



APARTHEID FREE ZONES

A Quick Guide to help Boycott Israeli Goods



services, and companies that profit from Israel's occupation of Palestine





The Apartheid Free Zones Campaign is a joint initiative of the Ireland-Palestine Solidarity Campaign, Trade Union Friends of Palestine, Academics for Palestine, Jewish Voice for a Just Peace – Ireland, Students for Justice in Palestine, Gaza Action Ireland, Comhlámh Justice for Palestine, Kairos Ireland, and is supported by the Palestinian Boycott Divestment and Sanctions (BDS) Movement.

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Hardware, Homeware and Industrial Products

Most **STANLEY/BLACK&DECKER TOOLBOXES** and plastic organisers are made in Israel. **Plastic saw horses** are also often available.

KETER exports a wide range of large plastic products from Israel. These include **shelf storage bins, garden sheds, outdoor storage boxes, dog kennels and composting bins**.

Israel is also a major exporter of **industrial plastics**.

LEES CARPETS are made by the Israeli company Carmel Carpets in the illegal industrial settlement zone of Barkan in the West Bank.

Beauty Products and Clothing

ISREALI DEAD SEA BEAUTY PRODUCTS COME IN MANY BRANDS INCLUDING, AHAVA, WESTLAB, DEAD SEA MAGIK, GADI21, -417, VIVO, NEVO and SEA SPA SKINCARE. YESTO, formerly an Israel-based company which has since 'relocated' to the US, uses Dead Sea minerals in many of its products. Some of these companies steal natural resources from the Palestinian section of the Dead Sea, a violation of the Geneva Convention.

Despite the misleading name, **MOROCCANOIL** is an Israeli company that manufactures argan oil-based hair care products.

RONEN CHEN is an Israeli women's fashion label that can often be found in boutique fashion outlets.

PUMA is an international sportswear brand that sponsors the Israel Football Association, which includes teams in the illegal colonial settlements in Palestine.

CATERPILLAR, which supplies machinery used by Israel when it demolishes Palestinian homes, produces a range of **footwear, bags and clothing** under its brand name.

OFFIS and **OFERTEX** are two Israeli fabric and textile manufacturers that export internationally. Ofertex is based in the illegal Israeli settlement industrial zone of Barkan.

Pharmaceuticals and healthcare products

The Israeli pharmaceutical company **TEVA**, which specialises in generic drugs, is the "leading supplier of prescription drugs in the Irish market". For most Teva products there are alternatives if you ask your pharmacist - if there is no alternative, just remember Nelson Mandela's maxim that "a boycott is a tactic, not a principle".

LIDL's own-brand **LUPILU BABYWIPES** are made in Israel.

Children's Toys and other kid's products

The Israeli brand **AMAV** sells a range of "activities" type craft boxes and art supplies.

CATERPILLAR produces a range of children's toys under its brand name.

IT, Music, and Online Tools & Services

The 'DIY-website' company **WIX** is headquartered in Israel, and Wix is the parent organization of the online artistic platform **DEVIANTART** which it acquired in 2017.

The audio plugin development company **WAVES** is a joint US-Israeli venture.

The ancestry and DNA testing website **MYHERITAGE.COM** is headquartered in Israel.

The controversial online marketplace **FIVERR** is headquartered in Tel Aviv, while its Corporate Office is based in the Israeli Embassy in Washington DC.

HP HEWLETT-PACKARD, although not an Israeli company, is boycottable due to the company's deep role in helping entrench the occupation of Palestine and associated human rights abuses. HP Inc. sell **printers, laptops, PCs** and other **computing hardware**, while HP-Enterprises sell **servers, networking equipment** and **other industrial hardware**.

DXC is a US-based multinational IT company that operates Israel's discriminatory population registry and ID system, and has research center in an illegal Israeli settlement.

Vehicles, Machinery and Security Products and Services

Although none are Israeli companies, **JCB (UK), CATERPILLAR (US), VOLVO (Sweden), HYUNDAI (South Korea), HITACHI (Japan) and LIUGONG (China)** supply the machinery used by Israel when it demolishes Palestinian homes, structures and farmlands.

In addition to machinery, **CATERPILLAR** also markets **footwear, bags, workwear, tools, children's toys** and other consumer products under its brand name.

The Anglo-Danish security multinational **G4S** runs Israel's central training academy for its police forces. These Israeli forces are some of the main state organs tasked with the brutally violent repression of Palestinians and have been widely denounced for their systematic use of torture and other illegal practices

US-based **MOTOROLA SOLUTIONS** (*not* Motorola Mobility, a separate company) provides surveillance in Israeli illegal settlements and services to the Israeli military, police and prisons. Motorola make **two-way radios, push-to-talk LTE devices, public radio systems, software for command centers, mapping and drone surveillance**. It sells **body cameras** and **surveillance gear** under the **WATCHGUARD VIDEO, AVIGILON, PELCO** and **INDIGOVISION** brands.

Financial and Insurance Services

British banking group **HSBC** holds financial relationships, through owning shares and providing loans and other financial services, to a range of companies complicit in Israel's human rights abuses, including **RAYTHEON** and **CATERPILLAR**.

French insurance company **AXA** invests \$7m in **three Israeli banks** that fund Israel's illegal settlements. AXA also owns 9% of **EQUITABLE HOLDINGS**, which invests in **five complicit Israeli banks** and in Israel's largest private arms company, **ELBIT SYSTEMS**.



FINANCING ISRAELI SETTLEMENTS

French multinational insurance giant AXA invests nearly \$7M in three Israeli banks (Bank Leumi, Bank Mizrahi-Tefahot and Israeli Discount Bank). All three of these banks finance Israel's illegal settlements.

WHY AXA?

Israel is only able to maintain its regime of occupation, colonisation and apartheid over the Palestinian people because of international complicity. Corporations play a key role in this. An insurance company should protect lives, not destroy them. AXA's investment of nearly \$7M in three top Israeli banks that finance Israel's illegal settlements makes it complicit in grave violations of international law.

AXA also owns 9.03% of Equitable Holdings, which invests in five complicit Israeli banks and in Israel's largest private arms company, Elbit Systems, which touts its weapons and surveillance technologies as "field-tested" on Palestinians.

All five Israeli banks that AXA invests in were named in the United Nations' database of complicit companies implicated in Israel's illegal settlement enterprise.

Although AXA is a signatory of the UN Global Compact, it doesn't comply with its principles. Israeli banks help create, sustain and grow illegal Israeli settlements, considered war crimes under international law. The French insurer promotes its ethical guidelines, while violating them by investing in Israeli banks that finance the illegal settlements. AXA has a global responsible investment policy, including "sector guidelines" addressing "controversial weapons" and countries that pose a "political risk". One would think that Israel's apartheid and theft of Palestinian land would fit the criteria.

International campaigning is having an impact. Since the launch of the Stop AXA Assistance to Israeli Apartheid Campaign, AXA has divested its holdings from Elbit Systems and Bank Hapoalim. AXA has vastly reduced its stake in Equitable Holdings, now an independent company of which AXA owns 9%. But AXA's investments in three Israeli banks have almost tripled!

More info: www.bdsmovement.net/axa-divest



HEWLETT
PACKARD

THE TECHNOLOGY BEHIND ISRAEL'S WAR MACHINE

HP-branded corporations play key roles in Israel's oppression of Palestinians. They are complicit in Israel's occupation, settler-colonialism and apartheid regime.

They provide computer hardware to the Israeli army and maintain data centers through their servers for the Israeli police. They provide the Itanium servers to operate the Aviv System, the computerised database of Israel's Population and Immigration Authority. This forms the backbone of Israel's racial segregation and apartheid.

In 2015, HP split into two companies: HP Inc. for consumer hardware like PCs and printers, and Hewlett Packard Enterprise (HPE) for business and government services. Both HP-branded corporations remain complicit in Israeli apartheid and settler colonialism.

WHY HP?

HP-branded corporations provide and operate technology that Israel uses to maintain its system of apartheid, occupation and settler colonialism over the Palestinian people. Hewlett Packard's violations of Palestinian human rights have been well documented. Aside from providing services and technology to the Israeli army and police that maintain Israel's illegal occupation and siege of Gaza, HP provides Israel's Population and Immigration Authority with the exclusive Itanium servers for its Aviv System. This system enables the government to control and enforce its system of racial segregation and apartheid against Palestinian citizens of Israel, and is directly involved in Israel's settler colonialism through its "Yesha database", which compiles information on Israeli citizens in illegal settlements in the occupied Palestinian West Bank.

HP has been described as the "Polaroid of our times", a reference to huge mobilisations against the use of Polaroid technology by the South African apartheid regime for its racist passbook system. Polaroid's 1977 withdrawal from South Africa marked a turning point in the international effort to end apartheid there.

In April 2018 Dublin City Council voted to endorse the BDS Movement and end contracts with HP-branded corporations. Several Irish trade unions are now boycotting HP, and more than 10,000 people in Ireland have signed a pledge to not to buy HP-branded products. In the US, some 40 Protestant churches, congregations and faith groups representing millions of people support the boycott.

More info: www.bdsmovement.net/boycott-hp



TRAINING KILLERS, TORTURERS & RACIST POLICE

G4S is the biggest security company in the world. It runs Israel's central training academy for its police forces.

These Israeli forces are some of the main state organs tasked with the brutally violent repression of Palestinians opposing Israel's military occupation and human rights violations and are widely denounced for their systematic use of torture, shoot-to-kill policies, institutional racism and other illegal practices.

WHY G4S?

G4S holds 50% of Policy Ltd, the company contracted by the Israeli police to build and operate Israel's National Police Academy. Policy is also responsible for at least 40% of the training instruction of Israeli police.

The training provided by the National Police Academy includes crowd control, house raids, interrogation techniques, target shooting and undercover operations — repression tactics that often entail egregious human rights violations and war crimes committed against Palestinians.

The Israel National Police, which includes the notorious Border Police, has been frequently and severely criticised by international organizations such as the United Nations, UNICEF and the EU Parliament, as well as by international, Palestinian and Israeli human rights organisations.

In the words of Amnesty International, the Israel National Police has engaged in “extrajudicial executions and other unlawful killings, using ill treatment and torture (even against children), suppression of freedom of expression/association including through government surveillance, and excessive use of force against peaceful protesters.”

In 2012 trade unions, churches and grassroots movements across over 25 countries joined a campaign that has cost G4S contracts worth millions. As a result, in 2016, G4S sold its subsidiary G4S Israel to the Israeli equity fund FIMI. Until then, G4S had been involved in running Israel's brutal and widely condemned prisons where Palestinian political prisoners are subjected to torture, ill-treatment and often internment without trial. G4S had also provided equipment and services to Israeli military checkpoints, illegal settlements and the military and police.

Now it is time for G4S to get out of Policy Ltd and stop securing Israeli apartheid.

More info: www.bdsmovement.net/stop-g4s



MOTOROLA
SOLUTIONS

**KEEPING
APARTHEID
CONNECTED**

Motorola Solutions Israel (MSI) - a wholly owned subsidiary of the US-based Motorola Solutions* - has been complicit with the Israeli occupation for over a decade through providing systems and services to the Israeli Ministry of Defense, military, police, and prison service and has been named in the United Nations' database of complicit companies implicated in Israel's illegal settlement enterprise.

WHY MOTOROLA?

Since 2005, Motorola has been providing the Israeli Ministry of Defense with a Wide Area Surveillance System (WASS), known as MotoEagle. The system is used (and continuously maintained and serviced) in illegal Israeli settlements in the West Bank, on the Apartheid Wall, the wall around Gaza, and in military bases.

For many years Motorola has supplied the Israeli army and other occupation forces with encrypted smartphones, most recently signing a €100 million, 15-year contract in 2014. The encrypted cell phones system will be working on a network infrastructure in LTE technology, which will also be used by the Israeli intelligence and the Israeli Navy.

The company provided the Israel National Police with the Astro25 communication system, which the Border Police use during operations in the occupied Palestinian territories.

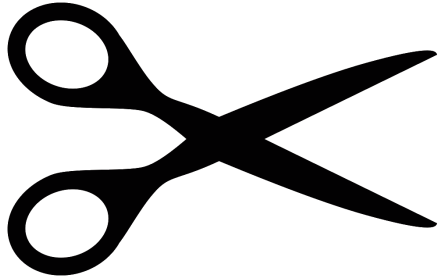
Motorola has provided the notorious Israel Prison Service with services and systems worth millions since 2015, including systems for the Ofer prison in the West Bank. Palestinian political prisoners are routinely subjected to torture, ill-treatment in these prisons.

Motorola has provided and maintains communication systems to illegal Israeli settlements in contracts worth millions. It also provided Ariel settlement with an automatic irrigation system.

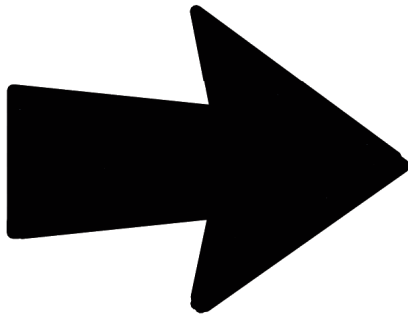
As a result of its complicity with human rights abuses, international law violations and the maintenance of Israel's apartheid regime over Palestinians, Motorola has seen a raft of divestments from the likes of the Presbyterian Church (USA), The Episcopal Church, Danish pension fund Sampension, and Swedish state pension fund Första AP-fonden.

** Motorola Mobility, which manufactures mobile phones is a different company - a subsidiary of Lenovo - and as far as we are aware is not complicit in the occupation of Palestine or its associated human rights abuses.*

More info: www.whoprofits.org/company/motorola-solutions-israel/



**Cut out our handy
guide on the
opposite page**



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services, and companies that profit from Israel's occupation of Palestine



The Israeli barcode starts with the numbers '729'
 although it doesn't necessarily appear on all Israeli products so be sure to
check the label for country of origin.



Food, Beverage and Catering Products



Examples of produce exported by these, and other, companies include: Oranges, grapefruits, peppers, avocados, grapes, figs, passion fruits, sharon fruits, dates, potatoes, basil, dill, tarragon, parsley, sage, rosemary, mint, chives and other herbs.

IT, Music, and Online Tools and Services



Homeware, Hardware & Industrial products



Examples of produce exported by these, and other, companies include: Plastic saw horses, plastic toolboxes, shelf storage bins, garden sheds, outdoor storage boxes, dog kennels, composting bins and carpets. Israel is also a major exporter of industrial plastics.

Vehicles, Machinery and Security Products and Services



Pharma, Beauty, Kids and Clothing Products



Financial and Insurance Services



