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## Ad Alert

The Copy Advice team

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Sent to: National/Regional Press, Magazine, Direct Marketing

### Hamilton Direct Ltd T/A FTC Direct

The Barn, Bangle Farm, Stoney Lane, Chantry, Frome, BA11 3LH

**Action: Please consult [Copy Advice](#) before publishing motor vehicle fuel pellet product ads by Hamilton Direct Ltd (T/A FTC Direct).**

The [CAP Compliance](#) team is concerned about the appearance of problematic press ads for a tin-antimony alloy pellet for use in motor vehicles, under the brand name “FTC Fuel Catalyst” and/or “FTC Fuel Pellets”, marketed by Hamilton Direct Ltd t/a FTC Direct.

These ads claim that the product can:

- Restore and/or improve lost engine performance
- Restore and/or improve fuel economy
- Reduce emissions

In an [ASA ruling on an ad from Hamilton Direct Ltd](#) and consequent correspondence from the Compliance team, neither CAP nor the ASA has seen adequate substantiation in relation to these claims. The ads breach the CAP Code on the basis that Hamilton Direct Ltd has not supplied adequate evidence to substantiate the above claims.

*The CAP Compliance team is concerned at the advertiser’s apparent disregard for the Code. CAP asks publishers and direct marketing members to consult the [CAP Copy Advice team](#) before publishing any press ads for tin-antimony alloy pellets by Hamilton Direct Ltd.*

*Please consult the [CAP Copy Advice](#) team if you are unsure about ads or the Code’s requirements.*