



# OXO-BIODEGRADABLE PLASTICS ASSOCIATION

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## ADVERTISING STANDARDS AUTHORITY RULES IN FAVOUR OF d<sub>2</sub>W PLASTIC

**April 2010**

The Advertising Standards Authority of South Africa has ruled that bread bags made with oxo-biodegradable plastic can be advertised as Biodegradable. The Directorate of the ASA considered the expert evidence, and on 8<sup>th</sup> April 2010 they rejected a complaint against Tiger Brands. They said that they were “satisfied that [Tiger Brands] Albany bread bags have been shown to be biodegradable.”

The Complainants had also argued that the claim “Biodegradable bag” encourages consumers to believe that the bread bag will degrade whether it is in the open or in landfill” and that “simply inserting the words “Biodegradable Bag” on the packaging implies that under any and all conditions the bag will degrade.”

The ASA ruled that “In considering the meaning of the claim “Biodegradable Bag” on the Albany bread packaging to the hypothetical reasonable person, the Directorate must consider whether the packaging contains anything which might lend support to the Complainant’s contention that the words mean anything other than what is actually stated.” The packaging simply states “Biodegradable Bag”. This has been substantiated. Accordingly the Directorate finds that the claim is not likely to mislead the consumer.”

The OPA is glad that the ASA has clarified this important issue. It is obvious when you look around that there is a serious environmental problem in South Africa and elsewhere caused by plastic waste which gets accidentally or deliberately into the open environment. There is a solution, and we trust that following this ruling by the ASA the plastics industry and commercial users will follow the lead given by Tiger Brands and use oxo-biodegradable technology. This will cause plastic to biodegrade without human intervention, more quickly than nature’s wastes such as straw and twigs, and much more quickly than normal plastic.”

For the full text of the ruling see <http://www.asasa.org.za/ResultDetail.aspx?Ruling=5108>

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