Verification Procedure
Genuine Minelab, Genuine Performance, Stop Counterfeits

Dear Partner,

Driven by high demand for genuine Minelab products you are no doubt aware that there is currently a strong global black market in unauthorised copies of popular Minelab products.

Minelab's **GENUINE MINELAB GENUINE PERFORMANCE STOP COUNTERFEITS** campaign aims to protect the interests of our valued Authorised Distributors, Authorised Dealers and Minelab customers by safeguarding the authenticity and quality of Minelab's products and brand.

What we are doing about it

Minelab has introduced **NEW SECURITY LABELS.** These new labels will appear on products from **26th March, 2012.**

There are two unique labels that you need to be aware of. The following information outlines where labels will appear on specific Gold products and how they can be used to verify genuine Minelab product.

GPX-4500, GPX 4800 and GPX 5000 online verification

A large security label has been added to the control box of the GPX-4500, GPX 4800 and GPX 5000 products.

Here is a step by step guide showing how you can now check the authenticity of a GPX-4500, GPX 4800 or GPX 5000 online:

1. As an Authorised Distributor or Dealer you will be able to determine the authenticity of these detectors by inspecting the security label through the window of your special viewer.
2. A clear full-colour and detailed image will appear.
3. This image provides first level confirmation that the product is a genuine Minelab detector.
4. Second level confirmation requires you to log onto the dealer section of the Minelab website: www.minelab.com/members/welcome-dealers
5. Select 'Verify a Detector' from the left menu.
6. Enter the serial number on the product's control box into the Serial Number field.
7. Using your special Minelab viewer reveal the hidden colour image and text in the security label. Type this text into the Counterfeit ID field.
8. Enter your viewer ID number into the Viewer ID field.
9. Enter the CAPTCHA code from the image of letters and numbers on the screen (This is to ensure that a person is entering the information).
10. Click 'Verify'.
11. If a correct serial number and hidden image ID is entered, a picture of the hidden image will be shown on the screen. There are then two options to select from:

    - **The image on the screen matches exactly in colour and shape.**
    - **The image on the screen does not match exactly.**

    If the image on the screen matches the hidden image, then this is final confirmation that the product is a genuine Minelab metal detector. If the image on the screen does not match the hidden image, please contact your regional Minelab office.

12. If a counterfeit or incorrect serial number and/or hidden image text is entered into the system, then you will see the following message on the screen.

    'This is not a known serial number or ID. Please contact your regional Minelab office'
    An alert email will then be sent to Minelab directly. Should this occur, please notify Minelab by email for action using the following email address: minelab@minelab.ie

    In addition, a smaller security label has been added to the outer product carton of all GPX Series metal detectors. This label also has a hidden image that can only be seen using your viewer.

Eureka Gold, X-TERRA 705 Gold and Commander Coils security labels

The same smaller security labels have been added to the Eureka Gold, X-TERRA 705 Gold and Commander Coils. These labels allow you to confirm that products are genuine Minelab.

To check the authenticity of a Eureka Gold, X-TERRA 705 Gold or Commander Coil product, place the window of your special viewer over the security label. A full colour hidden image will appear through the viewer window confirming that the product is genuine Minelab.

Should you need assistance with any of these steps or in logging on to the dealer section of minelab.com, please contact local Minelab office.
As always, please let us know if there are any questions.

Thank you for your business and partnership!