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THE COUNTERFEIT PRINTER INK IN INDONESIAN MARKET IS CALCULATED TO REACH 49.4%

The spread of counterfeit printer ink in the Indonesian market is calculated to reach 49.4%. This means that almost half of the printer ink sold in Indonesian is counterfeit product.

According to the survey conducted by Makara Mas, a holding Company of the University of Indonesia, such percentage of counterfeit activity was obtained based on surveys of respondents in Jakarta, Bogor, Tangerang, Bekasi and Surabaya areas in 2014.

Given the survey results, the high percentage of the increased sales of counterfeit printer ink is because of the very wide spread distribution that can reach the consumer, and the market for the original printer ink itself is very limited which only reaches certain locations. In addition, the increased distribution of counterfeit ink, which includes refill printer ink and its injector, is also supported by the cheap price of the counterfeit ink compared to the original printer ink.

According to Mr. Justisiari Perdana Kusumah, Secretary General of the Indonesian Anti-Counterfeit Community (MIAP) and also as an Intellectual Property Rights consultant, the high rate of the distribution of the counterfeit printer ink is also caused by the ease of the importation of such counterfeit printer ink from abroad.

The survey also revealed that many consumers consider that there is no difference between the original and counterfeit printer ink.(su)