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| COMPLAINT NUMBER | 21/246 |
| ADVERTISER | Beaver Tree Service |
| ADVERTISEMENT | Beaver Tree Service, Print |
| DATE OF MEETING | 1 June 2021 |
| OUTCOME | Settled – advertisement removed |

Advertisement: The Beaver Tree Services print advertisement which appeared in the Taupo Times community newspaper offers a voucher for a free tree appraisal. The body of the advertisement discusses the importance of choosing the correct tree for the environment and having a trained arborist assess existing trees. The text includes the statement “Lime leaching out of concrete can also have an adverse effect on a tree, weakening it and making it more likely to fall.”

The Chair ruled the complaint was Settled.

Complaint: The ad claims that lime leaches out of concrete with the effect of weakening trees. There are no credible sources of reference for the claim. Nor is there any evidence of lime in concrete or evidence that supports leaching of lime from concrete. Selection of trees should have nothing to do with the presence of concrete. Other than I support the need more trees, honestly promoted please.

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

The Chair noted the Complainant was concerned the advertisement was misleading to say concrete contained lime or that it can leach out.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser confirmed it would not run the editorial/advert again and the advertisement will be removed from its website.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action of removing the advertisement, 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 calendar days of receipt of this decision.