



Make gray go away.

6 Tips to Prevent Gray Market and Counterfeit Product Risks

1. Look carefully for authorized channels.

Only buy products from 3M authorized distribution channels. And always vet new dealers that solicit your practice.



4. Avoid deals that are “too good to be true.”

They usually are.



2. Be wary of hard-to-reach businesses.

Avoid businesses that make it hard to talk to a real person or who are not upfront about how they can be contacted.



5. Train your staff to buy smart.

Train your staff to know who they are buying from, and to avoid compromising quality in their pursuit of cost reduction. Give them a list of your favorite brand's authorized distributors.



Teach them to work with authorized distributors to find offers that work for your budget.

3. Distributor questions? Ask us.

If you have a question about whether a distributor is legitimate, please contact 3M directly and ask. Call 3M Customer Care at 800-634-2249 or check our website.



6. Keep the idea of cost reduction in perspective.

Saving on your supply expense is minor when you consider the value of your business and your reputation.

