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Ad Alert

The Copy Advice team

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No: 763

Date: 25 March 2019

Category: Specific

Sent to: National Press, Magazine

FISCHER FUTURE HEAT UK LTD

The Waterfront, 19-20 North Mills, Frog Island, Leicester, LE3 5DH

Action: Please consult Copy Advice before accepting ads by Fischer Future Heat UK Ltd

The CAP Compliance team is concerned about ads by Fischer Future Heat UK Ltd for their radiators and storage heaters.

The ASA investigated an ad for Elektrostore radiators in October 2018 and concluded that the “Economy 7 compatible” claim and phrases such as “Replace your night storage heaters with dynamic Fischer elektrostore radiators” in the ad were misleading because their heaters did not work the same as Economy 7 tariffs.

The ASA also upheld another complaint against Fischer Future Heat this year about their “Smart Storage Heater”. This ruling upheld savings claims for the Smart Storage Heater when compared with gas boiler systems. The ASA concluded that the claims made for the “storage heater” and the comparisons between the “storage heater” and gas boiler systems, had not been substantiated and were therefore misleading.

The CAP Compliance team contacted the advertiser for an assurance to comply with the rulings but Fischer Future Heat UK Ltd did not respond to CAP’s enquiries.

CAP is concerned at the advertiser’s apparent disregard for the Code and asks publishers to contact the CAP Copy Advice team before accepting ads by Fischer Future Heat UK Ltd.

Please consult the CAP Copy Advice team if you are unsure about ads or the Code’s requirements.