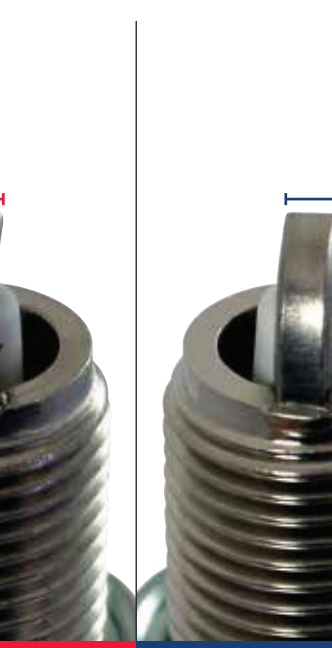
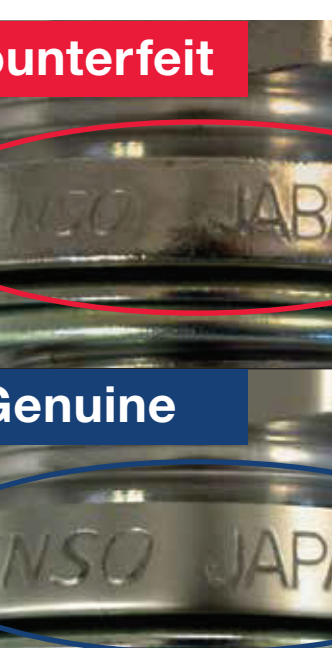


Identify Counterfeit DENSO Spark Plugs

Top tips to protect your business

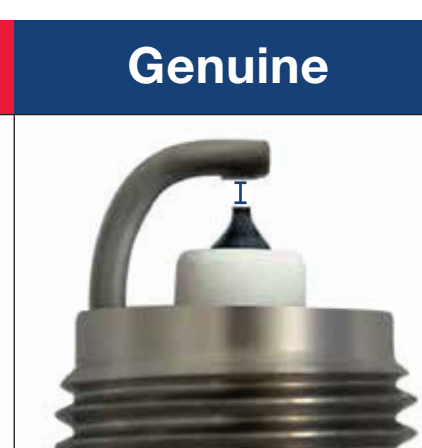
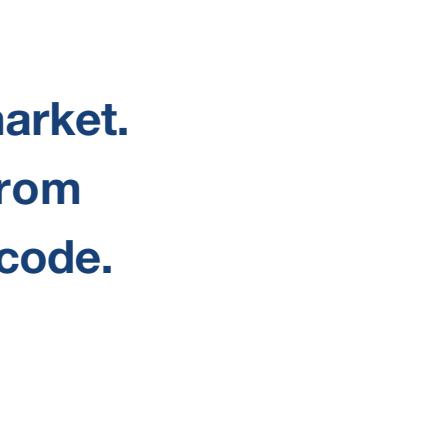
Appearance

Compare a potential counterfeit and a genuine DENSO Spark Plug side by side.

Counterfeit	Genuine	Counterfeit	Genuine	Counterfeit	Genuine	Counterfeit	Genuine	Counterfeit	Genuine	Counterfeit	Genuine
											
Insulator		Ground electrode		Material		Ground electrode chip		Centre electrode		Branding	
Counterfeit spark plugs have an irregular insulator shape. The shape should be uniform.		The width of the ground electrode is usually inconsistent on counterfeit products.		A scratch test can reveal the cheap materials used in counterfeit products.		Counterfeit spark plugs are prone to have cheaper or fake material coatings.		Look out for poor quality welding.		Counterfeit spark plugs lack precision when embossing the DENSO logo and often display spelling mistakes.	

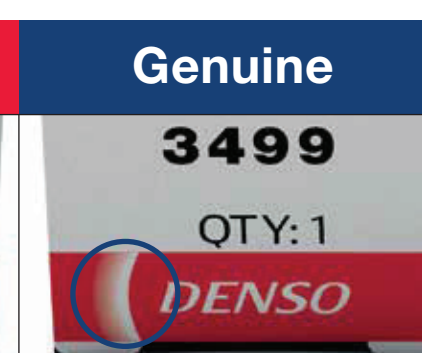
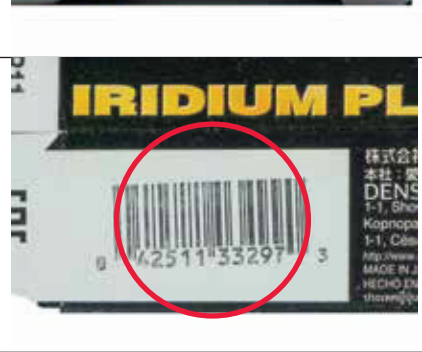
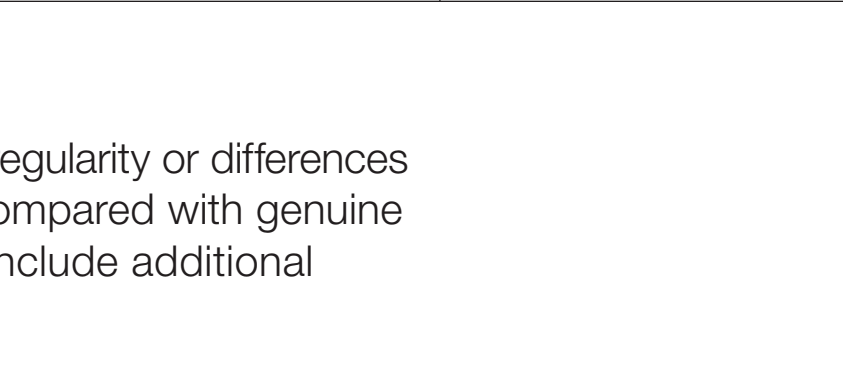
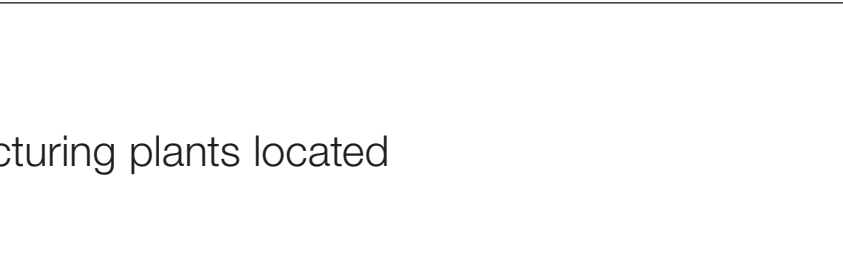
Technical Specifications

Look out for technical differences.

	Counterfeit	Genuine
Electrode gap distance The gap on a counterfeit spark plug is usually bigger or smaller than a genuine product, which can lead to poor performance. This can be measured using a feeler gauge or coin style gapping tool.		
Ground electrode angle Counterfeit spark plugs have an unusual ground electrode angle which can lead to poor spark functionality or engine damage.		
Ceramic diameter Counterfeit products have inconsistency in the ceramic diameter. Use a calliper tool to measure the diameter.		
Thread dimensions Counterfeit spark plugs do not comply with DENSO standards and will usually vary in thread length and/or thread pitch.		
Gasket gap distance Counterfeit spark plugs have a bigger gap than the genuine product, which can be checked by measuring the space between the spark plug body and gasket. The gasket thickness, metal and material can also vary from the genuine spark plug.		

Packaging

Look out for packaging differences.

	Counterfeit	Genuine
DENSO logo position Counterfeit products have an irregular placement of the 'arc' on the DENSO logo which is not positioned to DENSO standards.		
Barcodes Counterfeit products have invalid or unusual bar-codes.		
Packaging The counterfeit products have poor packaging quality, irregularity or differences in fold patterns, poor print and material quality when compared with genuine products. In addition, the counterfeit packaging may include additional unrecognised logo's and/or stickers.		
Country of origin Genuine DENSO Spark Plugs are produced in manufacturing plants located in Japan, Indonesia, China and USA only.		



Beware of fraudulent sellers in the market.
Find DENSO genuine spark plugs from
our distributors by scanning the QR code.