



Case Report

1	Case Number	0332/12
2	Advertiser	Shamic Sheetmetal
3	Product	House goods/services
4	Type of Advertisement / media	TV
5	Date of Determination	22/08/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 3 - Substantiation 3)vii Substantiation information readily accessible
- 1 - Truthful and Factual 1)i misleading or deceptive
- 1 - Truthful and Factual 1)ii vague- ambiguous or unbalanced

DESCRIPTION OF THE ADVERTISEMENT

Television advertisement for Coonara wood heaters that shows images of the different wood heaters available to buy whilst a voice over talks about how they will heat your house cleanly and efficiently.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I object to the claims made in the advertisement that Coonara wood heaters heat your house 'cleanly and efficiently'. It is a completely false claim about the environmental impact of this, or any other, wood heater.

It does NOT say they are cleanER or more efficient than some other specific type of wood heater, it clearly says they heat 'cleanly and efficiently'.

Wood heaters are the least efficient and the dirtiest form of heating available.

Governments have to pass laws to try and reduce the impact of wood heater pollution, particularly here in Tasmania.

The statement made in the advertisement is completely misleading and very counterproductive when we have such a problem with winter air pollution due to wood heaters.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Please find below our response to the complaint received by you.

"All Shamic woodheaters have been tested by a NATA accredited laboratory and subsequently Certified by the Australian Home Heating Association as being compliant with the following standards:

AS/NZS 4013: 1999 - Domestic solid fuel burning appliances - Method of determination of flue gas emissions

AS/NZS 4012: 1999 - Domestic solid fuel burning appliances - Method for determination of power output and efficiency.

The Australian Home Heating Association references scientific research that has been conducted showing that certified wood heaters are both clean and efficient.

The following statements are taken directly from the AHHA website: The AHHA Fact Sheet neatly summarises the benefits of wood heating to the environment as well as comparative running costs and a snap shot of wood heating usage in Australia. Burning firewood that has been grown in sustainable wood production systems can significantly reduce greenhouse gas emissions, compared to emissions from non-renewable energy sources, according to the Victorian Department of primary

Industries Firewood and Woody Biomass and their Role in Greenhouse Gas Reduction.

[http://www.homeheat.com.au/pdf/Heating Greenhouse Gas.pdf](http://www.homeheat.com.au/pdf/Heating%20Greenhouse%20Gas.pdf)

The Research Institute for Sustainable Development at Murdoch University finds wood heaters serve an important role in Australia's domestic heating sector. They provide a cheap heating option for many families; particularly those not connected to natural gas. Provided firewood supplies are properly managed, no net greenhouse gas release should occur.

<http://www.rise.org.au/info/TechWoodheater/index.html>

In a study "Life Cycle Assessment of Greenhouse Emissions from Domestic Woodheating" wood heating once again scores lowest on CO2 emissions per unit of energy produced (kg CO2 kWhr) for different sources of domestic heating [click here](#).

(Source: AGO, Sept 2003

<http://www.climatechange.gov.au/land/publications/pubs/firewood.pdf>)

The Western Australian Government Sustainable Energy Development Office supplies useful information on the running costs and greenhouse emissions for domestic heating. Once again, wood heating is shown to be very cost effective and greenhouse friendly.

http://wwwl.sedo.energy.wa.gov.au/pages/heat_run.asp

FACT: Wood heating emits less Greenhouse Gases than other forms of home heating.

FACT: Wood heaters deliver the lowest cost energy for home heating.

FACT: Over 1.1 million Australian families use wood heating.

FACT: Firewood is a renewable source and the AHHA recommends reputable Firewood suppliers and runs education campaigns on the correct use of wood heaters.

I trust that this addresses the complaint made regarding the TV advertisement referred to in your email dated 27th July 2012.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches the AANA Environmental Claims in Advertising and Marketing Code (the Environment Code).

The Board noted the complainant’s concerns that the advertisement is misleading in its claim that wood heaters will heat your house cleanly and efficiently.

The Board viewed the advertisement and noted the advertiser’s response.

The Board noted that the Environment Code applies to 'environmental claims' which are defined as 'any representation that indicates or suggests an Environmental Aspect of a product or service, a component or packaging of, or a quality relating to, a product or service.'

An Environmental Aspect means ‘the element of a product, a component or packaging or service that interacts with or influences (or has the capacity to interact with or influence) the Environment.'

The Board noted that the advertisement features a voiceover describing the range of wood heaters available and that they will heat your house cleanly and efficiently.

The Board considered Section 1 (i) of the Environmental Code which provides that:

‘Environmental Claims in Advertising or Marketing Communications shall not be misleading or deceptive or be likely to mislead or deceive.’

The Board noted the advertiser’s response that the Australian Home Heating Association (AHHA) references scientific research which shows that wood heaters are clean and efficient.

The Board noted that the advertisement does not compare wood heaters with any other form of heat source and considered that the statement “cleanly and efficiently” is open to interpretation. The Board noted that the practice note to the Environment Code does not contain a definition of the words “clean” and/or “efficient”. The Board considered that in the context of this advertisement the phrase “cleanly and efficiently” is used in general terms and a likely interpretation of this phrase is that wood heaters do not generate much mess or waste.

The Board considered that most members of the community would recognise that the use of the phrase “cleanly and efficiently” in relation to wood heaters in this instance is presenting information in a manner which is not designed to be misleading or deceptive.

Based on the above the Board determined that the advertisement did not breach Section 1(i) of the Environment Code.

Finding that the advertisement did not breach the Environment Code on other grounds, the Board dismissed the complaints.

