

COMPLAINT NUMBER	17/351
COMPLAINANT	G Thorpe
ADVERTISER	Corrosion Control NZ Ltd
ADVERTISEMENT	Corrosion Control NZ Ltd, Digital Marketing
DATE OF MEETING	9 October 2017
OUTCOME	Settled

Advertisement: The website for Corrosion Control NZ Ltd, www.corrosionx.org, advertises CorrosionX, a corrosion solution product and displays logos of various distribution partners.

The Chair ruled the complaint was Settled.

Complainant, G Thorpe, said: Military departments and Ministries of Defence do not enter into distribution partnership agreements with privately owned commercial entities.

Through their website homepage listing this company is claiming that all of the New Zealand defence forces and the Australian Department of Defence are Distribution Partners. i.e. are commercially involved in distribution of the products

The claims are therefore false and should be removed and the relevant authorities advised so that they can take any action deemed necessary if they are not.

The Advertiser Response, said in part... "We are a registered NATO supplier and work closely with various Defense forces, who have used our website without a hitch for many years. The RAAF has even given us permission to use their Orion aircraft on the front page of our Australian website. Many of our products are under current military specs. But G. Thorpe could of course be correct that the logo was incorrectly placed. In the meantime and since G.Thorpe last looked at our old website , a brand new website design has gone live. The new website does not have the NZDF listed as "Distribution Partner ...".

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair noted the Complainant's concern about claims made on the Advertiser's website regarding military distribution partners, which could be misleading.

The Chair confirmed the Advertiser had alerted the Secretariat to the new Corrosion Control NZ Ltd website, which no longer lists the New Zealand Defence Force as a distribution partner.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**