



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 109/98 |
| 2. Advertiser | HomeRight Paintstick |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 August 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement demonstrates the 'Paintstick' at work. In the demonstration of how to clean the 'Paintstick', the item is shown being cleaned under a tap. The accompanying voiceover says, 'Cleaning up is really fast...Attach this roller cleaner to any standard tap and the cover cleans in seconds...'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I object to the way this commercial portrays the cleaning of the "roller" washing the paint down the drain/under tap/in laundry tub – this is contrary to environmental policy...'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that this advertisement did not contravene the Code. The Board dismissed the complaint.