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National Advertising Division, NAD Case #6996, January 2022

- Reynolds Consumer Products LLC challenged express and implied claims for Glad Products Company's trash bags. While NAD determined that product packaging for Glad Products Company's ForceFlex Plus with Clorox Tall Kitchen Drawstring Bags appropriately ties the Clorox brand to its odor elimination role, and that product packaging for Glad's Quick-Tie Tall Kitchen CloroxPro Trash Bags does not have the potential to confuse consumers, it recommended that certain claims be modified or discontinued:
- Glad ForceFlex Plus with Clorox bags help consumers "maintain a clean and healthy home" and "keep your home feeling clean & healthy" to avoid conveying the message that ForceFlex Plus with Clorox trash bags contain disinfecting attributes that contribute to a clean and healthy home.
- The depiction of the "germ-fighting" style imagery and use of the term "with Clorox protection" in its Amazon video to make clear that the benefit being promoted is an odor elimination benefit and not a disinfecting one.
- NAD recommended the "Cleaning Commercial" be discontinued. When companies co-brand their products, it is important that the advertising make clear each brand's role in the co-branded product.