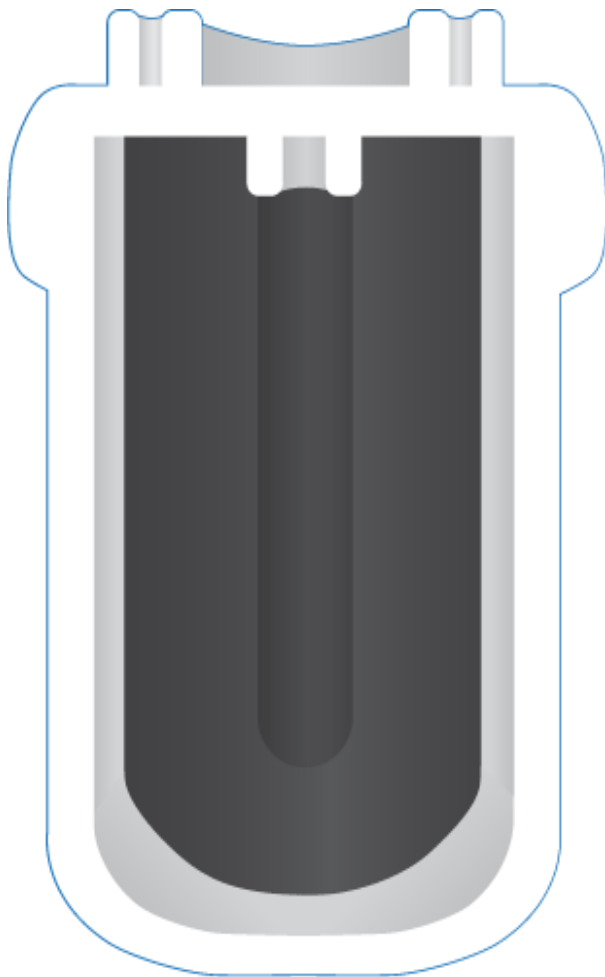


How To Spot A Counterfeit Water Filter

4 ways industry experts distinguish between a genuine replacement filter for your refrigerator and a counterfeit one



- 1. Weight.** Counterfeit and deceptively labeled filters often weigh less than genuine filters because they lack the amount of carbon and other filtration products needed to filter water properly. Some of the filters contain none of the products needed to purify water and have only shreds of newspaper inside.
- 2. Certification Symbol.** Many counterfeit and deceptively labeled products do not contain an authentic certification symbol on the packaging. Those that do may feature a small certification logo that's designed to trick consumers into thinking the product has been tested, without drawing attention to the fact that it's fraudulent.
- 3. Glossy Packaging.** Many counterfeits are designed to look more expensive – and therefore more trusted – using a glossy or shiny finish on the box.
- 4. Cost.** Phony filters are often sold online for a fraction of the price of brand-name filters, which are tested and guaranteed to meet strict industry and government standards. If the cost of the filter seems too good to be true, it just might be!