



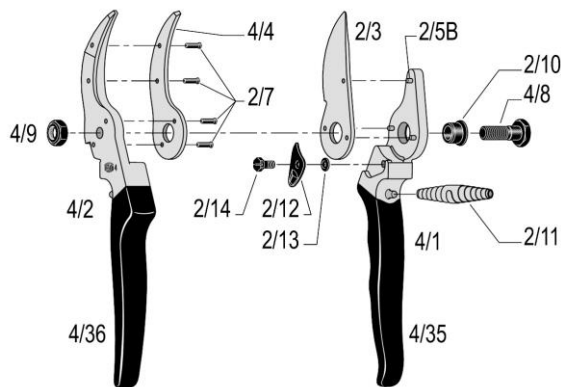
15 April 2019

FELCO..... or not? Counteracting inferior imitations

IMITATION IS SAID TO BE THE HIGHEST FORM OF FLATTERY.

FELCO is the most copied, counterfeited, pruning shear worldwide and with good reason. Agri workers, gardeners and farmers agree that FELCO is the ultimate pruning tool when it comes to quality, comfort, durability, effectiveness and productivity. The disturbing reality is the unique features of FELCO products are unscrupulously and meticulously copied, even down to spare parts and blades.

Counterfeit shears and parts cause untold problems for the unsuspecting user as to the



untrained eye, there appears to be no difference between the original and the inferior counterfeit product, other than the FELCO logo on originals. Everything looks identical. Only once one starts working with the counterfeit version of the product does one realise that the quality is inferior and therefore the effectiveness and productivity are compromised. Inferior quality shears and blades break and springs easily fall out, frustrating the user and indirectly damaging

and influencing the reputation of the trusted quality FELCO brand. FELCO spends significant financial and human resources worldwide annually in attorney and laws suit costs, to locate and destroy inferior counterfeit moulds that manufacturers copy, as well as inferior spare parts.

FELCO SA in Switzerland has launched an initiative to counteract the inferior rouge counterfeit market that is on the rise in South Africa. Instead of proceeding with lawsuits in South Africa, FELCO SA has decided to invest in providing a significant amount of FELCO spare blades in South Africa, in 2019 at very competitive pricing. This initiative will only apply within South Africa and FELCO AFRICA in turn are not permitted to sell FELCO blades to the rest of the world.

FELCO AFRICA had one of the best years since launching in 2008, as such, this year we would like to express our appreciation and thanks to all our loyal patrons in South Africa by offering a very special subsidised offer of original FELCO blades at a fraction of the actual cost. This special offer will give end users the opportunity to easily upgrade from inferior

counterfeit blades and re-introduce to them the FELCO quality and performance that they have been missing.

\$\$\$\$\$ REWARD REWARD REWARD \$\$\$\$\$

FELCO is still the best pruning shears in the world. Producers teasingly say that the best pruning shears in the world is a new FELCO. The second best pruning shear is an old FELCO and the third best pruning shear therefore, is a broken FELCO!

FELCO Africa is now looking for a FELCO 1 pruning shear imported to South Africa between the years 1946 to 1950 from Switzerland, to be used in an international pruning competition. If you have old shears, be on the lookout for these unique tools perhaps hiding in a store, workshop or work drawer, or perhaps used to cut sheep hooves, prune fruit trees, shrubs or flowers in the backyard.

Pictured below are photographs of the FELCO 1 model, with its distinctive FELCO logo. Should you locate this particular model of pruning shear, a reward is promised!



FELCO HISTORICAL BACKGROUND

Félix Flisch, a fitter and turner by profession, started making pruning shears in an old watch factory in Les Geneveys-sur-Coffrane Switzerland in 1945. At the time, the available pruning

shears did not meet his requirements and he improved the design to address his and his end user colleagues' needs.



The core elements he wanted to incorporate into his design were:

- Ergonomics
- Precision Manufacturing
- Durability

This is still the focus that FELCO follows to this day.

How did the FELCO brand come to South Africa?

In 1946, Felix Flisch started a business with a German named H Albrecht, who lived in South Africa. The FELCO 1 was exported to South Africa. Mr. Albrecht married a German woman with children from a previous marriage. One of these children was Mr Baier who was also the last import agent for FELCO products from Switzerland. In November 2008, FELCO Switzerland invested directly in South Africa, established a subsidiary company, thereby excluding the middleman based in Germany.



The FELCO 1 was replaced in the late fifties by the FELCO POPULAR when the British pound fell sharply and the price, due to the exchange rate, soared. The POPULAR was a cheaper, more simplified version with fewer manufacturing processes. This was achieved by removing the anvil juice slot and using an ordinary bolt and nut instead of a micro-adjustment mechanism and simpler locking mechanism. In 1965 the POPULAR was renamed the FELCO 4. The rest is history. Today, there are now 80 different diverse pruning and cable cutting products in the FELCO range to suit all needs and requirements.

[View](#) our advertisement on this website.

Contact: Gys Liebenberg
Address: Unit 2, Cedras Park Cincaut Crescent, Saxenburg Park 1, Kuilsriver
Western Cape Province, South Africa
Cellphone: +27 82 458 6847
Telephone: +27 21 905 1890
Email: gys@felco.co.za
Website: <http://www.felco.co.za>
