

Case number:	Vj-129/2005
Short title:	Indesit Magyarország, Reckitt Benckiser (Magyarország) and Auchan Magyarország – advertising free from risk dishwasher try-out
Type of case:	Deception of consumers
Description:	Indesit, a manufacturer and wholesaler of dishwashers and other electric appliances, Reckitt Benckiser, a wholesaler of the automatic dishwashing product Calgonit and other chemical products and the retailer chain Auchan conducted a joint marketing campaign between 25 April and 19 June of 2005 to promote the sale of dishwashers, under the title “it’s not you who should do the washing up”. They claimed that consumers could try out the washing machines “risk free” for 30 days, and for that purpose, they would also receive a free package of Calgonit. Consumers were also to receive a favourable loan on their purchase with a 9 months payback period.
Decision:	The Competition Council established that the advertisements failed to inform consumers they would not receive back the amount they paid as the first instalment when they took over the machine, for the case they would retire from buying it. Indesit and Benckiser were fined HUF 3 million (approx. EUR 12 thousand) and HUF 4 million (approx. EUR 16 thousand) respectively. The latter received the higher fine, as this was not its first practice deceiving consumers. The proceeding was terminated vis-à-vis Auchan the liability of which for the infringement could not be established.
Date:	Budapest, 20 December 2005