



# CONSUMERS ASSOCIATION OF SINGAPORE

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**6 August 2015**

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**Response to The Straits Times Forum Letter "Tackle errant advertising of the never-ending sale" dated 4 August 2015**

We refer to Mr Tan Chak Lim's letter "Tackle errant advertising of the never-ending sale" in The Straits Times Forum on 4 August 2015.

The practice of adopting never-ending sales as a means to lure consumers is indeed an unfair practice. Under the Singapore Code of Advertising Practice (SCAP), all advertisements should be legal, decent, honest and truthful. The Consumer Protection (Fair Trading) Act (CPFTA) also states that retailers should not make false claims that goods are available at a discount for a stated period when it is not true.

If consumers encounter any false claims or advertisements that there are sales items being sold at a discount when it is untrue, they can feedback directly to ASAS on the misleading advertisement or to CASE (if they have bought an item from the retailer). We will monitor such complaints and highlight them to the Ministry of Trade and Industry (MTI) if deemed necessary.

We encourage Mr Tan to approach either CASE or ASAS to give us the details of the misleading advertisement or specific shopfront.

Dr. Tan Sze Wee  
Chairman  
Advertising Standards Authority of Singapore (ASAS)

and

Mr Lim Biow Chuan  
President  
Consumers Association of Singapore (CASE)