

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Sheila Arnold
Advertiser	Melbro Wholesale (Pty) Ltd t/a Heneck Sacks
Consumer/Competitor	Consumer
File reference	Easycook Microwave Pressure Cooker – Sheila Arnold
Outcome	Undertaking
Date	20 March 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Sheila Arnold against the packaging of the Easycook Microwave Pressure Cooker.

Description of the advertising

The packaging describes the product as a “Microwave Pressure Cooker”.

Complaint

In essence, the Complainant submits that the advertised product is not a pressure cooker, but simply a covered microwave dish.

Response

The Advertiser responded and submitted that this product is purchased from a third party and imported. It clarified that it can only take action with respect to those products that it imports itself.

In that regard, it undertook to change the packaging to read “Microwave Cooker”. It indicated that it was aware of the deadlines specified by the Code and would comply therewith.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Misleading claims – Clause 4.2.1 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the advertiser has undertaken to amend its advertising in a manner that appears to address the complaint at hand.

The ARB Directorate is satisfied that the amendment by the advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.

Sanction

The Advertiser is instructed to:

- Amend the packaging within the deadlines referred to in Clause 15.3 of the Procedural Guide, being a period of three months for packaging.
- This will apply to packaging disseminated by the Advertiser, and not to stock that may still be on shelf.