



MEDIA RELEASE

NSW POLICE PRAISED FOR COUNTERFEIT OMO SEIZURE

UNILEVER ALERTS CONSUMERS

31 July, 2012: Leading consumer goods company Unilever Australasia today praised the efforts of the NSW Police (Police) in seizing over 33 tonnes of counterfeit OMO laundry powder this morning in Sydney.

The Police seizure followed a lengthy investigation over several months targeting the importation and sale of quantities of the fake white laundry powder in Sydney. It is expected that the Police will lay a range of charges against the two individuals allegedly behind the importation and sale of this counterfeit product.

OMO is Unilever's global laundry brand and has held a market leading position in the Australian market for decades.

The fake product was being sold in nine kilo square buckets and claimed to be OMO from China. The fakes were sold in a red square bucket (top loader) and blue square bucket (front loader) through various small retailers and market stalls (examples below).



Commenting on the action, Unilever Australia General Counsel Mary Weir thanked NSW Police for their action.

“Sadly this is an increasing threat for all Australians. The counterfeiting of consumer goods is a multi-billion dollar criminal industry around the globe and it is important that those seeking to engage in this criminal activity understand they will be subject to the full weight of the law.

“The Police action is part of a larger law enforcement drive necessary to protect consumers and ensure they can buy well known and trusted brands like OMO with confidence. However, consumer also need to be wary about products claiming to be trusted brands - particularly from overseas- and should always ensure they deal with reputable retailers” Ms Weir said.



Unilever Australia would like to reassure all its OMO consumers that the product currently being distributed and sold in a range of pack sizes and marked as “Made in New Zealand” is genuine and guaranteed to perform in line with their expectations. Any consumer who has purchased the counterfeit product in nine kilo square buckets is advised to return the product to the retailer and request a full refund.

Consumers requiring further information should call the OMO Careline on 1800 225 508.

-ENDS-

For more information, please contact:

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About Unilever

Unilever works to create a better future every day. Our company helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

Unilever is one of the world’s leading fast-moving consumer goods companies, with strong local roots in more than 100 countries. Globally, Unilever has around 163,000 employees, and in 2009 generated annual sales of €40 billion. In Australasia, Unilever employs more than 1,600 people, and has offices and manufacturing facilities throughout Australia and New Zealand.

Unilever’s portfolio features some of the world’s best-known household names. In Australasia, our name brands include Flora, Lipton, Bushells, Dove, Rexona, Vaseline, Omo, Surf, Continental, Chicken Tonight and Streets.

For more information about Unilever and its brands, please visit www.unilever.com