

# 26

## Kinzie Advanced Polymers, LLC d/b/a Grove Bags

**National Advertising Division**

NAD Case #7527

May 2026

Relevant Media



## Relevant Media



# Summary

Calyx Containers, LLC challenged express and implied claims made by Grove Bags related to humidity, weight retention, and terpene preservation for its cannabis curing and storage products. While the National Advertising Division (NAD) found that Grove Bags had a reasonable basis for certain of the weight, moisture, retention, and terpene preservation claims, NAD recommended that certain other claims be modified or discontinued to avoid conveying the unsupported

message that the bags “ensure” or consistently achieve a specific humidity range or that the bags create the perfect cannabis climate. In addition, NAD recommended that Grove Bags clearly and conspicuously disclose all material conditions of use in close proximity to the challenged claims to avoid conveying an unqualified performance message.