



GE APPLIANCES
a Haier company

COUNTERFEIT FILTER FACT SHEET

How to Make Sure You're Buying a Genuine Water Filter – Not a Counterfeit

Why it matters? Counterfeit water filters are not just knockoffs. They can:

- Fail to remove harmful contaminants
- Leach unsafe materials into drinking water
- Damage appliances
- Void warranties

That is why manufacturers like GE Appliances, retailers like Amazon, and industry groups such as the Association of Home Appliance Manufacturers are aligned that clean water depends on genuine filters. For more info, go to www.filteritout.org.

Buy from authorized sellers only

Counterfeit filters most often show up on third-party marketplaces or unfamiliar websites. Stick with trusted authorized retailers (brick and mortar or online) and the brands [official online store](#). If the seller looks like it was set up last Tuesday in a hurry, that is a clue.

Be suspicious of prices that are too good to be true

Authentic water filters use certified materials, rigorous testing, and quality controls, which takes resources and costs money. Deep discounts, bulk deals that seem magical, or prices far below retail are classic counterfeit signals.

Check the packaging closely

Genuine filters typically have high-quality packaging with clear branding, consistent colors, and no typos. Counterfeit packaging often looks slightly off, including blurry printing, misspelled words, missing logos, or poor materials.

Look for certification marks and verify them

Real filters carry certifications such as NSF, WQA or IAPMO marks. Counterfeit products may copy these logos without meeting the standards behind them. If a certification looks unfamiliar or vague, that is a red flag.

Confirm the model number and compatibility

Counterfeiters often use misleading model numbers or claim “fits many brands.” Authentic filters clearly list the exact models they are designed for. Vague compatibility is a common warning sign.

Avoid filters that skip traceability features

Many genuine filters now include traceability tools like QR codes, serial numbers, RFID, or scannable labels that confirm authenticity. If the filter has no way to verify its origin, that is worth pausing before installing it in your drinking water system.

Be wary of vague or missing performance claims

Authentic manufacturers clearly state what contaminants the filter reduces and reference testing standards. Counterfeit filters often rely on generic claims like “improves taste” without specifics or proof.

Pay attention to where it ships from

Unexpected international shipping, especially when buying a product marketed as U.S.-made or U.S.-certified, can be another warning sign.

Trust your instincts, then double-check

If something feels off about the product, seller, packaging, or claims, do not ignore it. When in doubt, check the manufacturer’s website or consumer education resources like www.filteritout.org.