

NetRack Releases Caution Note to Raise Awareness on Counterfeit Products

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NetRack share series of guidelines for customers to identify original products

BENGALURU, India – April 17, 2017 – NetRack, a leading solutions provider for data centers and end-to-end IT server racks, today released a caution note in the media against the usage of NetRack's name for selling counterfeit products in the market. NetRack condemns these activities and called for stringent punishment against the perpetrators.

"It's very disappointing to see that these practices still exist in the industry. Brands are not built overnight. Brand reputation and trust is a product of years of hard work, quality and customer service. Selling counterfeit products under a successful brand name is condemnable and crime too. We call upon the fraternity to recognize this trend and take collective action," said **Ravi Raj, Brand Head, Director Sales & Support at NetRack**.

The matter came into light as part of the investigation after receiving several complaints for NetRack's products. To which immediate action is taken and as part of this the company is also releasing a series of guidelines to purchase originally manufactured products from NetRack.

"The only building block of our relationship with our customers is trust coupled with quality and service. We want to create awareness in the industry on the existence of these fraudulent activities in the market and caution other manufacturers to keep themselves safe from these malpractices," he added.

The counterfeit products do not comply with NetRack specified parameters nor NetRack quality and reliability standards. Consequently, the company explicitly emphasizes that NetRack does not warrant any parts purchased through unauthorized channels nor assume any liability for failure of counterfeit products.

- o NetRack also suggests a series of guidelines for customers to identify and purchase its original products.
- o NetRack products should only be purchased from NetRack directly or from one of NetRack's authorized distributors and partners.
- o NetRack products should not be purchased if the outer appearance differs from NetRack products you normally receive unless NetRack or NetRack authorized distributor has provided you a product change notification.
- o NetRack strongly advises against purchasing extraordinarily low priced NetRack products from unauthorized distributors.

NetRack is ISO 9001:2008 certified and also received the ISO 14001:2004 Environmental Management Systems certification and OHSAS 18001:2007 certification for Occupational Health and Safety Management Systems. NetRack's most of the products are comprised with UL Certification.

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About NetRack

NetRack Enclosures foresees itself as a single window solutions provider for all data, network and server related concerns. NetRack's mission is to deliver time bound quality products that are superiorly designed and precision engineered to perfection, to help the customers overcome their constraints while enabling scalability and increased performance at a reduced cost. NetRack guarantees to offer its clients good customer support services for problem-solving and better relations.

Improved customer relations, employee welfare and transformation at all levels to achieve more than what they have achieved so far. The company wishes to upgrade itself through research and development of newer technologies for enhanced performance, scalability and cost-effective products to cut costs to the customer. To know more, please visit www.netrackindia.com