

# Regulator's UPDATE

## Nowhere To Hide

*Product counterfeiters will be hit harder by a new alliance of CSA and Gowlings*



**Pictured at the CSA International offices from left to right, David Aylen, Partner, Intellectual Property, Gowlings Lafleur Henderson LLP (Gowlings); R. Scott Jolliffe, National Managing Partner, Gowlings; R.J. Falconi, Vice President, General Counsel and Corporate Secretary, CSA Group; Norman D. Inkster, Chair, Risk Management Services, Gowlings and Doug Geralde, Director, Corporate Audits and Investigations, CSA International.**

It costs industry in the U.S. alone more than \$200 billion a year in product sales, distribution and lost jobs. It puts public safety at risk. And it compromises brand and the integrity of trademarks.

During a recent 5-year crackdown, U.S. Customs seized and destroyed electrical products worth over \$4.5 million. Why? They were all counterfeit. Many such products illicitly carry trademarks and safety marks, thereby defrauding consumers and presenting potential safety hazards due to their inferior quality.

Reason enough to combat trademark counterfeiting, but now to its arsenal, CSA International has added a powerful strategic weapon. An Anti-Counterfeiting Alliance has been struck between Gowlings Lafleur Henderson LLP (Gowlings), a recognized leader in intellectual property law, and CSA International to curb a growing national, North American and international problem.

The alliance is co-chaired by R.J. Falconi, Vice President, General Counsel and Corporate Secretary, CSA Group and Norman Inkster, an expert in national and international law enforcement and forensic investigations. Before joining Gowlings Risk Management Services, Mr. Inkster was the global managing partner for the international forensics practice of a large accounting firm. He also served as Commissioner of the RCMP from 1987 to 1994, managing all aspects of Canada's largest police force, and as President of Interpol from 1992 to 1994. He has acted as Special Adviser to the Auditor General of Canada and following the events of September 11, 2001, was appointed Special Adviser on matters of security by the Government of Ontario.

"We have adopted a zero tolerance policy towards counterfeiting CSA's product certification marks," says **R.J. Falconi**, Vice President, General Counsel and Corporate Secretary. "This alliance is an exciting development that can benefit both our clients and consumers. It will help us be more aggressive in protecting the integrity of CSA's mark and expedite the legal process."

Under the alliance, CSA and Gowlings will share intelligence and offer joint action where feasible. For example, if a manufacturer's certified product has been counterfeited, they may be invited to act as co-plaintiff with CSA, represented by Gowlings. They can also initiate parallel litigation coordinated by Gowlings. The law firm will offer similar arrangements to its clients.

Complementing this new alliance, CSA International has taken initiative in many respects: offering training programs to assist retailers understand product approval marks and detect counterfeit marks; developed a White Paper on Counterfeiting; enhanced its marketplace surveillance of various commercial outlets and is continuing to investigate information sources from regulators, manufacturers and consumer.

According to **Mr. Doug Geralde**, Director, Corporate Audits and Investigations, CSA International, and recently appointed Vice-Chair of the International Anti-Counterfeiting Coalition (IACC), "All these tactics are just a part of the process and we will continue to step-up CSA's anti-counterfeiting profile and activities in the interest of public safety."

**Mr. Inkster** notes that law enforcement agencies are anxious to protect intellectual property from fraudulent use, but resources are limited. "When you consider that counterfeit parts may be used in cars, aircraft, or in electrical safety devices, such as circuit breakers and consumer products, you know this illegal activity is serious, potentially life-threatening," he says.

He considers the Anti-Counterfeiting Alliance an idea whose time has come. "Together, Gowlings and CSA International have the combination of skills, experience and interests to improve surveillance and investigation, and expedite litigation." Through intelligence gathering and collaboration, the alliance should improve the ability of CSA International, its clients and regulators to detect fraudulent use of certification marks and take swift, effective action.

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**Anti-Counterfeiting Alliance Co-Chairs, R.J. Falconi, Vice President, General Counsel and Corporate Secretary, CSA Group and Norman D. Inkster, Chair, Risk Management Services, Gowlings Lafleur Henderson LLP.**



CSA INTERNATIONAL

# Celebrating CSA/IAEI Collaboration

## CSA Salutes IAEI Diamond Jubilee Anniversary

**A**s the International Association of Electrical Inspectors (IAEI) hosts its Diamond Jubilee this fall, we celebrate the long-standing relationship between IAEI and CSA International. The collaboration began as far back as 1931 and over the years CSA and IAEI have worked together from hands-on electrical inspectors to being represented on each other's Board of Directors. Together we have tackled vital issues such as the regulation of new energy sources, vigorous product testing, life-cycle environmental issues, and most recently, elimination of counterfeit products from the marketplace.

**Doug Geralde**, Director, Corporate Audits and Investigations, CSA International, is a long-standing IAEI Board member and currently Vice President, International Affairs, IAEI, while **James Carpenter**, CEO and Executive Director of IAEI, is a member of CSA International's Certification and Testing Board. "The joint participation at the Board level enables both organizations to strategically align and coordinate joint activities impacting electrical inspectors across North America," says Mr. Geralde, who has been a Board member at the international and chapter levels for 23 years.

**Randall W. Luecke**, Vice President, Certification, CSA International, and Mr. Geralde recently attended the annual IAEI Board meeting.



**Randall W. Luecke, Vice President, Certification, CSA International and Doug Geralde, Director, Corporate Audits and Investigations, CSA International, at recent IAEI Board meeting.**

Following the meeting Mr. Luecke said, "The long standing and close collaboration between the two organizations enabled us to implement joint activities with the shared goal of striving to protect the public and support the efforts of electrical inspectors across North America."

An emerging issue facing regulators today is counterfeit products. More and more commercial and industrial products bearing counterfeit marks entering various North American jurisdictions. CSA International has adopted a zero tolerance approach to the issue and is continuously working with regulators, industry, Customs Officers, HomeLand Security, and various police jurisdictions around the world to combat the problem.

One of the most important benefits of the CSA International and IAEI partnership is collaborating on education and training seminars. Mr. Carpenter

cites the full day of presentations and break-out workshops on the Canadian Electrical Code and the National Electrical Code at the Diamond Jubilee as an example of this needed cooperation. This part of the Jubilee features a Code Question Panel, composed of representatives from each IAEI Section, that examines the Canadian and U.S. electrical codes. "The contribution of Canadian members is especially significant as we examine the similarities and differences in enforcement and inspection between these two codes," he says.

"As IAEI grows internationally, our continuing relationship with organizations outside the U.S.A. will become more important," says Mr. Carpenter. "Our relationship with CSA International will help expand our international focus and strengthen our cooperation on timely issues impacting the public."

## CSA International at the IAEI Diamond Jubilee

**W**ith hundreds of members of the International Association of Electrical Inspectors gathering from across North America, CSA International and the Canadian Electrical Code are on the agenda. The event is taking place at the Disney Coronado Springs Resort, near Orlando, Florida from September 7 - 13.

**Watch for CSA and others at these events:**

**SUNDAY, SEPTEMBER 7**

**1:00 P.M. - 5:00 P.M.**

**Canadian Section Board Meeting**

**MONDAY, SEPTEMBER 8**

**9:00 A.M.**

**Diamond Jubilee Meetings Open**

- Call to Order

**2:00 P.M.**

**Presentations from Testing Laboratories**

- Randall W. Luecke, Vice President, Certification, CSA International

**TUESDAY, SEPTEMBER 9**

**3:45 P.M. - 5:00 P.M.**

**Canadian Section Business Session**

**WEDNESDAY, SEPTEMBER 10**

**9:00 A.M.**

**Canadian Workshop — Anti Counterfeiting**

- Doug Geralde, Director, Corporate Audits and Investigations, CSA International



**Twelfth Annual Meeting - International Association of Electrical Inspectors. Ontario and Quebec Chapters. October 29-30, 1965. Toronto, Ontario.**

**11:00 A.M. to Noon**

**Canadian Workshop — Canadian Electrical Inspection Program**

- Dave Clements, Chief Electrical Inspector, Nova Scotia Power

**THURSDAY, SEPTEMBER 11**

**8:00 A.M. to 10:15 A.M. and 2:00 P.M. to 3:20 P.M.**

**Code Question Panel — Canadian Section**

- Arkady Tsisserev, Chief Electrical Inspector, City of Vancouver
- Dave Clements, Nova Scotia Power

**10:45 A.M. to Noon**

**Canadian Workshop — CEC Changes**

- Dave Clements, Nova Scotia Power
- Ross Sutherland, ESA

**FRIDAY, SEPTEMBER 12**

**10:45 A.M. to Noon**

**Canadian Workshop — Electrical Fire Investigations**

- Daniel Langlois, Manager, Special Investigations, CSA International
- Doug Geralde, Director, Corporate Audits and Investigations, CSA International



# Service That Makes A Difference

## Expert, Agile, and Engaged – CSA International Client Focused Service

Today, service is increasingly the “difference-maker” when manufacturers choose from among equally-qualified suppliers. Industry surveys of product manufacturers have shown that testing laboratories are now selected not only on the basis of their technical capabilities and accreditations, but also on the levels of service they provide.

In an environment characterized by continually shrinking time-to-market windows, today’s manufacturers face increasing pressure to streamline their product development and manufacturing processes to capitalize on early opportunities in growth market segments.



**Sue Dempsey, Director, North American Sales and Service, CSA International and Randall W. Luecke, Vice President, Certification, CSA International, cutting the ribbon at the official opening of the Client Services Center.**

With a goal of ensuring clients derive maximum benefit from faster market entry, while experiencing exemplary service, CSA International is leading the drive of making certain that today’s businesses are able to take products to market efficiently while maximizing profitability, and maintaining safety and quality.

A key initiative, part of a CSA International’s investment in client service capabilities and infrastructure, is the newly launched Client Services Center. With the strategy of streamlining certification services throughout the entire lifecycle of client interactions with the organization, the Client Services Center is staffed by knowledgeable representatives equipped to provide answers to project inquiries without delay.

**Mr. Randall W. Luecke**, Vice President, Certification, CSA International, says, “the Client Services Center is designed to improve channels of communications between manufacturers and the CSA personnel responsible for their certification projects, allowing CSA technical staff to focus directly on providing a higher level of personal service to clients.”

This and other initiatives mean changes in the certification and testing of products and expansion of markets. CSA retains its commitment to addressing issues critical to its clients including standards harmonization, working to remove trade barriers with a vision

of “one standard, one test, one mark”; component acceptance, by supporting a competitive marketplace and by accepting components approved by other accredited testing agencies while encouraging others to do the same; mark awareness and acceptance, ensuring marks are evidence that standards for safety have been met and anti-counterfeiting, initiating a “zero-tolerance” program to detect, expose, and punish unauthorized use of marks.

CSA International’s service-based business initiatives are showing results — many of which impact on both regulators and certification clients in North America as well as internationally.

### Growth in the U.S. Market

Nowhere is CSA International’s expanding role more evident than in the U.S. market, where many manufacturers are turning to the C-US mark for their North American certification needs.

Beckman Coulter Inc., a \$2 billion California-based company, which develops and markets instruments, chemistries, software and supplies that simplify and automate laboratory processes, recently informed CSA that they have dropped UL for the U.S. market and have gone over to CSA C-US for North America. **Jeff Gonzalez**, Product Safety Engineering Supervisor at Beckman Coulter says, “As one of the world’s premier laboratory instrumentation providers, Beckman Coulter is committed to product safety, quality and total customer satisfaction. Over the last 20 years, our continuous work with CSA International has enabled us to get our products to market faster and more efficiently. Their Vancouver Bio-Medical team consistently provides us with the flexibility and technical expertise we need to certify our products and guarantee their safety.”

### More Options for Clients...

CSA International is also growing along with its clients, offering a wider variety of certification and testing options as manufacturers expand to international markets.

CFM Majestic, a Canadian success story, began in 1987 as a small company manufacturing just one model of fireplace. Since then, it has grown into a multi-national corporation with over \$600 million in sales. Fireplaces are still the core business, but CFM Majestic now also manufactures water quality equipment and leisure products. CSA helped certify that first fireplace model in 1987, and over the past 16 years, CFM Majestic has been a loyal CSA client.

“In 1987, everything hinged on the success of that early model,” says **Erv Cotic**, Senior Engineering Technologist, CSA International responsible for the

CFM Majestic account. “Now it seems like they’re diversifying almost weekly, using CSA for certification as they expand to the U.S., U.K., and Europe.”

**Andy Vella**, Laboratory Manager at CFM Majestic says, “We use CSA International offices across North America for our certification needs and CSA staff always go out of their way to assist us. In fact, we can attribute some of our growth to our close relationship with CSA International.”

### ... Including the U.S., Europe, Asia and Argentina

In July of 2002, Zebra Technologies’ facility in Warwick, Rhode Island switched to CSA International for certification of a variety of their remote control, hand-held printers earmarked for the Canadian market.

“Since then, CSA has done six other projects, plus additions and updates, not just for Canada but for the U.S., Europe, and CB Scheme approval,” says **Jon Anderson**, CSA International Regional Sales Representative based in New Hampshire. “One project led to another, and they recently agreed to use our Assistance to Exporters program to obtain the IRAM mark for Argentina.”

**Bob Heon**, Project Engineer, New Product Development at Zebra Technologies, says client service is the reason CSA has been getting more and more of his company’s business. He was particularly happy with CSA’s service regarding an update project with a tight marketing schedule; in fact, the project was completed two days ahead of schedule in an already-expedited approval process.



**Stephane Poutissou, Certification Engineer, Bio-Medical Group, CSA International and Mr. Jeff Gonzalez, Product Safety Engineering Supervisor, Beckman Coulter Inc. at the Beckman Coulter test lab.**

Mr. Anderson explains CSA International’s approach this way: “We don’t just look at the project at hand, but also explore what else is happening within the company and how we can help. We view each project as an opportunity for our sales and engineering team to maximize service and value to the client.”



### Service Makes the Difference Between the Merely Tolerable and Truly Excellent

Find out how we are applying principles of excellent service to make standards work for people and business, by visiting our 2002/03 Annual Report at, [www.csagroup-ar.org](http://www.csagroup-ar.org)

### Fuel Cell / Alternative Energy

**Randall W. Luecke, Vice President, Certification, CSA International, speaks on Fuel Cells**

Please visit our Web site at [www.csa-international.org](http://www.csa-international.org) and hear the 4 minute interview, Fuel Cell/Alternative Energy, featured on all American Airlines flights worldwide throughout the month of November. In addition to Mr. Luecke, the speaker line-up for the segment includes Ford Motor Company, General Motors and Palcan Fuel Cells.

# Upcoming EVENTS 2003 FALL & WINTER



**CSA Learning Centre offers seminars on the following topics this fall and winter.**

The CSA Learning Centre offers convenient access to the combined training resources of the entire CSA Group.

- Accident Investigation
- **New** – Z662 Biennial Pipeline Forum
- 2002 CE Code Essentials
- Bonding and Grounding
- **New** – CEC/NEC — A Comparison of Requirements
- Code for Power Press Operation
- Design, Installation and Maintenance of Electrical Equipment in Hazardous Locations
- EMI — Electrical Disturbances
- Guideline on Office Ergonomics
- Implementing the CSA Privacy Code
- Sustainable Forest Management
- **New** - Infection Control During Construction & Renovation in Healthcare Facilities
- **New** – ISO 13485 Essentials - Medical Devices
- **New** – ISO 9001:2000 - Process Auditing

To register or obtain information about discounts, content, in-house training or other details call (416) 747-4017 in the Toronto area or 1-800-463-6727, e-mail [seminars@csa.ca](mailto:seminars@csa.ca) or visit the Web site at [www.csa-international.org](http://www.csa-international.org).

## September

**5-14**  
Visit CSA at Booth #608, Codes Expo 2003, Nashville, Tennessee.

**7-13**  
Visit CSA at the IAEI Diamond Jubilee, Disney Coronado Springs Resort, Florida

**8-10**  
Visit CSA at Booth #1971, National Safety Council, Chicago, Illinois.

**16-18**  
Visit CSA at Booth #2690, Global Gaming 2003, Las Vegas, Nevada.

**21-25**  
Visit CSA at OPIA (Ontario Plumbing Inspectors Assoc.), Mississauga, Ontario.

**28-Oct. 2**  
Visit CSA at the Ontario Building Officials Association, Collingwood, Ontario.

## October

**1-3**  
Visit CSA at Booth #3117, ISH 2003, Booth 3117, Las Vegas, Nevada.

## November

**19-21**  
Visit CSA at Win-Door 03, Toronto, Ontario.

## March 2004

**24-25**  
Visit CSA at Booth #716, Assembly Canada, International Centre, Mississauga

## April 2004

**2-4**  
Visit CSA at Booth #1708, KBIS (Kitchen Bath Industry Show) 2004, Chicago, Illinois

## June 2004

**20-24**  
Visit CSA at Booth #10502, SUPERCOMM, McCormick Place, Chicago, Illinois

## October 2004

**25-26**  
Visit CSA at Booth #1348, EPE/ASPE, Cleveland Convention Centre, Cleveland, Ohio

## Regulator's UPDATE

CSA International publishes Regulator's Update for International Association of Electrical Inspectors (IAEI) members, gas regulators and inspectors, fire authorities and others involved in the use of electricity and gas, and building officials.

For more information about Regulator's Update, contact:

**CSA Marketing and Communications**  
178 Rexdale Boulevard,  
Toronto, Ontario, Canada M9W 1R3.  
Telephone (416) 747-4126  
Fax (416) 747-4292

**MANAGING EDITOR:**  
Borjana Bulajic

**EDITOR:**  
Jeff Messinger,  
[jeff.messinger@csagroup.org](mailto:jeff.messinger@csagroup.org)

**DESIGN/PRODUCTION:**  
The Perfect Page

## Web Based Product Recall Enhancements

CSA International's Corporate Audits & Investigations (A&I) team has improved its Online Product Recalls available on both [www.csagroup.org](http://www.csagroup.org) and [www.csa-international.org](http://www.csa-international.org). The new format is user-friendly, time saving, and features the ability to search by product type, manufacturer, date, or by recall description.

For products recalled in the past 3 years, the information is supported with a picture of the actual recalled product. For recalled products listed prior to 2000, basic information is provided; and in every case more particular information can be provided by directly contacting CSA from the

Product Recalls section.

Visitors to the Product Recalls section are primarily regulatory authorities and concerned consumers.

Traffic to the section averages 2000 unique visitors per month and

has experienced an average increase in traffic of 3% on a monthly basis since its inception.



Readers are welcome to reprint material if CSA International is cited as the source. CSA International is a provider of product testing and certification services for electrical, mechanical, plumbing, gas and a variety of other products. Recognized in Canada, the U.S. and around the world, CSA's marks appear on millions of products annually. CSA International is a division of CSA Group which consists of CSA International, the Canadian Standards Association, a developer of standards and codes, and QMI for management systems registration.

♻️ 50% recycled paper with 10% post-consumer fibre, chlorine free.

## APBs, product recalls and safety notices

CSA International's Corporate Audits & Investigations (A&I) team is an integral part of the CSA International Legal Department located in our Corporate Office. The A&I team investigates incidents involving CSA certified products, issues all points bulletins (APBs), product recalls and safety notices in co-operation with manufacturers and supports the standards development process. For more information visit [www.csa-international.org/product\\_recalls](http://www.csa-international.org/product_recalls).

**7/31/2003**  
APB-08-03 CSA International and Ideal Industries (Canada), Inc. announce a voluntary recall of Electrical Testers, model numbers 61-065, 61-066, 61-067, 61-076, 61-079, 61-080

**4/16/2003**  
APB-07-03 CSA International and Maytag Corp. announce recall to Gas ranges, model #MGR6772

**3/14/2003**  
APB-06-03 CSA International and Makita Canada, Inc. announce recall to Electric orbit sanders, model #BO5000 and BO5001

**3/14/2003**  
APB-05-03 CSA International and IBM Canada Ltd. announce recall to Computer Monitors, type/model number 6541-02N

**2/27/2003**  
APB-04-03 CSA International and Zenith Electronics Corporation announce recall to

Large-Screen Analog Projection Televisions manufactured from April 1995 through July 1997, and August 1998 through November 1998

**2/10/2003**  
APB-03-03 CSA International and Century Tool and Manufacturing Co. announce recall to Camping

Stoves, model numbers 4660, 4665, 4675, 4730, 4960, 72861, and 4960LLB

**2/10/2003**  
APB-01-03 CSA International and GSW announce recall to Water Heaters, model #650 AC4 Gas Control

**2/10/2003**  
APB-02-03 CSA International and American Power Conversion Corporation (APC) announce recall to Back-Up Power Supply Systems, several model numbers.

## Reader Response FaxBack

Please return to **CSA International's Audits and Investigations Group**  
178 Rexdale Blvd., Toronto, ON Canada M9W 1R3  
Fax (416) 747-2582  
Contact: **Sotoria Kamperogiannis** at (416) 747-4278  
[sotoria.kamperogiannis@csagroup.org](mailto:sotoria.kamperogiannis@csagroup.org)

### IMPORTANT!

Please attach the address label from your Regulator's Update envelope here so we can match it with your record and have changes made efficiently.

I am an \_\_\_\_\_ IAEI Member \_\_\_\_\_ electrical regulator \_\_\_\_\_ gas regulator  
\_\_\_\_\_ mechanical regulator \_\_\_\_\_ plumbing regulator \_\_\_\_\_ building official

I would like to receive an electronic PDF version of the newsletter rather than a printed copy.



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