

<b>COMPLAINT NUMBER</b>	21/284
<b>ADVERTISER</b>	Carpet Country Ltd
<b>ADVERTISEMENT</b>	Carpet Country Print
<b>DATE OF MEETING</b>	28 October 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The advertisement for Carpet Country, printed in NZ Herald, contains a large image of a carpeted lounge with the text "Carpet your whole home" and "\$2699 INC GST" in large bold lettering. Next to this, highlighted in yellow, the advertisement states "\$2699 based on 20 lineal metres, 10mm underlay & install only. Selected ranges only.". Underneath, the advertisement contains more details about the offer as well as the contact details of the advertiser.

**The Chair ruled the Complaint was Settled.**

**Complaint:** Complaint is misleading. Price is fir 20lm, approx 35m2. Whole house floor area minimum 100m2

**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 you could carpet your whole home for \$2699.

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 advert again in its current form and removed the word "whole" from future advertisements.

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**

#### **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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.