



Making your products move

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## All Good Brands Are Copied

**When people talk about “illegal copies”, famous branded goods like Gucci bags, Rolex watches, or Nike clothes are often mentioned. But all strong brands risk being victims of the ‘copycats’ – also brands which are primarily known to a certain industry, like the European standard for plant transportation, the CC Container. Recently, the owner of the CC Container, Container Centralen, took Schalkoort to the bailiff in a counterfeit case.**



The Dutch / Danish company, Container Centralen (CC) is the market leader within horticultural logistics in Europe. Since the beginning of its activities in 1976, the company has monitored the markets for illegal forgeries in its system; the CC Pool System. Since the CC Container – a pot plant trolley – has become the European preferred transportation standard in the European horticultural industry, this item is also particularly popular among the ‘pirates’. Therefore, Container Centralen is always alert to what is going on in the markets, and the company has won quite a few court cases. Now another case has been won – even before it went all the way to court.

- ‘The patent on our CC Container expired years ago’, says Managing Director Tonny Gravesen, - ‘However, it is of course illegal to use our logos, identification marks, company name or other CC signs on products or systems that do not originate from us. To protect our system and the interests of our customers we therefore monitor the markets closely and take action as soon as we detect an infringement of our rights’.

On August 5, CC and the Dutch company Schalkoort met in a legal hearing as CC had seized a number of illegal CC identification labels at Schalkoort’s premises. The parties agreed upon a settlement where Schalkoort must stop the infringements immediately and pay damages of € 25,000 to CC, plus CC’s legal costs of € 30,000. In the event of any further infringements, Schalkoort must pay € 5,000 per day of infringement, or € 500 per product per day to CC. After this settlement, CC’s business relationship with Schalkoort – which had been put on hold – can now be resumed.

- ‘We frequently make raids, seize illegal material and take the perpetrators to court. Usually the counterfeit cases are quite clear to the court and are quickly settled in our favour’, says Erwin Verbraeken, Horticultural Region Manager, North & Western Europe for Container Centralen.

Apart from reacting when the damage has already been done, CC is also proactive to keep out illegal forgeries from the system. The popular CC Container is equipped with unique identification tags. These tags are changed “overnight”, usually at intervals of 3-5 years. During these campaigns or ‘tagging actions’, illegal copies in the system are disclosed. The next tagging action, will take place at the beginning of 2010. This time the identification tags will have built-in RFID (Radio Frequency Identification).

- ‘With RFID, the CC Container tags are better protected against illegal copies’, says Tonny Gravesen. – ‘We therefore expect to spend less time in court and even more time with our customers in the future.’

### More information:

[www.cc-rfid.com](http://www.cc-rfid.com)

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