



We present
OUR ENVIRONMENTALLY FRIENDLY PACKING
AND OUR ANTI-COUNTERFEITING SYSTEM
for all our products



All our new packing are completely recyclable. We are also introducing a new label manufactured with 100% recovered fibres. This paper has been awarded the NAPM and Blue Angel recycled mark, because it is chlorine free and made without harmful chemical.



Some Chinese companies are selling low quality products and passing them off as Seven Diesel parts. We know who they are and we will do all we can to stop the selling of our counterfeited products. The Seven Diesel brand is recognised in the World as a quality alternative to the genuine parts; they are trying to make profit from our brand and we can not accept that. We **registered** our **trademarks**, Seven® and the Seven logo®, **worldwide** and they may not be used without our written permission. **Any illegal use will be prosecuted**



BEWARE OF IMITATIONS! We studied a triple security system to avoid counterfeited products, the new packaging include 3 verification methods: the hologram, the "Genuine Seven" logo and a Secure Code. The hologram is used to seal the boxes. In case of removal, the word "VOID" remains on the box and the label cannot be used anymore. On the front label the word "SEVEN" is printed with a security ink which creates a light polarisation effect that can be seen through a special double filter. At the end we added a 11-digit alphanumeric Secure Code below the Part Number on the front label. Introducing the code from the packaging in the specific field in the homepage of our website (www.sevendiesel.it), it is possible to find out if your product is an authentic Seven Diesel product.



GENUINE SEVEN

GENUINE
SEVEN

Security ink with polarisation effect visible with special filter.



HOLOGRAM



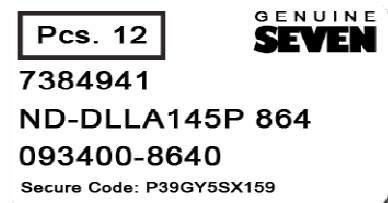
WITH "VOID" RELEASE

VOID pattern is revealed on the label permanently if the label is tampered with and removed.

It is impossible to reuse the label once the VOID pattern is revealed.



SECURE CODE



Verify how many times the alphanumeric number has been checked.

If it is a high number, it is possible that the product is not the original one.