**KSB Group takes action against Asian brand and trademark infringers**

Within the framework of the globalisation and digitalisation of business models, large-sized and high-priced investment goods are now also sold over the Internet. Unfortunately, this is also leading to a sharp increase in brand and trademark infringements regarding offers made on online platforms.

Mainly Asian manufacturers are using the good reputation of the long-established manufacturer KSB to market their products. Under protected KSB brand names, they offer pumps and valves as well as spare parts for sale on international trading platforms. In particular, the names of well-known products, such as Etanorm, Omega and BOA, are frequently used. But the umbrella brand ‘KSB’ is also often misused to maliciously deceive the targeted buyers.

Since July 2016, the KSB Group has identified 420 marketers on eight different online platforms who are illegally misusing the manufacturer’s product names. To put a stop to this conduct that is harmful to its business, KSB has now established a task force to combat these illicit activities.

In cooperation with an Italian project partner, it is made sure that such infringements are reported to the operators of these platforms and the corresponding offers are deleted. If necessary, legal action is also brought against the brand and trademark infringers.

Photo: Low-price manufacturers from Asia are attempting to derive benefit from the good reputation of products such as this Omega pump from KSB.