

COMPLAINT NUMBER	18/245
COMPLAINANT	M Tupai
ADVERTISER	Sparkling Laundromat
ADVERTISEMENT	Sparkling Laundromat, Print
DATE OF MEETING	13 September 2018
OUTCOME	Settled – advertisement removed

Advertisement: The poster advertisement for Sparkling Laundromat said "Wash and Dry Combo for \$10"

The Chair ruled the complaint was Settled.

Complainant, M Tupai, said: Advertising is misleading. Opted for their special as advertised they said it's only for drop offs but the add clearly says otherwise.

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

The Chair noted the Complainant's concern the advertisement was misleading as the offer was only for certain services with the laundromat.

The Chair acknowledged the Advertiser had removed the poster advertisement which was of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in 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 days of receipt of this decision.