

BANGKOK- LARGE SEIZURE OF COUNTERFEIT IDEAL PUMPS FROM SIAM TELEMACH CO., LTD.



On September 21, 2009, Bombas Ideal working in cooperation with the Economic and Cyber Crime Division, Central Investigation Bureau (ECOTEC) conducted raid actions and confiscated over 122 counterfeit Bombas Ideal pumps and pumps' parts at the premises of Siam Telemach Co., Ltd <http://www.siamtele.com/> and Visa Inter Power Co.,Ltd. located at No.22/1 Moo 1, Bangkluay-Sainoi Road, Tambon Sai-noi, Amphur Sai-noi, Nonthaburi and Siam Casting Co.,Ltd. located at No.23/1 Moo 4, Tambon Om Yai, Amphur Sam Phran, Nakornpathom The estimated loss suffered by Bombas Ideal is of several millions USD.

Furthermore, a pattern bearing our trade mark "Ideal" was also seized from a factory located which Siam Telemach Co., Ltd has been using in order to manufacture counterfeit pumps "Ideal" and "Bombas Ideal".

After the raid, a criminal action for passing-off has been filed against Siam Telemach Co., Ltd and its director.

Counterfeit Bombas Ideal pumps and other pumps' brands being manufactured and sold in the marketplace is not only illegal but also puts the end customer at a major risk since they purchase and use these products thinking that they have received genuine products. Use of counterfeit Bombas Ideal pumps in an application can in worst case put the user, employees and the public in a serious safety risk or result in shorter service life, poor product quality or damage to equipment. Furthermore insurers don't cover loss or injuries caused from the installation and use of counterfeit pumps.



"Our commitment to fight both the manufacture of counterfeit products and the trade in them is not only about protecting Bombas Ideal brand. It is also about protecting our customers and the public from a potentially serious safety risk" say Mr. Fernando Serrano of Bombas Ideal.

"Our commitment to fight both the manufacture of counterfeit products and the trade in them is not only about protecting Bombas Ideal brand. It is also about protecting our customers and the public from a potentially serious safety risk" say Mr. Fernando Serrano of Bombas Ideal.



Bombas Ideal is actively and persistently working on anti-counterfeiting matter both internally and with the help of the **Economic and Cyber Crime Division (ECOTEC), the European Union Delegation in Thailand, the Spanish Embassy in Thailand and our specialist trade mark lawyer, Rouse**, to ensure that manufacturers and traders of counterfeit products are revealed and brought to justice. In this particular case against Siam Telemach Co., Ltd it is very good to see that our commitment pays off.

By this letter we wish to inform third parties that if they have any doubts about the authenticity of Bombas Ideal pumps which have been supplied to them or installed, they should immediately contact us at the following numbers **Phone +34 961402143 & Fax +34 961402131** and/or Email address thailand@bombasideal.com

Alternatively, they can contact our lawyer in Bangkok, Rouse, at the following tel. 02 653 27 30, Fax 02 653 27 34, Email bangkok@iprights.com.

Press Release

<http://www.thairath.co.th/content/region/34579>