

The GVH launched an investigation due to bed linen advertised to use antiviral technology

26 April 2021, Budapest – The Hungarian Competition Authority (GVH) has initiated a proceeding against the manufacturers of the Viral Stop bed linen product range due to them allegedly failing to provide sufficient information about important aspects of the antiviral treatment of their products.

The GVH has initiated a competition supervision proceeding against the manufacturers of the duvets and pillows belonging to the Viral Stop product range, Naturtex Gyapjú- és Tollfeldolgozó Kft. and the French Proneem R.C., due to them allegedly performing unfair commercial practices on the platforms of two popular Hungarian webshops. Advertisements of the product range claim that these products undergo a special textile treatment that reduces the number of viruses present in them; however, it is assumed that the undertakings fail to disclose certain important and relevant details, such as the expected duration of the effect achieved by the technology as well as the circumstances influencing and preventing this effect. Since a wide range of consumers could have been exposed to the commercial practices of the undertakings and there is an increased interest in such products due to the pandemic, the GVH decided to investigate their sales practices.

The initiation of the competition supervision proceeding does not mean that the undertaking has in fact committed the infringement. The proceeding is aimed at clarifying the facts and thereby proving the alleged infringement. The time limit for the completion of the proceeding is three months which, where justified, may be extended on two occasions by a maximum of two months each.

The official registration number of the case is: **VJ/14/2021.**

GVH Press Office