



**Generator  
Technologies**

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# Counterfeiting is a global problem.

The illegal trade of counterfeit generators is endangering the reputation and financial success of generating set manufacturers.

## Illegal Activity

Counterfeiting is a wide-ranging crime which typically includes the practice of manufacturing goods, often of inferior quality, and selling them under a brand name without the owner's authorisation. Companies invest significant amounts of time, money and effort developing their products to ensure they perform well, meet strict safety regulations and are made of quality materials. This is all absent in illegal, counterfeit and imitation products.

## Safety Concerns

All parts and components essential for the safety and environmental performance of generators are subject to stringent controls and legislation before they can be placed on the market. However manufactures of counterfeits ignore these requirements, which can lead to explosions, fires, electric shocks, network crashes and even physical injury and death.

**\$1.75**trillion

The counterfeit goods industry has grown significantly over the last decade and the International Chamber of Commerce projects growth to \$1.75 trillion by 2015.

**5%**

Counterfeit goods make up between 5 - 7% of world trade, worth an estimated \$600 billion a year, according to World Customs Organization.

## Endangers Business

The potential risks and dangers far outweigh any short term benefit. In certain cases, counterfeit and imitation products are of such poor quality and perform so unreliably that businesses are forced to close due to power outages. Use of counterfeit products could put your business, reputation and investments at risk.

## Financial Risks

Counterfeit goods may appear to cost less, but they can result in serious consequences for consumers. There is no way to predict how well they will perform, how long they will last, or the full impact of failure. With no support, after-sales service or guarantees, the risks of substandard performance, shortened life span and a high rate of failure are considerable and costly.

# We believe that your business is worth protecting.

Where people need power, businesses rely on our quality. Expertise and proven processes in design, development, manufacturing, customer support and servicing provides safety assurance, and ensures quality in every aspect of our business.

## The Power Promise

We offer premium quality generators in the range 2.7 to over 20,000 kVA, built in accordance with international standards and product specifications, and known for their robustness, reliable performance and versatile configurations.

## The Power of One™

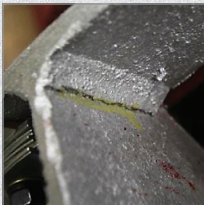
Cummins Generator Technologies is part of Cummins Inc., a global power leader famed for its corporate responsibility and consistently ranked as one of the world's most ethical companies by The Ethisphere® Institute. Together we are committed to protecting our customers and their businesses against the dangers of illegal, counterfeit and imitation products.





# The problem with counterfeit generators.

Whether it's substandard build quality resulting in loss of power, dangerous manufacturing techniques causing injury, or the lack of a manufacturer's warranty creating unwanted repair costs, counterfeit products can have catastrophic effects on your business.

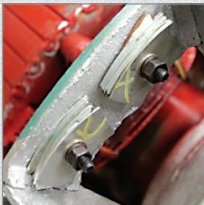


### Cracks in Fan Casting

Inferior casting quality has allowed generators to be supplied with fans that may catastrophically disintegrate under short circuit conditions due to stresses radiating from casting defects.

### Cost Cutting on Hardware

By using fasteners without threadlocking capability, operators are at risk of injury from balance weights flying out of the generator.

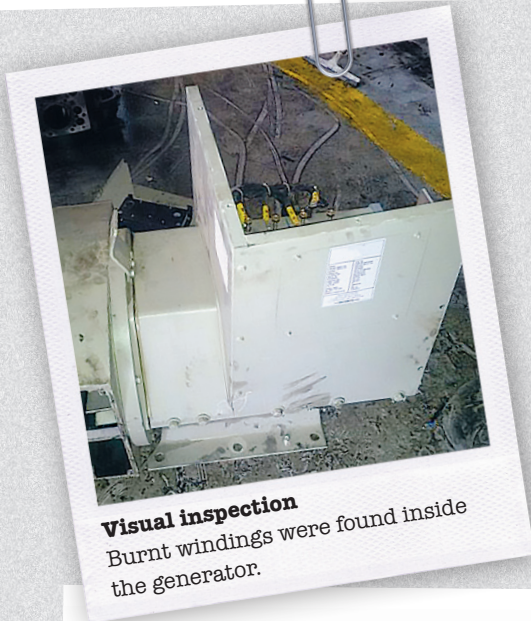


### Insufficient Stator Impregnation

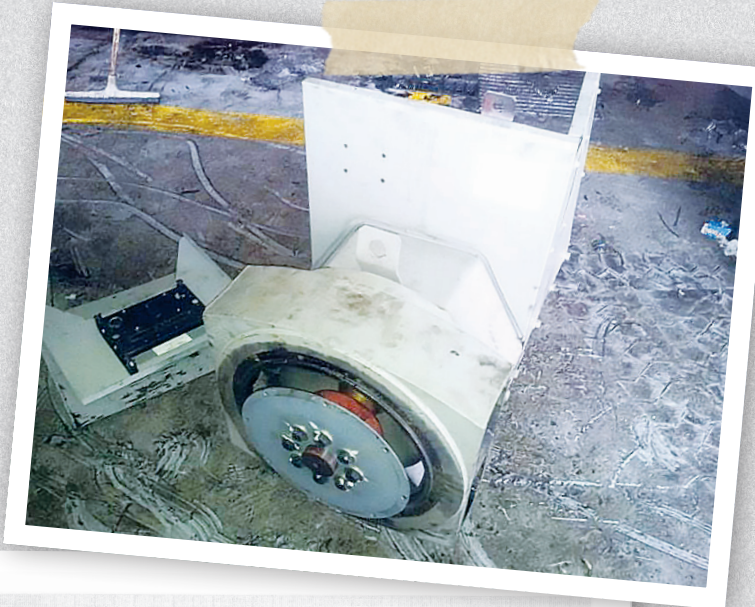
Without quality control processes, loose wires are exposed in the generator end windings which may lead to machine failure.

### Dangerous Foot Arrangement

Due to cost savings on the foot manufacture, the bolt head fixings may shear off or vibrate free altogether allowing the generator and foot to separate.



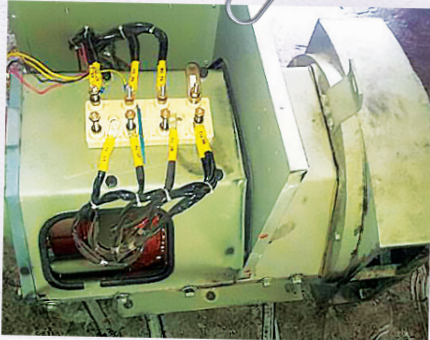
**Visual inspection**  
Burnt windings were found inside the generator.



## Case study: Lebanese businessman paying the price for fake generator purchase.

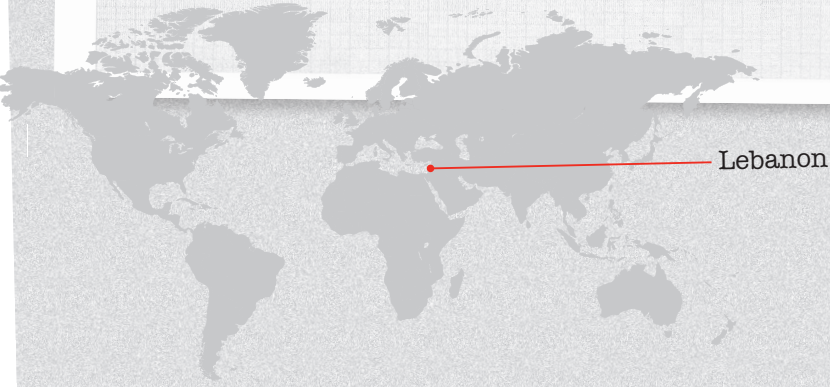
When a local businessman purchased a generating set to provide power for his warehouse from a generating-set supplier in Lebanon, **he did not think twice about the origins of the STAMFORD generator** – after all, the generator is only a component within the set and he knew STAMFORD was a quality brand. However, unknowingly the STAMFORD generator turned out to be a fake. Unfortunately, the voltage of the generator decreased progressively until eventually losing all power, with the cause identified as a manufacturing defect in the winding.

In addition to the business costs of down-time and lost production, the reputational consequences of failing to fulfil orders had a negative impact on customer satisfaction. The absence of a genuine guarantee left the company without recourse for service and support, and without a valid warranty, the cost for a new generator was a stark reminder of the importance of **specifying genuine**.



### Unbalanced voltage

Before failure, the phase-to-phase voltage was unbalanced by greater than 1%, far exceeding the tolerance of genuine STAMFORD generators and causing the early life failure.



Lebanon



# STAMFORD® Built-in Value

We have been providing long term value for our customers for over 100 years. Our generators are renowned for their superior build quality, longevity and electrical safety.

### Return on Investment

Buying a STAMFORD provides value and assurance over the lifetime of the product. For prime power when uptime is paramount or for standby when starting just has to happen. STAMFORD stands for dependability.

### Safety

We don't take chances with your safety. We design-in safety as standard. All of our generators undergo rigorous testing and meet the required international standards.

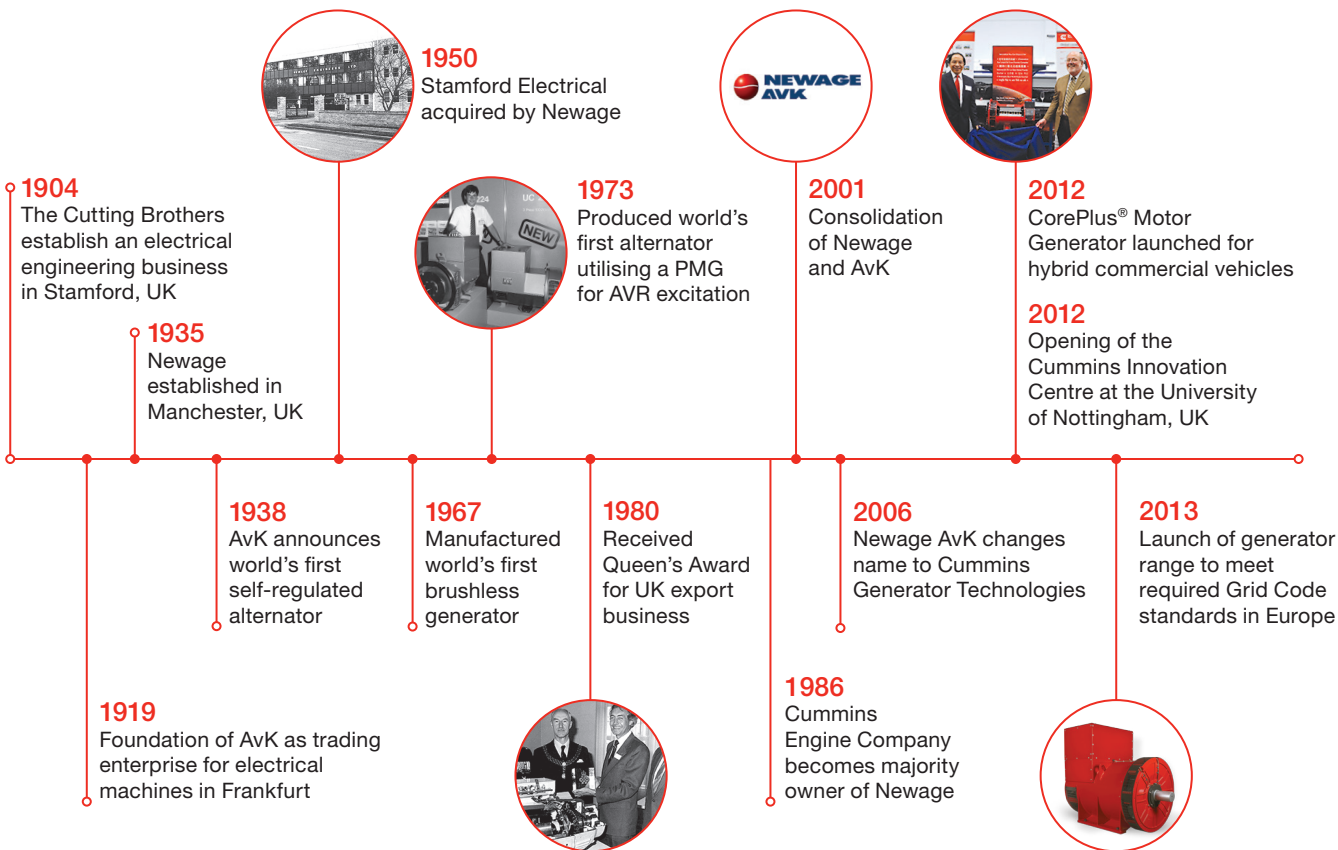
### Customer Partnerships

Feedback provided by partnerships with our customers forms a unique combination of knowledge, dependability and innovation, turning everyday service into customer support excellence.

### Heritage

As industries, markets and engineering techniques have grown, we have collaborated with our customers developing methods, knowledge and expertise over the years, enabling us to provide the best products and services possible.

### Our Heritage



# The Right Technology

STAMFORD generators rarely draw attention to themselves. Years of experience in design and manufacturing see to that.

### Design

We align engineers closely with our customers and train them on local market conditions to ensure we can deliver versatile products ready for use.

### Development

A commitment to continuous research and development, our Innovation Centre at the University of Nottingham and our global reach allow us to focus on developing to continue meeting our customers' needs.



# Guaranteeing Proven Performance

While our products may be seen in some of the harshest environments in the world, the facts remain that their performance and durability are unsurpassed.

### Application Understanding

Cummins Generator Technologies products and services display reliability, robustness and innovation. Our generators are durable, dependable and deliver the highest performance, setting the standard for the power generation industry.

### Quality

Cummins Generator Technologies products and services set the standard for built-in quality, ruggedness and reliability. By following the Cummins Operating System and only using premium materials, we design quality into every step of the process, providing our customers with guaranteed quality products.



# We're cracking down on counterfeit production.

To protect our customers from what has become a global threat, we have adopted a 'zero tolerance' approach to counterfeiters. This means using the protection afforded by registered trademarks and patents and pursuing counterfeit manufacturers through the appropriate channels, culminating in litigation, to break the counterfeiters' supply chain.

## How to Check

Since 2012, all genuine STAMFORD generators have a unique high security 3D hologram affixed to the machine, which gives visual confirmation of authenticity plus a unique hologram identity number that when keyed into the secure website, gives instant verification of the generator's identity.



### Specify

Genuine STAMFORD.



### Identify

The unique 3D hologram – it's your quality assurance mark.



### Verify

Check generator authenticity instantly online.

**If you suspect counterfeit usage call ☎ +44 (0)1780 484732  
or email [report.counterfeit@cummins.com](mailto:report.counterfeit@cummins.com)**



We guarantee that every product we produce matches the quality, robustness, and proven performance you expect from the **STAMFORD** range. Built to our quality assured standards **STAMFORD** products benefit from a global support network, extensive research and development, and world-leading expertise. Wherever you are, **Cummins Generator Technologies** is there to serve your business.



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