

Supporting Partners:



A CRITICAL PART OF AMERICA'S WATER CRISIS: COUNTERFEIT FILTERS FOR REFRIGERATORS

Counterfeit and deceptively labeled water filters are flooding into U.S. markets from overseas and sold online every day. Consumers purchase the filters thinking that they are buying genuine, certified filters, and for a cheaper price than brand-name products.



The truth is: These filters do not always meet the safety and structural standards that consumers, regulators and refrigerator manufacturers expect. Some contain only scraps of newspaper and do not filter the water at all – a concern that's intensified in cities like Flint, where filtration is critical. Others include deceptive or faulty claims about fit and performance, but do not offer the same level of quality or assurance as filters produced by refrigerator manufacturers and certified to NSF/ANSI Drinking Water Treatment standards.



Telling the difference between counterfeit and genuine filters is incredibly difficult. Misleading designs, which include the illegal use of brand names, logos and product labels, help disguise counterfeits as authentic filtration products.

Independent testing, as well as testing by manufacturers, shows that installing

counterfeit filters into refrigerators can result in failure to remove impurities from consumers' drinking water, including lead, mercury, asbestos, pesticides, insecticides and pharmaceuticals. In addition, poor fit for individual refrigerators may damage the refrigerator and the kitchen, if leaks occur.

The risks associated with this problem must be better understood so that consumers can avoid bringing potential harm to their appliances, homes, and most importantly, the health and wellbeing of their families.

The Association of Home Appliance Manufacturers (AHAM), in partnership with 17 home appliance brands and with support from water treatment system certifiers IAPMO R&T, NSF International & Water Quality Association (WQA), has launched *Filter it Out*, a public education campaign to inform consumers about the significant problem of counterfeit and deceptively labeled replacement water filters for refrigerators. Through this campaign, industry leaders are taking action to direct consumers to trusted products. However, there is also a critical role for government to play in enforcing laws that prohibit the sale of counterfeit products and raising public awareness of the health and safety impacts of this issue.

Industry Partners

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WOLF**Thermador**★**Whirlpool™**

Learn More

Visit www.filteritout.org for more information or contact Sarah Faye Pierce, AHAM's Director of Government Relations, at (202) 872-5955 or spierce@aham.org.