JSMEA Genuine Product Labels

Label on a sleeve of ballast pump

Label on a horsepower meter unit

Label on a detector of oil separator

Japan Ship Machinery and Equipment Association (JSMEA) produced JSMEA genuine product labels in accordance with the resolution stopped by its Anti-counterfeit conference, and began distributing the labels to its members in 2010.

This label has a mesh cut-out design that makes replication extremely difficult. Carrying the logo of JSMEA, the label symbolizes the genuineness of the product bearing it, and thereby serves to drive away imitations. It is expected to prove effective in deterring imitation makers and sellers from doing illegitimate business.

It is also expected that attaching of such labels by member companies using them to the components themselves, their wrapping materials, certificates, cardboard boxes and so forth would facilitate recognition of genuine products by their users.

Stereoscopic label of metallic style with serial number

For promoting the actual use of the labels, JSMEA has made them extensively known to the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), ship inspecting bodies and other interested quarters and seeked their cooperation.

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