

THE DIFFERENCES IN ELECTRICAL SUPPLIES



AUTHENTIC PRODUCTS

- In-house tested
- Certify to global standards
- UL, UKCA and CE tested

- Robust R&D departments
- Dedicated staff to research and design products
- In-house concept testing
- Use electrician's feedback
- Products made to stand up in the harshest of environments
- Cutting-edge technology
- Revolutionary designs

- Highest quality raw materials utilised
- Internal and external review standards for quality assurance

- May initially cost more
- Save time and efficiency on jobsites
- Reduce costs of replacing products in the future or repairing mistakes

VS

COUNTERFEIT PRODUCTS

- Lacks safety standards
- Circumvent patent law
- Often fail quality assurance and safety standards
- Risk of damage to electrical network or other safety hazards

- Lack research and development investment
- Rely solely on copying other brands' innovations

- Cheap materials
- Poor quality control
- Lack of testing

- May spec out cheaper initially
- Typically cost more in the long-run due to project delays or needing to replace materials

SAFETY



INNOVATION



MANUFACTURING



COST

