

NEWS RELEASE

OPERATION SCORE!

Counterfeiters scored an own goal this week when Trading Standards Officers seized fake World Cup merchandise, destined for stores across West Yorkshire.

Officers from West Yorkshire Trading Standards, assisted by trademark holders from the Football Association and Umbro, carried out a series of raids at clothing wholesalers within the West Yorkshire region in the fight against the supply of counterfeit goods. With the World Cup on the horizon and the expectation that the criminal sale of counterfeit England goods will rise over this period, the focus was on any England merchandise sporting the FA's trademarks. The raid resulted in the seizure of over a thousand fake England shirts, with a street value in excess of £30,000. Other branded items including England towels were also seized during the clampdown.

Graham Hebblethwaite, West Yorkshire's Chief Trading Standards Officer said "The problem of counterfeit goods is highlighted during times such as the World Cup. We work closely with external agencies such as the FA and Umbro to combat this illicit trade and ensure that illegal items are removed from the market place. Anyone with information about the supply of counterfeit goods should contact our Consumer Direct Service on 08454 040 506."

Councillor Keith Wakefield of the Trading Standards Committee said "The sale of counterfeit goods affects the profits of legitimate traders who are selling genuine England World Cup memorabilia. I hope this is a warning to all those traders who believe that they can make a quick profit in dealing in counterfeit products."

Mark Rowley, Brand Protection Manager from Umbro added "We will continue to make every effort to protect our brand vigorously. We value the work of Trading Standards especially at such a time when the problem of counterfeit football merchandise is at its highest. Hopefully this operation carried out will send a clear message out to any traders intending on selling counterfeit goods throughout the World Cup period."

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