



SaferGems

THE JEWEL IN CRIME PREVENTION

The Rise of 'Super Fakes'



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Over the last 5 years, SaferGems has seen a rising trend of ‘Super Fake’ Rolex watches being offered for sale to its members across the UK. The watches are branded as ‘Super Fakes’ due to their excellent quality, even their internal movement being copied with the intention of deceiving a trade examination.

Many professional jewelers and less-experienced watch dealers have fallen victim, not to mention a second wave of private buyers falling foul of anonymous sellers through sites like eBay, Gumtree and Instagram.

‘Super Fakes’ are most often accompanied by GENUINE Rolex boxes, tags, booklets and also very high quality FAKE warranty cards and shop receipts, creating highly convincing “box and paper” sets. SaferGems are aware of a Romanian gang who have even gone to the lengths of forging receipts from reputable watch dealers as proof of purchase when selling counterfeit watches.





Criminal gangs have been very successful in recent years, which has encouraged further development of “Super Fakes” and wider attempts to pass them off as genuine Rolex watches.

"It is only when the watches are thoroughly examined by watch makers/repairers that these ‘Super Fakes’ are being discovered."

It is largely stainless steel models which are being faked, as the investment and risks are lower, however these are often some of the most desirable Rolex sport watches and there is a high customer demand as some models are harder to acquire. The financial reward for criminal gangs versus the low outlay and the chance of being caught makes this an attractive and profitable crime.

There is no doubt that this level of high-quality counterfeiting is linked to organised crime and that it is a full time operation for some. A recent conviction in Chester found a criminal gang had a box full of ‘Super Fake’ Rolex watches in the boot of their car with a Royal Mail dispatch label that would have betrayed the supplier.

This Appeal seeks to raise awareness in particular to anyone without significant experience or knowledge in dealing with watches, who may fall victim to purchasing a ‘Super Fake’ Rolex at great cost and financial loss

5 Top Tips to protect from "Super Fakes"

- Be very cautious of anyone from out of your local area. Why would someone from London travel to Manchester to sell a watch? This should raise an immediate concern that something may not be right
- Do not allow accessories like boxes, papers or a warranty card give you **ANY** confidence that the accompanying watch is real.
- Watch parts may also be "cut and shut" like cars, so a watch may contain stolen, genuine and fake parts or any combination of same. A Rolex expert who is a member of SaferGems explains how his team don't examine a watch with the question "Is this real?" but rather "What parts of this are real?"
- If you think the watch is or may be fake, ensure to have a witness with you and ask if the seller bought the watch from a Rolex main agent. Invariably they will try to support their story by saying that they did buy the watch from a main agent, but if it is fake then they have incriminated themselves with this lie. They cannot then later claim they were ignorant if it turns out to be a fake, as main agents do not sell fakes!
- Share information with SaferGems. Criminal gangs take advantage of the lack of information sharing between police forces and will often quickly travel around the country from dealer to dealer trying to sell a 'Super Fake' Rolex. SaferGems is proved to be a fast and effective source of live intelligence, tracking individuals, methods and any fake / stolen items, whilst seeking to raise awareness of this type of crime to the Police



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