NEWS

Unifab and INPI launch a first-of-its-kind digital tool to help consumers “lead the investigation” and spot counterfeits

As part of the 18th edition of its summer awareness campaign “Menez l'Enquête” (“Lead the Investigation”), Unifab (Union des Fabricants) is unveiling, in partnership with INPI, a first-of-its-kind digital tool that lets every consumer learn to recognize a counterfeit product before buying.

A first: giving consumers the means to investigate

Every year, counterfeiting grows and affects every consumer sector. In light of this, Unifab has chosen to change its approach this year: rather than explaining what counterfeiting is, the “Menez l'Enquête” campaign gives consumers the keys to detect it themselves.

Developed under INPI’s France Anti-Contrefaçon scheme, this digital tool, available at www.contrefaçon.fr, lists, sector by sector, the concrete clues that make it possible to tell an authentic product from a counterfeit one. A first of its kind, it is designed to be used before purchase, at the moment doubt sets in.



Link to the tool HERE



union des fabricants unifab

En partenariat avec

RÉPUBLIQUE FRANÇAISE

INPI

cnac

DNPJ

JCDecaux

[Link to the press kit]