

<b>COMPLAINT NUMBER</b>	20/055
<b>COMPLAINANT</b>	D. Ryan
<b>ADVERTISER</b>	Samsung New Zealand
<b>ADVERTISEMENT</b>	Galaxy Z Flip, Digital Marketing
<b>DATE OF MEETING</b>	24 February 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The advertisement for the Galaxy Z Flip phone on the Samsung website, [www.samsung.com](http://www.samsung.com), shows a picture of a folding phone screen and says “Glass. But now it folds. Meet the first-ever folding glass screen on a Galaxy. Yeh, we said folding glass. Made of Samsung Ultra Thin Glass, it sets you up for an epic view with a smooth flat screen.”

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, D. Ryan, said:** Samsung is marketing the Galaxy Z Flip screens are made from a bendable glass. Samsung's advertising is likely to break Principle 2, Rule 2 (b) of the Advertising Standards Code.

On their website (<https://www.samsung.com/nz/smartphones/galaxy-z-flip/>): "Glass. But now it folds Meet the first-ever folding glass screen on a Galaxy. Yeah, we said folding glass. Made of Samsung Ultra Thin Glass, it sets you up for an epic view with a smooth flat screen."

When people think of glass, they think of something hard and scratch-resistant.

JerryRigEverything debunks the whole idea that this Galaxy Z Flip screen has any properties of glass.

-The screen scratches like plastic, even with just a fingernail.

-It doesn't shatter or fracture.

-It starts to melt with low heat.

-It can be easily punctured and allow air through to kill the screen pixels.-You can see crease marks where it bends.

<https://www.youtube.com/watch?v=bbAkY-Www4Q>

Even if their screens are a hybrid plastic polymer (with microscopic bits of glass mixed in), they should make it clear that the product has none of the properties of glass that one would expect. At its current state, it's likely to mislead, deceive or confuse consumers.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);**

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2(b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**The Chair** noted the Complainant's concern the advertisement was misleading to say the phone screens were made from bendable glass while having none of the properties of glass.

The Chair said the Complainant had raised a technical question about whether a new Ultra-thin screen, incorporating a plastic layer, could rightly claim to have a glass screen given that it had properties which differed from existing definitions of a classic glass screen.

The Chair reiterated the Advertising Standards Authority's stance that it was not an arbiter of scientific or technical facts. Instead, its focus was to consider the likely consumer takeout of an advertisement.

The Chair noted the product on offer is a folding phone with a price of approximately \$2,500. The Chair said the likely audience for this product would be consumers who are early adopters of cutting-edge technology products and would undertake research before purchase.

The Chair said the target market for the high-end product would be well informed about the pros and cons of the technology being offered in the advertisement including the question around the durability of a folding screen.

The Chair said that taking in account context, audience, medium and product it was unlikely that consumers would be misled or confused by the advertisement.

The Chair ruled the advertisement did not meet the threshold to breach Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.