

# GREY MARKET FUJIFILM-BRANDED PRODUCTS: A PRIMER

## What are "Grey Market Products"?

Most manufacturers work with a single importer which is authorized to sell and support their products within a given country or geographic region. The importer in turn usually establishes a channel of specific, local dealers and distributors which are authorized to resell the imported products.

FUJIFILM Canada Inc. is the sole authorized importer of FUJIFILM-branded digital cameras and accessories into the CANADIAN FUJIFILM Canada Inc. pays import duties and taxes, and is the designated provider of customer service and support for all FUJIFILM-branded digital camera and accessory products in the Canadian market.

FUJIFILM-branded products that are imported and sold by third parties and methods outside of FUJIFILM Canada Inc.'s authorized distribution channel are referred to as "Grey Market Products". With the weakening of the Canadian dollar, and the rise of global markets and the internet, Grey Market Products have become increasingly more common in Canadian digital camera market segment, and in the Canadian consumer electronics market in general.

## How are "Grey Market Products" Different from Authorized FUJIFILM-Branded Products?

To ensure compliance with country-specific safety regulations and certifications (FCC, CE, UL, etc.) and other government requirements, manufacturers provide special packaging and product engineering designed to meet local country / region requirements.

For instance, FUJIFILM-branded products intended for sale within the Canadian market are sold with a Canadian specific warranty, a UL-certified power cable that is designed for Canadian receptacles, a UPC code on the packaging, and a battery and/or battery charger with certain features and characteristics that are competitive with others available in the Canadian market. All FUJIFILM-branded products bear a unique serial number which can be matched to production and to the specific country or region for which the product was manufactured and intended for distribution.

FUJIFILM-branded Grey Market Products will typically have a foreign or international warranty card, a general power cable that is not UL-certified or that is not designed for Canadian receptacles, no UPC code on the packaging, and/or a different battery and/or battery charger than Canadian intended FUJIFILM-branded products. The lack of or altered serial number is also an indication that a FUJIFILM-branded product is not a legitimate product intended for sale within the Canadian market.

## Significance of Procuring and Owning a FUJIFILM-Branded "Grey Market Product"

Grey Market Products are not designed to be sold in the particular market to which they have been diverted and often have been engineered to different standards. As a result, Grey Market Products often cannot be supported by the authorized importer of the country to which such products have been diverted. Accordingly, the importer or reseller of a Grey Market Product will typically need to be contacted by a retailer or consumer purchasing Grey Market Products for warranty service or support. In addition, certain provincial laws require retailers of Grey Market Products to provide written notice to consumers at the point of sale stating among other things, whether or not the product is covered by a Canadian warranty.

In the case of FUJIFILM-branded products, FUJIFILM Canada Inc. **CANNOT** provide warranty service or complimentary support or assistance with a technical issue for FUJIFILM-branded products that it has not imported. Any service or assistance will be provided by FUJIFILM Canada Inc. and its authorized service centers on Grey Market Products only at current, standard service rates.

Accordingly, a FUJIFILM-branded Grey Market Product often ends up costing both the retailer and the consumer more on the back-end, and in the long run. This risk should be taken into account as part of the initial purchasing decision.