authorities seizes 6,200 counterfeit toners

Brother International (Gulf) FZE assists police in warehouse raid in Ajman

February 17, 2013

Brother International (Gulf) FZE has lauded the successful joint operation with enforcement authorities from Dubai and Ajman that raided a warehouse in Ajman, which resulted in the seizure of more than 6,200 counterfeit 'Brother' toner cartridges and other consumables. The successful raid by Ajman police also led to the arrest of a Dubai trader who supplied the fake toners to other traders across the UAE. The company, who had extended their support and assistance with the local authorities, pronounced the raid as a victory in the campaign against the proliferation of counterfeit products in the UAE.

Based on accounts by company officials, Brother International was ped off few trader that were selling counterfeit 'Brother' toners in Dubai. This vital information was relayed to authorities in UAE, which resulted in successful raids. The raided companies admitted that the seized counterfeit toners were supplied by another Dubai trader who kept the pirated products in a warehouse in Ajman. With the help of the authority in Ajman the warehouse of the counterfeit toners were revealed and raided

This is a big victory for Brother and also for the fight against product piracy in the UAE. Brother thanked the local authorities for their swift action that has not only led to the seizure of counterfeit toners but also the punishment of traders who have been proliferating these products across the country. Nevertheless, the battle against pirated products is not yet over as more effort has to be made to help make the public aware about the negative impacts of using counterfeit products and to be knowledgeable in identifying a genuine product over a fake one. Brother remains steadfast in our commitment to help curb piracy and will continue to assist authorities in their efforts to identify dubious traders and seize their pirated stocks.

-ends-

About Brother International (Gulf) FZE:

Brother International (Gulf) FZE is a subsidiary of Brother Industries Ltd., one of the global leaders in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises. The company's headquarters for Middle East, Africa and Turkey, with fully integrated sales, marketing and services capabilities, is located at the Jebel Ali Free Zone in Dubai. Brother International (Gulf) FZE has authorized distributors across the MENA region, including Africa and Turkey. The core products of the company are Laser printers, Facsimile machines and Multi-Function Centres. Brother's product range also includes Labelling machines, Electronic Typewriters, Mobile Printing Devices, Home Sewing machines and Embroidery machines.

For more information, please contact:

CommuniGate Middle East

PO Box 500270, Dubai, UAE

Tel: +971 4 4546093

Fax: +971 4 3612432

Email: info@communigateme.com

Website: www.communigateme.com