



GAZDASÁGI  
VERSENYHIVATAL

## **Eyeglass frame ads deceiving consumers**

**Fotex-Ofotért Ltd. advertised eyeglass frames at discount prices, however, the ads mislead consumers. The GVH imposed a fine of HUF 5 million (approx. EUR 20 thousand) on the undertaking.**

Fotex-Ofotért advertised its discount eyeglass frames between November 2006 and January 2007, and between July 2007 and November 2007 with the slogan "You admit your age and we honour that with preferences! Every customer gets a reduction of the same percentage as the number of his/her years from the price of eyeglass frames." The ads appeared on TV and radio channels, giant posters and leaflets.

The discount price was only valid to complete eyeglasses with thinned plastic lenses. Fotex-Ofotért warned consumers in all of the ads, that the reduction was subjected to certain conditions; however, this information appeared in the TV spots only for a very short time, at a letter size so small that it was illegible. Practically speaking, customers could not take notice of it. The GVH fined the undertaking HUF 5 million (approx. EUR 20 thousand) for this infringement.

By coming to its decision, the GVH took into consideration that customers had the possibility to get familiar with all of the conditions of getting the reduction in the Ofotért stores. It was regarded as a mitigating circumstance, that the infringement could only be assessed in the case of the TV spots.

Case number: VJ-191/2007.

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Hungarian Competition Authority  
Communication Group

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