



A crash course in detecting high quality Husqvarna Chainsaw counterfeits

The quality of counterfeit Husqvarna chainsaws has improved over the years and at times it may be difficult to establish whether a chainsaw is in fact a counterfeit. The following may serve to help making the distinction between counterfeit and genuine Husqvarna chainsaws. The most popular counterfeited Husqvarna chainsaws are the Husqvarna 365 special, followed by the models 372XP and 395XP. We have seen an increase of the smaller saws – models 137, 142e and 240 – but these are not dominating yet.

Genuine Husqvarna chainsaw



Fake Husqvarna chainsaw



Genuine Husqvarna chainsaws will be bright orange in colour. The feel of the throttle and handle should be smooth. Counterfeit Husqvarna chainsaws are often rigid, edgy and stiff in relation to throttle and handlebars. Also the chainbrake on a counterfeit is often quite rigid and not elastic. On appearance you can see that it may be difficult to distinguish the differences without closer examination.

Genuine Air Filter



Fake Air Filter



One of the best ways to determine a counterfeit is to remove the lid to the air filter. A genuine Husqvarna air filter will be of high quality, marked with the “EM” mark. A counterfeit will usually be of poor quality and lacking markings.

Genuine Tank Lid



Fake Tank Lid



A genuine petrol and oil tank lid on a genuine Husqvarna chainsaw will be attached with a nylon string. A counterfeit will be attached with a plastic pin. A new counterfeit chainsaw will also often have a strong petrol smell.

Genuine Serial Plate



Fake Serial Plate



A genuine Husqvarna chainsaw will have a riveted black metal tag with the product number and the serial number. Genuine Husqvarna chainsaws will have unique serial numbers. Counterfeit chainsaws will have black metal tags, sometimes riveted to the chainsaw body but often glued to the body, and will often have old serial numbers or the same serial number as other counterfeits.

How to identify a counterfeit

How to recognise a counterfeit

Look for the P & O's: Point of sale, price, product appearance and origin.

Point of sale

New Husqvarna branded products are only sold via authorised dealers. Sales from non-authorised dealers are very likely to be counterfeit. Sales via online of new Husqvarna products not originating from an authorised dealer is highly likely to be counterfeit.

The most counterfeited Husqvarna chainsaw models – the 365, 372XP and 395XP – all made in Sweden. A statement of “Made in China” is in these cases an indication that the product is counterfeit.

Price

This is often a clear warning signal. Counterfeit Husqvarna products are much cheaper than those available from authorised dealers. In some cases, however, fake products are also sold at current market prices to give the appearance of being the genuine articles.

Product appearance

The look quality and content of the packaging boxes will not look right. The serial number may be old and the same for several products. There may be misspelling of Husqvarna. The product in itself will have slightly the wrong colour, weight and “feel”.

Origin

The products stated origin may be of help when detecting a counterfeit. “Made in China” on a Husqvarna chainsaw normally made in Sweden is a clear indication that you may have encountered a counterfeit.

If you suspect someone is selling counterfeit Husqvarna chainsaws:

Please send us an email at marketing@gardeningaids.co.nz with as much detail as possible, i.e. the seller's name, contact details, address of collection, and a copy of the receipt if you have already made a purchase. We appreciate any help you can give, and will pass this information on to Husqvarna

Counterfeit in relation to Husqvarna products

The counterfeits will be manufactured in China and the production is based on orders. That means that the manufacturer will have no or limited stock of counterfeits. Instead, they will produce all products in relation to one order, often to an overseas buyer. This buyer will then distribute the counterfeits in the market of destination, for instance Poland.

Counterfeiting affects all industries, including ours. Counterfeiting has become a real threat to consumer safety and health since the counterfeiters need not pay any attention to manufacturing processes, safety features, industry standard compliance etc, since they need only sell an empty shell and at the same time they try very hard to stay under the radar of brand owners and law enforcement. Counterfeits damage our brand as well as all our distributors and dealers. Counterfeits jeopardise the brand as well as having an impact on sales.