

B&O Counterfeited Products

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How do you avoid buying counterfeit products?

By following these simple rules, you can ensure be sure that you are purchasing genuine Bang & Olufsen products:

1. **Be wary of prices that are too good to be true:** Counterfeit products are often sold at lower prices than genuine products, sometimes up to 60-90% cheaper. If the price seems too good to be true, it's likely a counterfeit product or a scam website. However, we have also seen examples where the price still is high, so cannot only look at the price.
2. **Purchase from authorized Bang & Olufsen dealers:** Bang & Olufsen distributes its products via authorized resellers only. By purchasing from authorized resellers or from the Bang & Olufsen website (<https://www.bang-olufsen.com>), you can avoid the disappointments of buying a counterfeit product.

When receiving the product, check for authenticity by connecting to the B&O App:

When you have received the product, connect it via the B&O app available on all app stores. If the new product does not connect to the app, it may be a counterfeit product. In such a case, please contact Bang & Olufsen Customer support team <http://support.bang-olufsen.com>. We hope that these tips help you identify and, preferably, avoid buying counterfeit Bang & Olufsen products.

What is B&O doing to protect B&O customers and address the situation?

At Bang & Olufsen, we take pride in our sound, design, and craftsmanship. However, we are not immune to the challenges of counterfeiters who copy our designs, produce replicas, and sell them as genuine Bang & Olufsen products or use our brand to mislead customers.

Counterfeiting is an illegitimate business and a criminal offense in most countries. Counterfeit products are mostly of very poor quality, crafted under poor working conditions, and likely with no care about the materials and components used in the products.

B&O has initiated tests of counterfeits headphones together with an independent test consultancy institution. The decomposition showed the following issues with the counterfeit products:

- The battery did not carry a manufacture and production batch number.
- The hardware lacked certain important safety components.

The conclusion is that the counterfeit goods are not compliant with certifications as stated on the packing and in box material e.g. CE certificate. Consequently, there is a risk of battery explosion or fire due to hardware overheating.

Actions combatting counterfeit products

Bang & Olufsen has a comprehensive anti-counterfeit program in place to combat the issue of counterfeit products. The program includes the following measures:

- Collaboration and ongoing training of customs authorities and local law enforcement to detect and seize counterfeit products.
- Partnering with specialized investigators and leading law firms to take civil and criminal actions against counterfeiters.
- Removal of online counterfeit sales listings and scam websites to prevent the sale of fraudulent products.
- Engaging government offices and selling platforms to address the challenge.

By taking these measures, Bang & Olufsen aims to protect its brand reputation and ensure customer safety.

Help us fight counterfeits

At Bang & Olufsen, we value the support of our consumers, business partners, and other parties in our efforts to protect our brand from counterfeit products. If you come across online stores or live shopping events, web pages, retail shops, street markets, or advertisements that appear to be selling counterfeit Bang & Olufsen products, please report the infringement, including the link and further details, to our Brand Protection Team at brandprotection@bang-olufsen.dk.

By reporting such activities, you can help us take action against counterfeiters and prevent the sale of fraudulent products. We appreciate your support in our fight against counterfeit products.