

### Buyer Beware Update

#### **GENUINE MINELAB; GENUINE PERFORMANCE; STOP COUNTERFEITS CAMPAIGN**

We are aware of the latest attempts by counterfeit manufacturers to copy our Genuine Minelab Brand Protection Security labels featured on our Gold detector products.

Our *GENUINE MINELAB; GENUINE PERFORMANCE; STOP COUNTERFEITS* campaign aims to protect the interests of our Valued Customers and Authorised Dealers by safeguarding the authenticity and quality of our products and brand.

**We have joined forces with a world leading expert in Brand Protection technology to develop a system that combats attempts at counterfeit products.** In our system, Minelab uses security labels with hidden multi-colour images and key features (see below) that counterfeit manufacturers cannot copy.

#### **BE AWARE:**

- ⚠ Counterfeit manufacturers are now producing similar labels in order to exploit YOU - our valued customers.
- ⚠ Counterfeit manufacturers do not have the technology to reproduce clear full-colour and detailed images so, it is important for you to BE AWARE and KNOW THE DIFFERENCE.

#### **THERE ARE TWO LEVELS OF BRAND PROTECTION:**

- **First level** - By using the special Viewer on each security label, you are able to immediately verify that the control box, Commander coil and carton is genuine. There are two types and sizes of security label for different Minelab products, large and small. We describe these in detail in the KNOW THE MINELAB DIFFERENCE PARTS 1 AND 2 below.
- **Second level** – your Authorised Minelab dealer can complete a website verification process that will tell you if the GPX-4500; GPX 4800 and GPX 5000 detector is genuine.

#### **FIRST LEVEL**

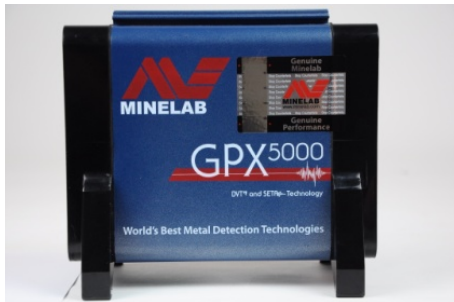
Please see the simple table below showing what the different security labels and the special security Viewer look like:

Large security label	Small security label	Security label Viewer
		
<p>This label appears on: GPX-4500, GPX 4800 and GPX 5000 control boxes.</p>	<p>This label appears on: Eureka Gold, X-TERRA 705 Gold Pack control boxes and Commander Coil products plus on the outer cartons of the GPX Series; Eureka Gold; X-TERRA 705 Gold Pack and Commander Coil.</p>	<p>This is the special security label Viewer that will allow you to view hidden images to assist in verifying a GENUINE MINELAB.</p>

**KNOW THE MINELAB DIFFERENCE – Part 1**

For first level verification of the GPX-4500, GPX 4800 and GPX 5000 products, we introduced a large brand protection security label to the control boxes on 26<sup>th</sup> March, 2012.

The label is affixed to the control box; use the special security Viewer to reveal the hidden full colour image on the label as shown below:



This is what the security label looks like on the GPX 5000 control box.

Using a special security Viewer, a clear full-colour and detailed image will be visible in this location:



GENUINE MINELAB – when using the special security Viewer, a full colour picture on a silver background (no tint) appears in the window.

Here is an example of a fake and a genuine large security label



- X** This is a **fake** label
- There is little colour used on the image
  - There is an obvious tint to the background colour
  - The word 'Genuine' is one colour only



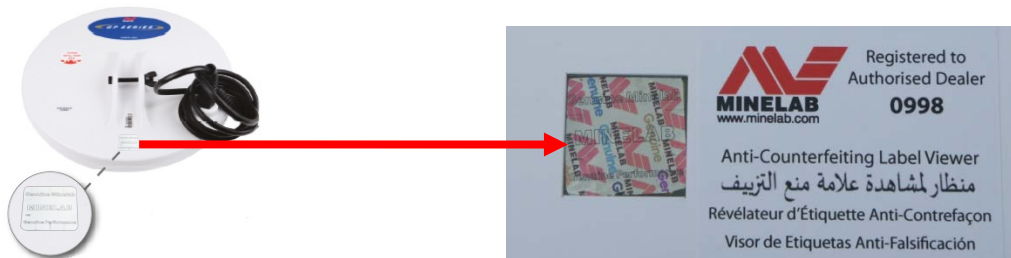
- ✓** This is a **genuine** label
- The image features a real colour photo
  - The background is pure silver (no tint)
  - The word 'Genuine' features a multi-colour 'rainbow' spectrum

### **KNOW THE MINELAB DIFFERENCE – Part 2**

For First Level verification of the Eureka Gold, X-TERRA 705 Gold Pack control boxes and Commander Coil products, we introduced a small brand protection security label on 26<sup>th</sup> March, 2012, shown here:



Using the special security Viewer, a clear full-colour, detailed image appears in the window - as shown below:



Here is an example of a genuine and a fake small security label



**X** This is a **fake** label

- There is little colour used on the image
- There is an obvious tint to the background colour



**✓** This is a **genuine** label

- The Genuine image features a range of colours
- The background is pure silver (no tint)

### KNOW THE MINELAB DIFFERENCE – Part 3

The small security label was also added to the outer product cartons of all GPX Series; Eureka Gold; X-TERRA 705 Gold Pack and Commander Coils. It's secured by adhesive and perforated with a rivet to prevent re-use.



## SECOND LEVEL

### ONLINE VERIFICATION FOR THE GPX-4500, GPX 4800 and GPX 5000

Your Authorised Minelab Dealer has a step-by- step guide on how to obtain Second Level confirmation on Genuine GPX-4500, GPX 4800 and GPX 5000 products online.

- Ask your Authorised Minelab dealer to log on to the Dealer section of the Minelab website: [www.minelab.com/members/welcome-dealers](http://www.minelab.com/members/welcome-dealers)
- Complete the 'Verify a Detector' process by entering the specific information and following the instructions.
- When a correct serial number and hidden image ID is entered, a picture of the matching hidden multi-colour image will be shown on the screen (see below for example). **Congratulations, this verifies a GENUINE MINELAB product!**
- When an incorrect serial number and incorrect hidden image ID is entered, an alert message appears.



### HOW TO OBTAIN YOUR VIEWER

Viewers are now freely available. Ask your local Authorised Minelab Dealer for your Viewer or email your local Minelab office (contact details below) and we will despatch one to you immediately. We encourage you to use this viewer to verify GENUINE MINELAB products.

### WHY ARE WE DOING THIS?

- Our products contain cutting edge technology which means that you, our customers always know that you are buying the highest performance products, whether it is for business or leisure – inferior quality products from counterfeiters lead to frustration and disappointment as they cannot perform as well as a Minelab.
- Counterfeit products do not come with the same after sales support and guarantees. GENUINE MINELAB comes with a 3 year transferable warranty or 7 day no questions asked replacement guarantee (for faulty products).

## Minelab Counterfeit WARNING

- Counterfeit products do not give back to the local community. When a customer buys a counterfeit, the only winner is the counterfeiter. We work to ensure that communities benefit from our products, whether that's through ongoing training, after sales support, or creating jobs and opportunities.

For further information, contact your Authorised Minelab Dealer or Minelab directly on:

[minelab@minelab.com.au](mailto:minelab@minelab.com.au) Australia, New Zealand, China, Asia, Indian Subcontinent

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