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## COUNTERFEIT PRODUCT NOTICE

10 NOVEMBER 2013

Dear Valued Customers & Consumers:

Makin's USA is an authorize importer and distributor of Makin's®, Makin's Brand®, Makin's Clay® and Makin's Professional® products.

Makin's USA takes pride in the high-quality materials and workmanship that goes into the manufacturing of the products we import and sell through our network of trusted distributor and retail partners.

For more than ten years consumers have come to recognize Makin's® products by the signature green color of our packaging and our tools, which is a component of our brand and trademark. Because Makin's® products have earned an excellent reputation consumers purchase with confidence, knowing they are buying quality products with a factory warranty which we are proud to stand behind.

The purpose of this communication is to make our customers aware of recent discoveries that some products resembling the likeness of Makin's® products are being manufactured and sold by other companies. It is our belief the "look-alike" products are being manufactured to intentionally resemble the likeness of genuine Makin's® products in an effort to; leverage the excellent reputation of Makin's® products, exploit consumer's brand recognition of Makin's® products and capitalize on the growing popularity of Makin's® products.

We are concerned to learn that unsuspecting wholesale customers as well as some consumers have inadvertently purchased the "look-alike" products with the perception they were getting either; a similar product of similar quality and workmanship as a genuine Makin's® product, or a genuine Makin's® product being sold under a private label, when in fact they were not.

For example an extruder resembling the same likeness as the Makin's Professional® Ultimate Clay Extruder®, (*the green anodized aluminum extruder, sku#35055*) is being sold through online stores such as eBay. The "look-alike" extruder closely resembles the Makin's Professional® green extruder, including similar discs and extra O-ring. However the "look-alike" extruder does not contain the Patent Pending label and proprietary Makin's Clay® brand name as found on the Makin's Professional® Ultimate Clay Extruder®.

Please be advised an inspection of the "look-alike" extruder has determined they are not manufactured with the same high-quality materials and do not meet the same quality of workmanship as the Makin's Professional® Ultimate Clay Extruder®. In an effort to protect the reputation of the Makin's Professional® Ultimate Clay Extruder® and to preserve the integrity of our customers who purchase genuine Makin's® products, we are compelled to notify you of this situation. In addition we want to advise our customers to be on alert for any damaged extruders being returned with a request for a replacement product, a refund or a claim of personal injury.

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**Example: Counterfeit Product**



**Example: Authentic Product**



When handling any product returns or when making any purchase decision regarding Makin's® products, look for the Makin's®, Makin's Clay® and Makin's Professional® logo or trademarks. Only genuine Makin's products are covered under our factory warranty.

Finally, should you have any concerns regarding the authenticity of the Makin's® products you are purchasing or have questions regarding an authorized wholesaler of Makin's® products, please feel free to contact our office. We apologize for any inconveniences this unfortunate situation may impose on our valued customers.

Product Control Manager

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