



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

September 21, 2020

Via Electronic Mail (lbrett@bbbn.org)

Laura Brett, Esq.
Vice President
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising by GeerPres, Inc. for ADVANTAX[®] Microfiber Mop Pads

Dear Ms. Brett:

We have reviewed the National Advertising Division's referral of GeerPres, Inc. ("GeerPres") regarding advertising claims for its ADVANTAX[®] Microfiber Mop Pads. This referral arose out of an NAD Challenge filed against GeerPres by Contec, Inc. ("Contec"). Contec challenged, among other things, GeerPres's claims that its mop pads are "microfiber." We understand that although GeerPres agreed to modify certain claims identified by NAD (*e.g.*, "latest technology," "100% microfiber"), the advertiser declined to comply with all of the recommendations set forth in NAD's Decision. Accordingly, you referred this matter to the Federal Trade Commission for our review.

Among the issues we examined was GeerPres's representations about a test conducted by a third party, TUV Rheinland. The company has modified its website to address our concerns. Accordingly, we have determined not to take additional action at this time. In reaching this conclusion, we considered a number of factors including resource allocation and enforcement priorities, the nature of any FTC Act violation, and the type and severity of any consumer injury.

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The staff's decision is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require. The FTC appreciates your referral and the opportunity to assist in supporting the NAD.

Very Truly Yours,

s/ Carolyn L. Hann

Carolyn L. Hann
Chief of Staff for Advertising Practices

cc: James A. Mitchell, Mitchell IP Law, PLLC