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ASCDI MEMBERSHIP ADOPTS RESELLER ANTI-COUNTERFEIT POLICY TO PROTECT CUSTOMERS

Delray Beach, FL— Putting the safety and concerns of its customers first, the Association of Service and Computer Dealers (ASCDI) announced today an industry-wide program to prevent the influx of counterfeit equipment into the IT supply chain, worldwide.

At its annual meeting last week, Members of the ASCDI adopted a sweeping Anti-Counterfeit Policy, in order to eliminate, or mitigate the impact of, counterfeit IT goods and develop best practices and strategies to identify, inspect, test, properly dispose of and report encounters with counterfeit product. Members pledged to quarantine equipment which is suspected or proven not to be authentic.

Over the last two years the ASCDI has worked with law enforcement, manufacturers and technology resellers to establish the anti-counterfeit plan. The non-profit organization continues to call upon all manufacturers to join the ASCDI in a partnership to eradicate the problem. “The ASCDI invites all IT manufacturers to work with us to identify and eliminate counterfeit equipment,” stated Joseph Marion, ASCDI President. “Whether it is new or previously owned equipment, resellers and manufacturers can and must be partners in the best interest of our customers.” Several large IT manufacturers are currently members of the ASCDI.

“ASCDI is raising the bar for counterfeit product detection and prevention. The comprehensive program we announce today signals the commitment of ASCDI and its members to protect our customers and the IT community,” said Neil Vill, ASCDI Chairman, and CEO of World Data Products, Inc.

Besides pledging to work with the authorities and manufacturers when counterfeit equipment is discovered, the ASCDI will enforce its policy through the ASCDI Code of Ethics, which has been in place for over 30 years. Customers of ASCDI Members can contact the ASCDI and file a complaint if they feel that they have not been treated fairly on a transaction with an ASCDI Member. Violation of the ASCDI Code of Ethics is a serious offense which could lead to expulsion from the ASCDI.

The **ASCDI**, founded in 1981, is a worldwide, nonprofit organization, made up of companies who provide technology business solutions, technical support and value-added services to the business community. For more information about the ASCDI, its Code of Ethics and its Anti-Counterfeit policy, please go to www.ascdi.com or contact Joseph Marion at jmarion@ascdi.com or in the US at 561-266-9016.