

COMPLAINT NUMBER	18/192
COMPLAINANT	J Dodgshun
ADVERTISER	Hometech
ADVERTISEMENT	Hometech, Print
DATE OF MEETING	22 June 2018
OUTCOME	Settled – advertisement removed

Advertisement: The Hometech print advertisement which appeared in The Press newspaper promoted an infrared heating system said in part:” New Era in Heating: Infrared Technology. Infrared heating is taking the world by storm and its about to happen in NZ...”

The Chair ruled the complaint was Settled.

Complainant, J Dodgshun, said: The advertisement purports to be introducing a new type of heating, not previously available in NZ, infrared, When electricity became available 100+ years ago, one of the first products available was an infrared heater. Over the years various adaptations of the infrared heater have evolved but it is certainly not new. My reading of the advertisement suggests that the heaters being promoted are the type that are mounted either on the wall or behind the gib board. Both types have been available in NZ for at least 30 years. I see the advertisement as being very misleading.

The Advertiser, Hometech said in part: “Hometech is moving out of this product line from June 30th 2018 and this advertising will not run again.”

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

The Chair noted the Complainant’s concern that the Advertiser’s newspaper advertisement implied that infrared heating was a new technology in New Zealand, which the Complainant said was misleading as this technology has been available for many years.

The Advertiser was asked to substantiate the claim. In its response the Advertiser stated the product would not be stocked and sold in the future and the advertisement would not run again.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in confirming the advertisement would not run again, 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 – advertisement removed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.