

**Question for written answer E-015962/2015**  
**to the Commission**  
Rule 130  
**Neena Gill (S&D)**

Subject:     Bogus backstamping in the ceramic industry

Non-food products currently do not need mark-of-origin labelling, which is potentially misleading to consumers, who do not know what they are purchasing.

There are indications that products originating from third countries, including China, are labelled in some instances as originating from Stoke-on-Trent in the UK. This means the consumer is being sold a fake product, and is being misled in an environment that ought to be safe. It is important that the EU takes action to protect home industries and their brand images.

How does the Commission plan to tackle the problematic issue of bogus backstamping, and in what timeframe?