Cummins Newsroom:
Parts Information and Updates

NEW CUMMINS LABELS TO SUPPORT GLOBAL ANTI-COUNTERFEIT EFFORTS

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by
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Counterfeit parts are increasingly being sold as “Genuine Cummins Parts” across the globe. To protect our reputation and better serve our customers, Cummins is introducing a new leading edge technology label system to help customers confirm that the part they buy is the authentic high-quality product they have come to trust.

The new parts labels feature a hologram, a product verification website, and parts descriptions in multiple languages. Learn more at www.cummins.com/genuinepartsauthentication.

PSBU Product Management Leader Diego Congote explained the importance of protecting the market with advanced labeling, saying, “Counterfeit parts do a disservice to customers, dealers, distributors, and our business alike. Our parts are built to our exact standards, matching or exceeding original part specifications, and only genuine parts are covered by our trusted warranty.”

To differentiate from counterfeit products, the new labels feature a Cummins-specific hologram and a verification website. Customers can scan a QR code on the label to reach the site; to learn more about how to verify the authenticity of products using the new label, visit www.cummins.com/genuinepartsauthentication.

Memphis Distribution Center will be rolling out new labels starting in late Q2 or early Q3 of 2023, so you can expect to start seeing the new label on Genuine Cummins parts, this summer. Don’t be surprised if you continue to simultaneously see the previous label style for the next couple of years.

The new labels are expected to be fully implemented by the end of 2024, but parts that were labeled prior to the implementation will not be relabeled.