



Cliff Electronic Components Limited.

Counterfeit Jack Socket Alert



It has come to our attention that valued customers are buying counterfeit CLIFF Jack Sockets.

Genuine CLIFF Jacks Sockets are manufactured under strict quality control to exacting specifications.

To spot the difference between Genuine CLIFF Jack Sockets and Counterfeits can be difficult. Below is a photo of the genuine marked product and the counterfeit.



Genuine Cliff Jack Socket



Counterfeit

The Genuine CLIFF Jack Socket is made in the UK and is marked “CLIFF UK” unlike the counterfeit which is not made in the UK and is marked just “CLIFF”

The numbers on both mouldings are just cavity numbers used for mould identification.

Classic Genuine Cliff Jacks are manufactured by CLIFF in the UK. Stackjacks™ are manufactured by our China plant Cliff Plastic & Metal Products Ltd. (CPM).

All Genuine Cliff Products are produced under an ISO 9001 quality controlled system, using high grade materials. These materials are selected so that Genuine CLIFF Jack Sockets pass greater than 10,000 plug insertions.

The counterfeit parts are made from poor quality materials which have been tested, and customers have advised, fail after only a few insertions.

Please do not be caught out by counterfeit products, as the long term effects from using poor quality counterfeit products can cause untold financial losses, product failures, and damage to you company name.

It has been reported that companies which bought these counterfeits, and sub sequentially had product failures, have tried to return them to the original supplier for credit without success. No genuine supplier or manufacturer would condone this.

A report on the worldwide web that UK Jack Sockets are giving rise to failures is untrue and an attempt to cover up the problem with the counterfeit parts.

For Genuine CLIFF made products please contact either;

- Cliff Electronic Components Ltd in the UK – www.cliffuk.co.uk – sales@cliffuk.co.uk
- Cliff Inc. in the USA – www.cliffinc.com – bruce@cliffinc.com