

## Buyer Beware: how to avoid getting caught out by exaggerated or false marketing and product claims

2 years ago



The [Cleaning & Hygiene Suppliers Association \(CHSA\)](#) will share its expertise with buyers and end users of cleaning and hygiene products, advising them on how to avoid being caught out by exaggerated, vague and false marketing and product claims. The Association is hosting a panel debate at the Manchester Cleaning Show on Wednesday 13 March, at 12.30pm.

The CHSA will also be joining the British Cleaning Council (BCC) on Stand Number A5. Visitors will be able to find out about the CHSA's six Accreditation Schemes and its rigorous Code of Practice. Together they maintain standards in the industry and guarantee "what's on the box is what's in the box."

Explaining the panel debate, chair of the CHSA, Lorcan Mekitarian, said: "During the pandemic, when demand was high and urgent, many opportunists made all sorts of product claims they could not substantiate. Today, with uncertainty across the globe putting pressure on our international supply chains, this problem is growing. Typical claims include long-term residual effects of cleaning chemicals, undefined claims of biodegradability, sacks being 100% recycled plastic, and chemical-free products. Our members understand the challenge and are coming together to advise buyers on how to navigate the complexities and make sure they get what they pay for."

The panel will be chaired by the CHSA chair, Lorcan Mekitarian (Sales Director of Berry bpi). It will comprise:

- Jo Gilliard, CEO of Jangro

- Nicky Biggart, Sales Manager UK and Europe Professional Hygiene of Evans Vanodine
- Martyn Higgins, Sales and Innovation Manager of Imperial Polythene
- Stephen Harrison, Managing Director of Harrison Wipes

The Panel members will begin by outlining the typical challenges buyers may face in their sector. They will then take questions from the audience, offering their insight and expertise to help buyers make sure they do not fall foul of exaggerated, vague or false product claims.

The CHSA operates six Accreditation Schemes:

- For manufacturers of soft tissue
- For manufacturers of plastic sacks
- For manufacturers of cotton mops
- For manufacturers of cleaning chemicals
- For general manufacturers
- For distributors of cleaning and hygiene products

The Independent Inspector audits members every year, ensuring high levels of compliance with the standards specified in the Accreditation Schemes.

Every CHSA member has also signed the CHSA's rigorous Code of Practice, which requires them to *"maintain a high standard in the conduct of its business"*. This year we expanded it to include the Competition & Markets Authority's Green Claims Code, which requires companies to:

- Be truthful and accurate.
- Be clear and unambiguous.
- Not omit or hide important information.
- Only make fair and meaningful comparisons.
- Consider the full life cycle of the product.
- Be substantiated.

The combination of our Code of Practice and Accreditation Scheme membership means every member:

- Trades ethically and sustainably;
- Provides supporting information for claims made;
- Provides quality, fit for purpose products; and
- Makes sure *what's on the box is what's in the box*.

'Our Standards. Your Guarantee.'