



Companies and Intellectual  
Property Commission  
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## MEDIA RELEASE

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### **CIPC PIONEERS ENVIRONMENTALLY FRIENDLY SOLUTION FOR CONFISCATED COUNTERFEIT GOODS, CREATING JOB OPPORTUNITIES FOR SMMES**

The Companies and Intellectual Property Commission (CIPC) is proud to share information on the pilot project that is part of a pioneering program aimed at addressing the issue of confiscated counterfeit goods in an environmentally friendly and cost-effective manner. This innovative initiative also seeks to create new job opportunities for small, medium, and micro-sized enterprises (SMMEs).

Recognising the high costs, environmental damage, and unsustainability associated with traditional methods of destroying counterfeit goods, the CIPC has partnered with different stakeholders to develop a program that recycles and upcycles these items instead. This approach is particularly significant given the large quantities of counterfeit clothing, footwear, and apparel seized in South African marketplaces.

#### **Key Highlights of the Program:**

**Recycling and Upcycling:** Confiscated counterfeit goods are deconstructed and repurposed into entirely new items. This includes the creation of toys for children and pets, as well as tools for therapy sessions, ensuring that no trace of the original counterfeit trademarks remains.

**Artistic Enhancement:** To further disguise the origin of the reconstituted items, some are painted by local artists, adding a unique and creative touch while supporting the local arts community.

**SMME Involvement:** The program actively engages SMMEs in the recycling and upcycling process, thereby generating new job opportunities and promoting economic growth within this vital sector of the economy.

“The CIPC is committed to finding sustainable solutions to the challenges posed by counterfeit goods. This program not only helps protect our environment by reducing waste but also supports our local economy by creating jobs and fostering entrepreneurship,” said Advocate Rory Voller, Commissioner, CIPC. “We are excited about the potential of this initiative to make a positive impact on our community and environment.”

The pilot phase of the program has already shown promising results, and the CIPC plans to expand the initiative in the coming months. This approach not only addresses the immediate problem of counterfeit

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goods but also aligns with broader goals of sustainability and economic development.

For more information about this program or to get involved, please contact Amanda Lotheringen at [ALotheningen@cipc.co.za](mailto:ALotheningen@cipc.co.za).

This release is intended to provide comprehensive information on the CIPC's innovative program and its benefits to the environment and the local economy.

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