



LION MATCH PRODUCTS  
(PTY) LTD

# SAFETY MATCH GUIDE

## ENGLISH

This guide is to assist all stakeholders with recognising non-compliant matches entering South Africa

## ZULU

Lo mhlahlandlela owokusiza bonke ababambe iqhaza ukuthi bakwazi ukubona umentshisi okungenzeka ukuthi awuvumelekile ongena eNingizimu Afrika.

## XHOSA

Esi sikhokelo sesokunceda bonke abantu abanenxaxheba ukuqonda oko kunokwenziwa kukungathotyelwa kwemithetho yematshisi engena kuMzantsi Afrika.

## AFRIKAANS

Hierdie gids is om alle belanghebbendes by te staan met die erkenning van nie-ooreenstemmende vuurhoutjies wat Suid-Afrika binnekom.

# **ACCORDING TO CURRENT LEGISLATION, VARIOUS COMPLIANCE POLICIES NEED TO BE ADHERED TO REGARDING SAFETY MATCHES IN SOUTH AFRICA. THESE ARE, BUT NOT LIMITED TO:**

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- ✗ Is the name, and print on the label clear and easy to identify?
- ✗ Does the label clearly identify the contents – “Safety Matches”?
- ✗ Can you identify who the manufacturer is (name and complete address of manufacturer/packer, importer, country of origin)?
- ✗ Is there a contact number, call centre number, or website address for the manufacturer?
- ✗ Is the number of boxes per packet stated on the packet?
- ✗ Are the safety warnings present and visible?
- ✗ Is there a visible barcode?
- ✗ Is there a distinctive batch, lot or code number, month and year of manufacture present?

## **REFERENCED LEGISLATION:**

South African National Standards - SANS 289:2013 (Labelling requirements for pre-packaged products (pre-packages) and general requirements for the sale of goods subject to legal metrology control).

Department of Trade and Industry - Trade Metrology Act, 1973 South African National Standards - SANS1148:2008 (Wooden Safety Matches) South African Consumer Protection Act 68, 2008.



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# PRODUCTS THAT SHOULD NOT ENTER THE PORT & BORDERS

## ENGLISH

The following products should not be entering as they are manufactured locally in South Africa.

## ZULU

Imikhiqizo elandelayo okungafanele ingene ngechweba njengoba ikhiqizwa ngaphakathi eNingizimu Afrika.

## XHOSA

Ezimveliso zilandelayo azimele zingene kunxweme njengoko ziveliswa ekuhlaleni kuMzantsi Afrika.

## AFRIKAANS

Die volgende produkte moet nie in die hawe ingaan nie, aangesien dit plaaslik in Suid-Afrika vervaardig word.

PALA PALA



KUDU SAFETY MATCHES



ZEBRA



LION SAFETY MATCHES



LION BLUE SAFETY MATCHES



Consumer Unit



# WARNING!

## COUNTERFEIT MATCHES ON THE LOOSE!

BEWARE OF IMITATION LION SAFETY MATCHES  
WHAT TO LOOK OUT FOR...

COUNTERFEIT



GENUINE



COUNTERFEIT



GENUINE



COUNTERFEIT



GENUINE



- ✓ Counterfeit overwraps often have thicker barcode lines, bigger type and a different yellow colour shading.

COUNTERFEIT



GENUINE



- ✓ Counterfeit boxes are often sealed with a thick masking tape instead of glue.

- ✓ The code on the top right of the box should read 100188.

- ✓ Tape is used to seal the case whereas glue is used to seal the genuine matches.

- ✓ Counterfeit boxes are often smaller in size. The code on top of the box may vary from the genuine box.

COUNTERFEIT

COUNTERFEIT

GENUINE



- ✓ Counterfeit ignition strips are often smoother, longer, wider and off centre. Often a code does not appear under the glue flap.
- ✓ Back of box which highlights polish says Superior Shoe Polish instead of Quality Shoe Polish.
- ✓ Counterfeits may have a less detailed lion's mane and absent detail on the 'Ribbon Device'.
- ✓ Colour shading of the counterfeit boxes, as well as the quality of the boxes, is often not consistent with the colour shading and quality of genuine products. The box is also longer than the genuine when opened and flat.



- ✓ Our registered 'Ribbon Device' has often been applied to non Lion products.

- ✓ The Lion Safety Matches 'Ribbon Device' is a registered trademark. Any other product using this device will amount to trademark infringement and action will be taken.

COUNTERFEIT

GENUINE

COUNTERFEIT

COUNTERFEIT

GENUINE

COUNTERFEIT



- ✓ Overlap on box sleeve glued half way on Lion Safety Matches vs three quarters or out of position on counterfeit.

- ✓ The quality of the counterfeit inner boxes are often inferior to the genuine product.



Report any sightings to our CPA-  
Customer Care Line 0860 546 600.

The sale of counterfeit goods in South Africa can give rise to both criminal and civil liability for parties that import and/or sell such goods in the trade. Accepting counterfeit goods for sale in stores exposes retailers to the risk of arrest and prosecution by the State. The owner of the intellectual property rights may also elect to institute civil proceedings against such retailers and importers. The Lion, Lion Safety Matches Label and the 'Ribbon Device' are registered trademarks.

