

Are your Xerox® Supplies genuine?

Look for the Xerox Authentication Label.

Don't be fooled.

Sellers of counterfeit or tampered supplies often confuse or mislead you into thinking you are buying genuine Xerox® supplies. Offers or advertisements that appear too good to be true, most likely are.

Don't be negatively impacted by inferior print quality, damage to the printer, additional service costs and potential health and safety risks.

Is it genuine Xerox®?

Look for a special security label. This authentication label is a small, Xerox®-branded holographic label used to verify the authenticity of the product as "genuine Xerox®". It has a unique serial number and multiple layers of security to prevent counterfeiting.

Suspicious Label Characteristics

Counterfeit or tampered supply items may look authentic but the flaws will be noticeable if you look for them. Below are some common characteristics:

A security label will always be present on authentic Xerox® supplies.



Label cut out of carton



Label torn off carton



Serial number removed from label

What to do if you encounter a suspicious product.

If you have concerns regarding the authenticity of a product, we encourage you to return the supply items to the point of sale for replacement or refund. To report suspicious activities or if you have additional questions or concerns, please contact:

Xerox Corporate Security, 24 hour availability

Call 1-866-979-8222 (Internationally: 0044 (0)1707 353223)

or email us at BrandProtectionInvestigations@xerox.com

Information provided will be handled confidentially.



Previous Label



New Label

The labels of your toner and solid ink cartons will have the following features:

- Unique serial number and barcode printed on every label
- Background changes to read: "GENUINE," "ORIGINAL," "AUTÉNTICO" or "VÉRITABLE" depending on viewing angle