



NEWSLETTER • JULY 2024 • ISSUE 52

Protect Your Investment: Recognize LMR[®] Cable Clones



LMR[®] coaxial cable was the first flexible, low-loss, 50 Ohm cable option designed for low-loss signal transmission, high-flexibility, and high durability in a lightweight design. Since then, many fakes and clones have appeared in the coaxial cable market.

[Learn More About the Pitfalls of Fake Cables](#)

LMR[®] is a registered trademark of Times Microwave Systems. It is not a generic cable term other companies are free to use.

One of the strengths of the LMR[®] product line is it offers a complete package from the cable to the connectors to the tools for termination and installation. An RF interconnect is only as strong as its weakest point, the transition from cable to connector, so the tools for creating that cable-connector transition are crucial.

How to Spot the Fake and Clone Cables

What to Look For

Fakes are counterfeit products, typically not produced in the United States, that market themselves as being a brand name cable but are not. **Clones** don't necessarily claim to be the name brand product but are copies of the genuine product without the technical expertise behind it.



To verify you're getting a genuine LMR® cable, look for:

- Times Microwave Systems name
- Manufacturing Location
- Registered trademark after LMR®

LMR® cable from Times Microwave Systems will have our logo printed on the reel.



What to Watch Out For

Misleading Phrasing

Common phrasing includes:

- Alternative to LMR
- LMR – Alternative
- Equivalent to LMR
- Similar Cables



Deceptive Labeling

Some may label their cables as LMR® even though they are not genuine LMR® cables, as true LMR® is only manufactured by us.

Name Brand vs. Store Brand

Some may claim that the only difference is Name Brand vs. Store Brand, but this is incorrect, as genuine LMR® cables are trademarked by us.





Unlabeled Reel

A reel of genuine LMR[®] from Times Microwave Systems will typically have our branding visible on the reel itself. An unlabeled reel or reel with different branding is not genuine LMR[®].

Questions? Contact Our Team!

The Risks of Fake Cables

In this episode of [Reel Times](#), Carrie sits down with Ian Finch, Head of Commercial Sales- Europe, to discuss the common issue that is found with one of our most popular and well-known cable: [fakes and clones](#).



Watch the Video to Learn More

Resources

Browse resources to help you combat fake and cloned LMR[®] cables, including a blog on the real cost of counterfeits, trademark guidelines, a webinar exploring the

financial impact of fakes, and an informative video on how to fight counterfeits.



Blog Post: The Real Cost of Fake and Clone Cables



Legal Documents: Trademark Usage Guide



Webinar: The Real Cost of Fakes and Clones



REEL Times: Fighting Against Fakes

Genuine LMR[®] cables are only available from Times Microwave Systems and our licensed distributors.

TIMES
MICROWAVE SYSTEMS
AN AMPHENOL COMPANY

LMR
CABLES • CONNECTORS • TOOLS • ASSEMBLIES

30
YEARS

Standing the test of time

LMR 400 TIME
LMR 3
LMR 195 TIM

LMR Original

The advertisement features a blue background with a network of white lines. On the right, there are circular insets showing various LMR cables and a black carrying case with tools. The LMR logo is prominently displayed in the top right.

Get in contact with our team of experts to find out the best LMR[®] cable for your application!

Think you've come across a fake LMR[®] cable?

Let us know!

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CABLES • CONNECTORS • TOOLS • ASSEMBLIES

LMR IMPOSTER ALERT

The block contains a warning graphic on the left with a white exclamation mark inside a triangle on an orange background. Below the main text is a close-up image of an LMR cable connector.

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How can we help?

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Call us : 1-800-867-2629

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