

# Regulator's UPDATE

## Taking aim at counterfeiters

*CSA International fights on many fronts to protect intellectual property*



*Recent examples of counterfeit products.*

“Counterfeit products can kill,” says RJ Falconi, Vice-President, General Counsel & Corporate Secretary, CSA Group. “They are not tested to required safety and performance standards and are a serious threat to public safety.”

Mr. Falconi points out that counterfeit products are no longer limited to watches, compact discs and fashion accessories; they now include faulty circuit breakers, computer power supply units, safety footwear, holiday lights and even gas ranges – and could present a real danger to people’s lives.

Mr. Falconi spearheads CSA’s extensive anti-counterfeiting initiatives including establishing strategic alliances with law firms and industry groups, ongoing education, awareness building and advocacy at both national and international levels.

“The illegal use of the CSA mark compromises its integrity and could present a serious safety and security issue for end users,” explains Mr. Falconi. “That’s why we have built alliances with excellent legal and law-enforcement teams in Canada and around the world.”

Who’s behind counterfeit products? Often organized crime and terrorist groups. “By selling to unsuspecting consumers, unscrupulous dealers line their own pockets and fund their own interests,” says Mr. Falconi. “They also cheat legitimate manufacturers of sales revenue, damage their reputations and put jobs in jeopardy.”

### **Advocacy and action**

That’s why CSA International is working with leading manufacturing associations to raise awareness of the issue. CSA International recently made presentations at events hosted by **Canadian Manufacturers and Exporters**, **Electro-Federation Canada** and **National Electrical Manufacturers Association** – all of which brought together experts from industry, law enforcement and conformity assessment organizations to discuss this darker side of world trade.

And more action lies ahead. On May 3, the **Canadian Anti-Counterfeiting Network**, chaired by Doug Geralde, CSA’s Director of Corporate Audits & Investigations and a senior staff member of Mr. Falconi’s team, will host a reception and media conference to coincide with the annual conference of the **International Anti-Counterfeiting Coalition** (IACC)

and **International Trademark Association** (INTA). The IACC is a Washington, D.C.-based non-profit organization devoted solely to combating product counterfeiting and piracy by promoting laws, regulations and directives designed to render the theft of intellectual property undesirable and unprofitable.

In addition, Mr. Falconi was recently appointed to the INTA’s North American Anti-Counterfeiting and Enforcement Subcommittee, giving CSA a voice at the table for its concerns, along with leading international legal and regulatory experts in anti-counterfeiting. INTA is a not-for-profit membership association of more than 4,600 trademark owners and professionals, from more than 180 countries, dedicated to supporting and advancing trademarks and related intellectual property as elements of fair and effective national and international commerce. INTA, in conjunction with IACC, will hold its international conference in May in Toronto, where some 7,000 IP specialists are expected to attend.

In the U.S., CSA’s Walter Vance is also supporting the effort. Through his leadership of the Conformity Assessment section of the **American Council of Independent Laboratories** and its alliance with **Occupational Safety and Health Administration**, he is working with Mr. Geralde to provide educational sessions with code and regulatory officials.

### **Busting counterfeiters**

With a special stake in the issue, CSA employees participated in a **Counterfeit Busters** campaign that resulted in confirmed cases of fraudulent use of CSA marks, including one that involved Christmas tree lights, and another a candelabra-based lamp.

### **What you can do**

If you suspect a counterfeit product or for more information about identifying counterfeit products, please call Manny Gratz, Manager, Anti-Counterfeiting & IP Enforcement, CSA at 416-747-2560, email [manny.gratz@csagroup.org](mailto:manny.gratz@csagroup.org), or Jim Brown, Senior Manager, Global Intellectual Property Protection, CSA, at 416-747-2727, email [jim.brown@csagroup.org](mailto:jim.brown@csagroup.org). In addition, visit <http://directories.csa-international.org> and go to the “**Certified Product Listing**” to see manufacturers’ certification records showing model numbers and rating information.

## Safety Tips

### *Looking out for counterfeiters*

CSA offers the following tips to help you steer clear of counterfeit products. Look for:

#### **Significantly lower pricing**

If it seems too good to be true, it probably is. Compare pricing of similar products, as well as warranty and certification marks.

#### **Cheap production**

Check and compare the “look and feel” of goods. Fakes are often light and too flimsy.

#### **Look for the mark**

A system of standards has been put in place to test and certify products. Avoid electrical, mechanical, plumbing, gas or other standardized products if a certification mark from a recognized certification organization, such as CSA International, is missing. Take it upon yourself to ensure that you purchase a certified product, every time.

#### **Poor spelling**

Look for misspellings and unclear printing on packaging, products, labels, or instructions.

#### **Inferior packaging**

Packaging of counterfeit goods often has poor design or shows only partial illustrations.

#### **Missing items**

Check for a discrepancy between the contents of the package and the item’s description on the outside of the package, as well as for missing product information.

#### **Know your retailer**

If in doubt, buy only from reputable, well-known stores. Give with a conscience: before wrapping a gift for your special someone, make sure it displays any applicable certification marks. Also check for hazards such as loose parts or poor construction.

#### **Check with the experts**

Confirm certification of a product bearing the CSA International certification mark by comparing the product’s identification against the certification record at <http://directories.csa-international.org>.

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CSA INTERNATIONAL

# New service for lighting manufacturers



**Greg Thomas, Chair of the Certification Board, center, cuts the ribbon with help from Randall W. Luecke, President, CSA International and OnSpeX, left, and Robert M. Griffin, President and CEO, CSA Group.**

**M**anufacturers of lighting products can now take advantage of new, expanded services through CSA International. As part of a core commitment to provide fast, flexible and high-quality service, CSA International officially opened its Atlanta lighting and electrical laboratory facility on February 7.

“With this laboratory, CSA International can provide a broader set of services to lighting customers – in effect, one-stop shopping for certification and energy efficiency testing for both Canada and the U.S.,” said Randall W. Luecke, President,

CSA International, and President, OnSpeX, before the ribbon-cutting. “This is a perfect example of the fast, flexible and high-quality service our clients demand and deserve.”

Clients, members of the Certification Board of Directors, management and staff attended the ribbon-cutting ceremony for the Alpharetta, Georgia building, which will also serve as a field office for other CSA Group divisions including OnSpeX for consumer product evaluation services, and QMI for management systems registration.

The laboratory recently qualified for NIST/NVLAP accreditation, allowing it to provide testing on energy efficient lamps for Energy Star Qualification. “The Energy Star program is increasingly important to lighting manufacturers – and to CSA International,” said Mr. Luecke.

The new location is CSA International’s third U.S. laboratory, with other certification and testing operations in Cleveland, Ohio and Irvine, California, and joins field offices in Charlotte, North Carolina; Chicago, Illinois; Dallas, Texas; and Nashville, Tennessee.

The new office’s coordinates are:

CSA International  
2210 Justin Trail  
Alpharetta, GA 30004  
Phone: 678-992-0134  
Fax: 770-500-3948

Staff include:

Jason Chesley, Southeast Account Manager (X107),

[jason.chesley@csa-international.org](mailto:jason.chesley@csa-international.org);

Tim Gentry, Engineer, (X104), [tim.gentry@csa-international.org](mailto:tim.gentry@csa-international.org)

and Jesse Whalen, Engineer (X105), [jesse.whelen@csa-international.org](mailto:jesse.whelen@csa-international.org).



## Powering up business with CSA International services

**A** CSA International-certified fuel cell power plant has not only proven itself against a stringent new standard, it is helping address the global energy challenge through high efficiency and clean-power technology.

The PureCell™ 200 from UTC Power, a leading worldwide producer of fuel cells and a company of United Technologies Corp., has been certified to meet the ANSI/CSA America FC 1-2004 Stationary Fuel Cell Power Systems Standard by CSA International. This new standard sets, construction, operating and quality requirements for stationary fuel cell power systems. [I’ve been told that we do not refer to our standards as “design” standards, because design standards are perceived as limiting innovation.]

According to UTC Power’s Michael Vukovinsky, Director of Products and Applications, “This achievement demonstrates the PureCell™ solution complies with the most stringent code in place today, which demands very high safety and performance standards. Conformance to this code also helps ensure easier installation of our product at customer sites and easier interconnection to electric utility grids.”

The PureCell™ 200 system operates quietly and produces 200 kilowatts of power and 870,000 BTUs

per hour of heat for cogeneration applications. It has the capacity to operate grid-connected or grid-independent and can be configured to transition instantaneously with no interruption in service.

The system also meets the strictest emission standards, such as those set forth in the California Air Resources Board 2007 distributed generation requirements. Globally, UTC Power stationary fuel cell units have accumulated more than 1 billion kilowatt hours of operating time.

“Standards are essential in developing and marketing new technologies,” says Larry Preston, Manager, Fuel Processing, at UTC Power. “It’s imperative that the compliance of such products with safety and performance standards be confirmed by an accredited third party such as CSA International.”

UTC Power is the world leader in commercial stationary fuel cell deployment. Since 1991, UTC Power has installed more than 265 phosphoric acid fuel cell systems in 19 countries on five continents. In pioneering its technology, UTC Power began working with CSA International (then AGAL) in 1990 and provided technical assistance in the development of an internal requirement (AGA 8-90, Fuel Cell Power Plants), which went on to become in 1998 a national

U.S. standard, ANSI Z21.83, Fuel Cell Power Plants. Revised in 2004, this standard was renamed ANSI/CSA America FC 1, Fuel Cell Power Systems.

“We have shared a long history with CSA International, as we designed and brought to market clean, efficient and reliable fuel cell technologies,” says Mr. Preston. “For this project, CSA International first worked with us in interpreting the new code. When we began production with new suppliers, CSA International field engineer witnessed the first piece inspection and later was on site at our factory to inspect our test facilities and equipment calibrations, and to witness certain tests. We were very pleased with the service. CSA International accommodated all of our requirements and were highly responsive to our requirements.”

“Our certification means that UTC Power can show potential customers, code officials, utilities, and insurance companies that its fuel cell meets the applicable safety standards for the U.S.,” says Todd Strothers, CSA International Regional Manager. “We’re proud to be the world leader in developing standards, and testing and certifying such groundbreaking technologies that deliver power in an efficient and environmentally friendly way.”

# CSA International helps China's GP Enterprises to increase its export business

**M**oving water from where it is stored to where it is needed is such a basic feature of modern life that it's easy to take it for granted. Most people assume that if they turn on a tap, water will flow. If it does not, they are justifiably upset.

There is, of course, no magic involved in bringing water from reservoir to tap: it's down to engineering. A complex infrastructure keeps the world in water, much of it dependent on pumps. Failure of this infrastructure may be inconvenient to a household, but to a hospital or power station it can be critical.

Any company that aspires to leadership in manufacturing water pumps must focus on performance. An unreliable pump is a pump that no one will want to buy. For China's GP Enterprises, that meant providing its global customers – particularly those in the US – with independent assurance that its products meet the latest requirements for safety and performance from one of North America's leading certifiers, CSA International.

Since it gained its first CSAus certificate in 2003, GP Enterprises has been working closely with CSA International from initial design to finished product. Its entire product line is CSA-certified. For a company that has built much of its business on OEM contracts from American partners, nothing is more important than CSA International's endorsement.



"Working with CSA International was one of the earliest and best decisions we made," said Clint Ma, president of GP Enterprises. "cCSAus certification opened the door to the North American market and gave us an immediate competitive edge over other Chinese OEMs. Unlike other local manufacturers, we can offer our full product line to North American customers with complete confidence.

"Our impression of CSA International is that they are really expert on the issues that matter, deploying the latest skills and techniques. They understand our business requirements – speed, flexibility and value. Best of all, CSA International is a people organisation. They helped us understand the importance of standards. Because of the testing process, we were able to solve safety and performance problems during the product development process. Their testing procedures are quick and efficient, enabling us to maintain our excellent time-to-market record."

Established in 1998, GP Enterprises is one of China's foremost producers of water pumps, with annual sales

of around US\$5 million and a 20-30 per cent annual growth rate. For a company whose business is based on water, its Suzhou home could hardly be more appropriate: the city is known as the Venice of the East for its historic canal network. GP Enterprises builds a wide variety of water systems, ranging from deep-well submersible pumps through heavy-duty utility pumps to lighter residential pumps and lawn sprinklers.

"It's been a real pleasure working with GP Enterprises over the past two years," said Fred Mark, Area Director Asia at CSA International. "The company's commitment to safety is inspiring. GP Enterprises has been steadfastly loyal to us as it grew its business and has introduced us to many other clients in China."

The relationship that has developed between CSA International and GP Enterprises shows clearly how a manufacturer and a certification organisation can pull together to create value for producer and customer alike. Certification is often seen as an arm's-length, judgemental procedure that is calculated to produce sleepless nights for a manufacturer. It doesn't have to be that way. Rather, a certification organisation can be a trusted part of the product development process that helps manufacturers meet the safety and performance standards needed to be successful in international markets.



## News on demand and online

Dear Readers:

Thank you for your continued support of *Regulator's Update*. With each issue we strive to bring you relevant and interesting stories that are timely and appealing.

If you wish to begin receiving *Regulator's Update* by e-mail, simply go to [www.csa-international.org/news/newsletters/reg\\_update](http://www.csa-international.org/news/newsletters/reg_update) and register for your complimentary subscription. It will also be posted at the [www.csa-international.org](http://www.csa-international.org) website.

## "Katrina" home gets boost from CSA International

**A** modular home, constructed in Kelowna, B.C. with electrical certification by CSA International, is bound for Louisiana as part of the Hurricane Katrina relief effort. Local trades people donated their services to construct the home, and CSA's service was provided at no charge.

A Kelowna church has coordinated the effort, securing donations for the home design, materials and labour – and seeing the project through to completion despite a shortage of local trades people due to a local building boom.



Trayton Gammon

"It's been quite a journey," says Trayton Gammon, CSA International's Field Service Representative who championed the cause internally at CSA International so he could perform the inspection on his own time at no charge. "When the local electrical contractor contacted me to provide the inspection service, I felt compelled to help out."

Gammon completed the initial inspection at a rough-in stage; the final inspection was due late March, after which the home would be put on a truck and shipped south to a needy family.

## CSA Annual Conference

To find out more about the Annual Conference, program and agenda, visit CSA's web site at [www.csa.ca](http://www.csa.ca).

Mark Your Calendar

**2006 Annual Conference & Committee Week**

International Collaboration  
Global Solutions

  
CANADIAN STANDARDS ASSOCIATION

June 18 – June 23, 2006  
Deerhurst Resort, Huntsville, Ontario  
<http://annualconference.csa.ca>

# Upcoming EVENTS

## 2006 SPRING 2006



CSA LEARNING  
CENTRE

### CSA Learning Centre offers seminars on the following topics:

The CSA Learning Centre offers convenient access to the combined training resources of the entire CSA Group.

- Control of Hazardous Energy – Lockout and other methods **NEW!**
- Emergency Preparedness and Response
- Fall Protection Series **NEW!**
- Introduction to Risk Management (in collaboration with RANA International) **NEW!**
- QMI - ISO 22000 Food Safety Management System Series **NEW!**
- QMI – The ISO 9001:2000 Training Series\*
- QMI – The OHSAS 18001 Training Series\*
- QMI – The ISO 14001 Training Series\*
- QMI – ISO 9001:2000 - Process Auditing Course\*
- QMI – ISO 9001:2000 – Customer Satisfaction\*
- CE Code Essentials and Electrical Code related seminars\*
- Safeguarding of Machinery (in collaboration with IAPA)
- Managing an Effective Lift Truck Program (in collaboration with IAPA)
- CEC/NEC -- A Comparison of Requirements \*
- Design, Installation and Maintenance of Electrical Equipment in Hazardous Locations

*\*available in French and English*

For more information, or to register please call 416-747-4017 or 1-800-463-6727, email [seminars@csa.ca](mailto:seminars@csa.ca) or visit our Web site at <http://learningcentre.csa.ca>

## Regulator's UPDATE

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## APBs, product recalls and safety notices

CSA International's Corporate Audits & Investigations (A&I) team is an integral part of the CSA International Legal Department located in our Corporate Office. The A&I team investigates incidents involving CSA certified products, issues all points bulletins (APBs), product recalls and safety notices in co-operation with manufacturers and supports the standards development process. For more information visit [www.csa-international.org/product\\_recalls](http://www.csa-international.org/product_recalls).

### 09/20/ 2005

Savina 6-Outlet Power Strip or Power Bar. The power strips are packaged in a green/yellow outer paper sleeve marked on the front as "6-Outlet Power Strip" and the name "Savina-Italy" There is a counterfeit CSA trademark on the back of the sleeve.

### 09/27/2005

W.C. Wood Company, in conjunction with Danby Products Ltd., announce a voluntary retrofit of all automatic defrost upright freezers and single-door refrigerators.

### 10/12/2005

Robertshaw Controls Company announces the voluntary recall of certain models of R110 Series Gas control valves installed on water heaters.

### 10/25/2005

Coleman Canada announces the voluntary recall of regulator assemblies on Coleman Gas Grills and Patio Heaters. Applies to gas grills models 5400 6000, 7700 and patio heater model 5040.

### 10/31/2005

Nexgrill Industries voluntarily recalls approximately 2,500 Charmglow® gas grills.

### 12/16/2005

Bortex Industry Co Ltd., announces the voluntary recall of Seasonal Decorative Outdoor LED Thirty Five-Bulb Light String (model number "COD-TL-35", the CSA File number 228296 with 07/2005 identified on a white label attached to the string's cord and, a red CSA label with the number 228296).

### 12/21/2005

Bortex Industry Co Ltd., announces the expanded voluntary recall of Seasonal Decorative Outdoor LED Thirty Five-Bulb Light String (applies to the same model number (COD-TL-35) and red CSA File number (228296), but is now extended to products with the number 06/2005 identified on the white label attached to the string's electrical cord).

### 12/23/2005

SSB Liquidation Depot announces an important consumer safety alert for "Western Rugged" Portable Air Compressor. The portable air compressors pose a threat of injury and electrical shock hazard to users and bear unauthorized registered trademarks belonging to CSA International.

### 12/23/2005

Dell Canada announces a voluntary recall of Notebook Computer batteries sold in Canada from October 5, 2004 through October 13, 2005. Effects Dell models Latitude™ D410, D505, D510, D600, D610, D800, D810; Inspiron™ 510M, 600M, 6000, 8600, 9200, 9300, XPS Gen 2; and Dell Precision™ M20 and M70 mobile workstations.

## Conferences and Events:

For more information and dates for more upcoming events please visit our Web site at [www.csa-international.org/news/conferences](http://www.csa-international.org/news/conferences)

### April

21  
KBIS  
Chicago, IL

09  
National HARDware Show  
Las Vegas, NV

### June

05  
Globalcomm  
Chicago, IL

25  
National Environmental  
Health Assoc.  
San Antonio, TX

### September

17  
OPIA  
Brampton, ON

28  
ISH Expo 2006  
Chicago, IL

### May

01  
OTC Conference  
Houston, TX

20  
NRA 2006  
Chicago, IL

18-23  
Annual Conference and  
Committee Week,  
Huntsville, ON

### August

15  
IEEE  
Portland, OR

17-30  
2006 ICC Annual  
Conference and Code  
Development Hearings  
Lake Buena Vista, FL

## Reader Response FaxBack

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### IMPORTANT!

Please attach the address label from your Regulator's Update envelope here so we can match it with your record and have changes made efficiently.

I am an \_\_\_\_\_ IAEI Member \_\_\_\_\_ electrical regulator \_\_\_\_\_ gas regulator  
\_\_\_\_\_ mechanical regulator \_\_\_\_\_ plumbing regulator \_\_\_\_\_ building official

I would like to receive an electronic PDF version of the newsletter rather than a printed copy.



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