

# False declarations of Country of origin (C.O.O) of a hob/hood is prevalent in Singapore. Most of it goes undetected...

**When customers focus only on the price or getting 'good' bargains without insisting on Country of Origin to be stated on the invoice.**



On 18th July, Lianhe Zaobao reported about the public outcry in China when a Da Vinci, a "foreign-made" label was found to have falsified C.O.O of their furniture. This together with other C.O.O scandals have highlighted **a need for consumers to be more careful when buying products**. Does an Italian brand name mean that a product is Made in Italy? If importers/dealers are confident about their products, is there a need to hide the C.O.O? As a consumer, **what should you take note of?**

It is fast becoming a common practice for companies to leave out the C.O.O. and simply attach a foreign sounding name to a product. In the market for hobs, it is the same. For the same hob, different dealers/contractors will quote you different C.O.Os. Always request to see the original certificate of C.O.O or **request for the C.O.O to be written on the invoice, so that you can protect yourself against unscrupulous dealers/contractors.**

According to CASE, there isn't any bodies or regulations on how product information should be worded. **If you suspect that the product information given is misleading** and has breached the Consumer Protection (Fair Trading) Act · CPFTA, **you can take legal action against the importer/dealer or demand a FULL refund.**

**Falsely declaring the C.O.O is fraudulent and irresponsible.** To avoid being duped, we strongly encourage customers to compare products across brands. Simply spare a minute or two to read about important buying tips and remember - if it's too good to be true, then it isn't true! **Be a wise consumer.**

Since 1985, Rhoixon has always insisted on selling genuine Italian goods, bypassing dealers to ensure savings are passed on to our customers. Here, we go the extra mile to make customers hob experts - how to differentiate the real deal (**Visit [www.rhoixon.com](http://www.rhoixon.com) and download "Hob experts" catalogues**)

**Q: Are you able to accept lies that some salemen tell you?**

**A: Yes I am. I can accept being lied to (Are you really!)**

**B: No I can't. I'd be very angry if I find out!**

No one likes to be cheated. Answer B would be your natural response  
However, many consumers unwittingly fall prey to lies that salesmen tell.

**By buying without actual knowledge, you are actually saying "yes I'm can accept lies!"**



Take the hob retail sector for example. There are over **30 different brands** on the market today. Other than the traditional Italian hob retailers, there are now hobs imported from Indonesia, China, Taiwan, Malaysia, Japan, etc. As a consumer who is faced with so many choices, what should you do ? You definitely need to do a bit of "research" and know abit more about the product you are buying.

There are two types of "lies" often used in sales talk targeted at a consumer's mentality - customers typically associate Western Europe or Japan with good products.

- 1 Dealers will falsely declare that goods from China, Taiwan, Malaysia, Indonesia and Vietnam are **"Made in Italy"** or **"Made in Japan"**
- 2 "Internationally reknown brands" falsely declare that their products are from Germany, Switzerland or other European Countries - places with the "best" technology, when their products are actually OEM Italian products. To further convince customers, these Italian hobs are repackaged as "classier" products and sold at exorbitant prices!

Whatever the sales puff, a smart buyer only has to see if the catalogues clearly state the country of origin. In most cases, it is most definite that the catalogues do not!  
Brand logos with the word "Italy" do not mean that it is made in Italy. The picture is clear - **if lies have to be told to sell a product, is there still trust or integrity?**

### Don't focus on the brand, Know what you buy!

Too many brands to choose from ? Is the brand that important? The answer is **"NO"**  
**You can't use the brand to cook, can you?** When cooking, what's important is that the product can withstand tests. How much do you know about the product?

**Knowledge** is what **really matters!** You need to **understand product features**, **know maintenance tips**, and whether **future hob replacement** will be easy once you have a fixed cut out hole size.



▲ Front control panel with auto ignition



▲ Side control panel w/o auto ignition

Most Italian hobs come with cast iron burner caps. However, **ALL Rhoixon Italian hobs** come with **Rust Free Stainless Steel Caps**. It is common knowledge that brass and other metals are easy to drill a hole in. However, this is not the case for stainless steel which is harder than most metals.

### Is it made in Italy?

Simply pick up the burner

One look is ALL it takes



Genuine Italian burners are all embossed with "SABAF"

**Sabaf** is Italy's largest manufacturer for burners. Almost all Italian hob manufacturers use **SABAF** burners. Log on to <http://www.sabaf.it> to see genuine burner power - 3.6Kw

In other words, there is little difference between all Italian hobs. The only difference lies in the designs. Since **burners are the same**, is there really a "Best Brand"?

### How do I choose?

Always verify what you hear. It is better to see for yourself! Points you should consider:

- 1 Country of Origin
- 2 Standard Hob Sizes for easy replacement
- 3 Maintenance (The most practical factor since you will be using it!)
- 4 Price of Hob
- 5 Brand of Hob



### Rhoixon Italian Hobs Outlets

As sole agent, we firmly believe in building trust. We guarantee that the Italian Hob which you purchase from us is authentic - imported direct from Italy. This is clearly stated on all our product labels - if you see "Made in Italy" it is.

### Product Demonstration at Rhoixon outlets ONLY

Visit our showrooms and take a look at a **"flame fit for Asian cooking"** on our 3 Ring wok burners. See also the SABAF logo as well as our S/Steel Rust Free Caps.

## Will you have confidence in a salesperson who is unsure?

**Q: Can you spot the difference between Rhoixon and all other dealers selling kitchen appliances?**

**A:** Most consumers feel that **dealers offer a greater variety** of brands to choose from. On the surface this appears to be so - on top of more choices, you can even avoid paying GST and even get a few cents shaved off. Is this really true? Don't rejoice too soon! Are you sure you really got yourself a good deal? Are you sure that is the "Best Price"? Are you sure that it is authentic "European" or "Japanese" product? Are you sure that you've not been fleeced? Can you be really sure? There is no such thing as a free lunch - that I'm sure you'd agree!

**Take a look at the marketing distribution channel diagram, all doubts will be removed.**

**A: At Rhoixon, we offer you more exclusivity - we teach you maintenance and you will walk away experts. On top of this, we offer you after sales service.**

It is evident from the distribution chart that **YOU** as the consumer are the **greatest beneficiary**. Are we able to clear your doubts? Read our catalogues and price tags - we believe in transparency. Be assured that you will know what you're buying - all features are clearly stated. Be assured that you will get genuine Italian goods - Country of Origin will be clearly stated. Be assured that you will not get fleeced - Honesty is OUR policy - all our sales reps will tell as it is. Be assured that this IS the Best Price - We offer Cash & Carry so you can enjoy further rebates! Be assured that you will be able to get after sales support - We keep records of your purchases. On top of all these, we offer you MAINTENANCE TIPS which is also available on our price tags!

We believe in building a brand you can trust. For more than two decades we have relied on word of mouth to grow. Today, with your highly valued generous support, we have customers spanning two generations and counting!

### Marketing Distribution Channels

**Traditional**
**21st Century**

Factory

Factory

Importer

 Importer  
Retailer

Wholesaler

Dealers

Consumer

Consumer

### Replacement for Hobs with non standard sizes

#### Been fleeced and want to change?

\*cabinet height 32" or 33"



#### We have a Solution!

Simply purchase a S/Steel hob frame to cover the existing hole! No other alterations are needed.



Frame for 860/680mm hobs



When buying hobs, most consumers do not consider future

#### "hob replacement problems"

We strongly suggest that you buy an Italian hob to prevent future headaches as they come in standard sizes, regardless of brand. Those who are now facing problems would definitely understand! Our own customers who have been using our brand for the last 20 years have had no such headaches!



### Finding inflation tough to cope?

#### We teach you how to cope

**Rhoixon**  
Direct Marketing  
**No middle man**

**Package offer**

**Cash & Carry**  
Save on delivery costs

**Car Park**  
Free Parking



**Rhoixon HQ / Cash & Carry Centre**  
**Rhoixon Marketing Pte Ltd**  
Blk 1064, Eunos Ave 4, #01-159  
Singapore 409798  
Tel: **6289 4466**

