

SYNOPOSIS OF FEDERAL TRADE COMMISSION DECISIONS
CONCERNING ENERGY SAVING CLAIMS

The Federal Trade Commission has determined that the following acts or practices in the advertising of home improvement materials or products are unfair or deceptive and are unlawful under Section 5(a)(1) of the Federal Trade Commission Act.

It is an unfair or deceptive act or practice to represent falsely the fuel or energy savings expected to result from home improvement materials and products.1/

It is an unfair or deceptive act or practice to represent directly or by implication expected energy savings or reductions in fuel bill prices when consumers will not ordinarily realize such savings or reductions.2/

1/ Certified Building Products, Inc., 83 F.T.C. 1004, 1034 (1973).

2/ Id. at 1034.