Ad Alert

The Copy Advice team
Tel: 020 7492 2100
Email: Submit a query directly to the team through the
            online form.

No: 764
Date: 21 August 2019
Category: Specific
Sent to: National Press, Magazine, Direct Marketing

FISCHER FUTURE HEAT UK LTD
The Waterfront, 19-20 North Mills, Frog Island, Leicester, LE3 5DH

Action: Please consult Copy Advice before accepting ads or inserts 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". This is an updated version of an Ad Alert published in March 2019, which now includes inserts.

The ASA investigated an ad for "Elektrostore radiators" in 2018. The ASA concluded that the "Economy 7 compatible" claim and phrases such as "Replace your night storage heaters with dynamic Fischer elektrostore radiators" were misleading because the heaters did not take advantage of cheaper, off-peak "Economy 7" electricity rates to store heat to release during the day.

The ASA upheld another complaint in 2018 about claims for Fischer Future Heat's "Smart Storage Heater". This ruling found that savings claims for the Smart Storage Heater when compared with gas boiler systems had not been substantiated and were therefore misleading. The ASA also concluded that describing the product as a "storage heater" was misleading for the reasons outlined above.

The CAP Compliance team contacted the advertiser for an assurance to comply with the rulings but Fischer Future Heat UK Ltd refused to comply.

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

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