



CASE REPORT

1. Complaint reference number	286/00
2. Advertiser	Gloweave Consolidated Pty Ltd
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a close-up of a man's face. He grimaces, pants and purses his lips. As the camera pans back, he begins to smile and is shown wearing a shirt, his arm on an ironing board while a woman presses the sleeve with a steam iron. A voiceover says: 'Introducing the Great Shape Business Shirt from Gloweave. So comfortable, you'll never want to take it off.' The woman straightens his tie. The advertisement concludes with shots of a man in an office, the colour of his shirt changing four times as he walks forward, and the text: 'Gloweave. Feel great. Look the business.'

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'To have to watch someone having their (sic) arm ironed is not very pleasant, but most importantly is the wrong idea shown to children. Since when do you not get burnt (sic) from an iron?'

'..... it makes me very concerned that children may think it is safe to iron their clothes while they still have them on and burn themselves or other family members.'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.