

COMPLAINT NUMBER	19/210
COMPLAINANT	C Bates
ADVERTISER	The Warehouse Limited
ADVERTISEMENT	Sharp Shield Gloves, Television
DATE OF MEETING	17 June 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Warehouse television advertisement for Sharp Shield Gloves says in part: “The copper fibre cut resistant gloves that protect your hands from sharp edges.” The advertisement shows the gloves protecting hands from knives and scissors being run across them as well as broken glass.

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

Complainant, C Bates, said: I write to voice my horror at an advert I have seen.

On TV One At 15:55 approx on Tue 4 Jun 19.

Product: Protective Gloves.

My concerns: The advert shows someone using the palm of their hand as a chopping board while dicing various produce with a sharp knife.

- The gloves look at a quick glance to be ordinary gloves.
- A child/youngster could replicate what is seen in the advert not realising the harm they could inflict on themselves.
- An elderly person, whose memory is not as good as it once was, could also forget to use the gloves and then seriously harm themselves.
- In this current climate of paranoia of health and safety for all, this is not a good representation of safe practices.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e)

The Chair noted the Complainant’s concern the advertisement was showing an unsafe practice which be harmful if copied.

The Chair said the advertisement was promoting a safety glove and clearly explains the unique properties of the polyethylene and copper fibre material used and demonstrates its cut resistant capabilities.

The Chair said the likely consumer takeout would be the gloves advertised were specially designed safety gloves and offered a high level of protection from sharp objects. The Chair agreed the cutting actions demonstrated were dramatic but said it would be difficult for the Advertiser to show the product’s features without showing the ways it can protect the wearer.

While the Chair acknowledged the Complainant’s genuine concern, she said the advertisement did not show a disregard for safety, given the nature of the product was to prevent injury.

The Chair said the advertisement had not reached the threshold to breach Principle 1 or Rule 1(e) 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.