



Press release
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X-BIONIC and X-SOCKS challenge fake shops and counterfeits

Cult brands X-BIONIC and X-SOCKS are taking action against unauthorised use of their technologies, copyrights, and online fraud

The Swiss innovator X-Technology Swiss has become increasingly aware of fake shops and product piracy through regular checks and loyal fans of the brand. This comes as no surprise given that the success of their bionic approach has been continuously redefining the world of highly functional apparel since 1998 – a draw for counterfeiters. The Swiss group is now tackling these issues more rigorously: An entire department at the Wollerau headquarters deals with violations of more than 800 patent registrations worldwide and takes appropriate legal action. Distributors and consumers can also report fake online stores and products at www.x-bionic.com.

The cult brands X-BIONIC and X-SOCKS are increasingly being sold online at unbelievably cheap prices. What looks tempting often ends up being hugely disappointing. Either the product is fake and doesn't even come close to functioning as promised, or the desired merchandise is paid for but never arrives.

“This idea of ‘If you're not being copied, you're not relevant’ isn't something we're going to stand for at X-Technology Swiss. In the end, it's our customers that suffer,” said Patrick Lambertz, COO of X-Technology Swiss research & development AG, adding: “We are protecting our premium products with more than 800 international patent registrations as well as a number of design and brand registrations to ensure customers receive the best quality and performance every time they purchase X-BIONIC and X-SOCKS. Companies that try to copy our unique innovations or claim to have the same technologies are intentionally deceiving our customers, and we will be taking consistent action against this.”

Successful alliance against online fraudsters

The Swiss company's specially established anti-fake department is already operating very successfully. In the first three months of this year alone, seven fraudulent websites were shut down. For that, X-Technology Swiss relies on additional support from trading partners and loyal X-BIONIC enthusiasts. Anyone can report fake websites and counterfeit me-too products at www.x-bionic.com/infringement-claims.

Recognising counterfeits and fake websites

There are various ways of recognising online fraud of X-BIONIC and X-SOCKS products and of protecting oneself against it. “One indication of fraudulent offers are products with utopian discounts of 80 or even 90%,” says COO Patrick Lambertz.



“Selling our highly functional premium products at those kinds of prices is next to impossible. Innovation, functionality, and product and material quality come at a cost. As a result, particular caution should be exercised when it comes to offers like that.”

Even if the shop appears reputable thanks to its design and happens to be offering other premium brands at temptingly low prices alongside X-BIONIC and X-SOCKS, caution is still required. The shop’s URL can be a clue. For instance, if it indicates that the shop sells massage services or fishing equipment, that most certainly suggests a scam. In most cases, the website operators aren’t to blame – they were simply hacked.

It’s harder to recognise fake websites when they are concealed behind URLs like “bioniccycling.com” or “xbionicclothing.com”. In those cases, taking a closer look is the only thing that helps – you can’t get a Lamborghini for the price of a compact.

To be absolutely certain, use the store locator (<http://www.x-bionic.com/service/store-locator>) on the X-BIONIC website and buy from certified X-BIONIC and X-SOCKS distributors. The benefits for customers are evident: they receive in-depth advice from highly qualified personnel, allowing them to find a highly functional product exactly in line with their requirements.

About X-BIONIC® and X-SOCKS®

X-Technology Swiss, the innovator of ultra-functional clothing, has been uniting Swiss precision and the tradition of Italian craftsmanship in its products under the brands X-BIONIC®, X-SOCKS® and Apiani® since 1998. Within a few years, X-BIONIC® and X-SOCKS® have redefined the world of functional clothing. As its brand name suggests, the developers of X-BIONIC® transfer bionic knowledge from nature into functional clothing with the aim of increasing athletes’ efficiency and well-being. The brand’s solutions are based on pioneering technology. Protected by more than 800 patent registrations worldwide, one function they perform is to release the body’s energy reserves through thermoregulation. Over 560 international awards and product review wins for innovation, product quality, functionality and material quality speak for themselves.

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