



VICTOR REINZ™

Press Information

Neu-Ulm, June 2025

Egypt Success Story: Dana Secure Label Provides Effective Protection Against Product Piracy

With the roll-out of the Dana Secure Label, Dana Incorporated (NYSE:DAN) is sending a strong signal worldwide for protection against counterfeiting of the Victor Reinz® brand. The digital security solution is already increasing trust and customer satisfaction in many countries. The success story of the Egyptian Dana partner “Gearbox Parts Center” is a good example of how important the approach against product piracy is.

Omar Elshemaly is General Manager of Gearbox Parts Center, a reputable supplier of Victor Reinz brand products in Egypt. The company, based in the capital Cairo, employs around 40 people and has a storage capacity of over 5,000 square meters. According to Elshemaly, turnover is at least one million euros per month.

Dana Secure Label Creates Customer Confidence

However, for several years now, Gearbox Parts Center's earnings have been increasingly impacted by counterfeit products. “In 2024, we had an 80% drop in sales of REINZOSIL tubes compared to 2022,” says General Manager Elshemaly, describing the situation. “My father founded the company in 1980 and I've been with it since 1996. We have never experienced such a slump in sales for a single product.” Since the introduction of the Dana Secure label, however, sales figures have stabilized again. “Our customers, who value the original quality of Victor Reinz, are more than satisfied. With verification via the Dana Secure mobile app, they can now be sure that they haven't bought an inferior counterfeit product,” says Elshemaly, an important sales argument.

Egypt With a Signal Effect for Dana

Egypt is the second most industrialized nation in Africa after South Africa. More than 112 million people live in an area of over one million square kilometers.

The capital Cairo is the largest metropolis in Africa and Arabia, and Greater Cairo is one of the most populous urban regions in the world. For Dana, the customer confidence that emanates from here therefore has an enormous signal effect far beyond Cairo.

Gearbox Parts Center specializes in aftermarket products for trucks. Spare parts for Mercedes, MAN, Volvo and Scania models are particularly in demand. As a full-service provider for all European and most Asian truck models, Dana covers almost all spare parts requirements in Egypt. "Our customer base is very broad, ranging from end users to wholesalers and public companies," says General Manager Elshemaly. "We simply cannot allow inferior counterfeit products to be smuggled into our range. The loss of image would be devastating."

Dana Secure Label Offers Great Protection

Thanks to the new Dana Secure Label, the authenticity of products can be checked quickly and easily using a smartphone with the Dana Secure App. The label, which consists of a serialized QR code with an integrated hologram containing a unique digital fingerprint, immediately shows whether it is a genuine Dana product or a dangerous counterfeit when scanned with the app. The QR code and fingerprint cannot be copied. Verification only works with the Dana Secure app. Other applications, such as the smartphone camera app, will not work for verification.

"We have already discovered the first copies of the Dana Secure label. The product pirates simply copy the label and stick it on the counterfeit. But this is immediately apparent when checking with the Dana Secure app. Our Gearbox Parts Center customers are often amazed at how well it works," says General Manager Elshemaly. "We need the label on all Victor Reinz service parts for Egypt!"

For this reason, Dana is equipping all new Victor Reinz products with the Dana Secure label without exception. The Spicer® and Glaser® brands are to follow shortly.

Further information on the Dana Secure Label and the Dana Secure App can be found at VictorReinz.com/DanaSecure.

**VICTOR REINZ™**

About Dana Incorporated

Dana is a leader in the design and manufacture of highly efficient propulsion and energy-management solutions that power vehicles and machines in all mobility markets across the globe. The company is shaping sustainable progress through its conventional and clean-energy solutions that support nearly every vehicle manufacturer with drive and motion systems; electrodynamic technologies, including software and controls; and thermal, sealing, and digital solutions.

Based in Maumee, Ohio, USA, the company reported sales of \$10.3 billion in 2024 with 39,000 people in 30 countries across six continents. With a history dating to 1904, Dana was named among the "World's Most Ethical Companies" for 2025 by Ethisphere and as one of "America's Most Responsible Companies 2025" by Newsweek. The company is driven by a high-performance culture that focuses on valuing others, inspiring innovation, growing responsibly, and winning together, earning it global recognition as a top employer. Learn more at dana.com.

About Dana in the Aftermarket

Powered by Dana brands such as Spicer®, Victor Reinz®, Glaser®, GWB®, Thompson™, Tru-Cool® and Transejes™ — Dana delivers a broad range of aftermarket solutions, including genuine, all makes, and value lines servicing passenger, commercial, and off-highway vehicles across the globe.

Leveraged by a global network of 14 distribution centers, Dana's dedicated Aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers everywhere. For more information, please visit VictorReinz.com.

Publisher

Dana Incorporated | REINZ-Dichtungs-GmbH
Reinzstraße 3–7 | 89233 Neu-Ulm | Deutschland
Tel. +49 731 7046-0

Press Contact

Carolyn Sailer | Senior Manager Communication + Marketing
Tel. +49 731 7046-407
carolin.sailer@dana.com