

# the loop.

Keeping you in it

February 2024



BUSINESS FEATURE

## Cutting Edge Plastic Surgery

**Online Sales Tactics**  
Advice from the Commerce Commission

**Give it a Whirl**  
Paasha Turkish Cafe

# Nau mai, haere mai Welcome to Pukekohe

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WE ADVOCATE  
FOR, SUPPORT, &  
PROMOTE LOCAL  
BUSINESSES

## What's in store for 2024?

Here at the Pukekohe Business Association we're excited to bring an array of initiatives and events to you in 2024.

We've begun delivering our new strategic plan to empower local businesses by providing resources, networking opportunities, advocacy, and support, ultimately contributing to a vibrant and prosperous Pukekohe.

Some of the events you can anticipate include:

- **Business and Beers** - Our monthly catch up begins from this month
- **Many workshops** - Starting with our Small Business Series in partnership with Campbell Tyson
- **Mentorship Programme**- get teamed up with a local business to help mentor you!
- **Chef's Table**- Showcasing our local producers and hospitality businesses
- **School Holidays in the Square** - Our free family events every April and October
- **Gold Friday** - The fundraising initiative
- **Christmas on the Green** - The festivities will return in December for a third year
- **And heaps more promotions and competitions to be involved in**

For more information about the PBA or The Loop advertising opportunities, please contact us on 09 910 0137 or email, [info@pukekohe.org.nz](mailto:info@pukekohe.org.nz)

## MANAGER'S REPORT

# Welcome to 2024!



**Our doors opened for 2024 on the 8th of Jan and we've hit the ground running! One of our big projects of the year has started and we are excited to get your input!**

When we promote Pukekohe as a place to eat, shop, work, live and play, the challenge is pinning down exactly what it is that makes Pukekohe so amazing.

Is it boutique shopping, is it sport, is it the amazing array of bars, restaurants and cafes, or is our claim to fame - the volcanic soils - that give us our "Vege Basket" name?

The Pukekohe branding project will see Pukekohe find its voice and solidify our position as the diamond at the top of Franklin's crown.

We will need input from the community - young and old, businesses, Iwi, Local Board, community groups and more as we create a brand and marketable identity for Pukekohe.

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**"What is Pukekohe's personality and how do we want to be recognised?"**

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This will be a critical tool as we prepare for the new Drury development coming to our back door.

Once this has been completed, we can utilise elements for year round street flags, "Welcome to Pukekohe" signs, wayfinders, and marketing campaigns that target further afield customers from Franklin, Coromandel and North Waikato.

Other new initiatives we will be introducing this year focuses on B2B, networking and upskilling.

Our Business Mentor Program will involve pairing new business owners with local business professionals to share their knowledge and support as a way to enhance business practices.

Business & Beers is returning and continues to be a great way to meet and chat with business owners and staff in a relaxed environment - We'll see you at the Franklin Club on the 7th for a drink on us!

We also have some exciting business workshops coming up that focus on finance, customer service, social media, marketing and more.

As always, please don't hesitate to contact me if you would like to chat about our upcoming projects or ways we can assist you.

Have a great month!

Shawna Coleman, PBA Manager.

## Administration



**Manager**  
Shawna Coleman  
shawna@pukekohe.org.nz



**Communications & Events Coordinator**  
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courtney@pukekohe.org.nz



**Membership Liason**  
Logan Soole  
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## Committee



**Rupert Ross**  
Chairperson  
Vibra Train Pukekohe  
09 238 1951



**Philippa O'Mara**  
Treasurer  
Engine Room  
Chartered Accountants  
09 238 5939



**Melissa van den Brink**  
Vice Chairperson  
Smith & Sons Renovations & Extensions Franklin  
0800 002 760



**Alan Cole**  
Franklin Local Board Representative  
021 923 719



**Ash Hawke**  
Signmax Pukekohe  
09 238 8695



**Holly Jansen**  
The Daily Goods



**Joshua Parsons**  
Crosbies Security  
0800 113 262



**Maree Trow**  
Stirling Sports Pukekohe  
09 238 7689



**Sharon England**  
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09 238 5684



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Pik n Mix Lollies  
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**09 910 0137**  
**pukekohe.org.nz**  
**info@pukekohe.org.nz**

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Disclaimer: Whilst every effort has been made to provide valuable, useful information in this publication, the Business Association accepts no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

# — News From The PBA

This month we recap all our Christmas festivities and announce some of our first events for 2024. We have released a new events page on our website so you can find out what's coming up in Pukekohe and we discuss some key government changes for employers.

## FRANKLIN GETS FIT - TEAM BUILDING EVENT

Local fitness gurus at BodyBlast are hosting a 6 week fitness programme for our members - as a chance to promote workplace wellbeing and have fun with your colleagues and other businesses funning from the 13th Feb through to the 26th March.

Participants will be divided into two teams, which will be competing for prizes and bragging rights while getting active. Each team will be led by Kate or Cherie from Bodyblast and will work together in a step challenge. This can be running, walking, or anything that keeps you moving a bit each day.

Research has shown that regular walking can lower the risk of heart disease, stroke, and type 2 diabetes, while also improving blood pressure and cholesterol levels.

By joining our community challenge, you'll not only be prioritising your well-being, but you'll also be part of a supportive and motivating group, all working towards the common goal of better health. All you will need is good shoes, a can-do attitude, WhatsApp, and a way to count your steps (e.g. smartwatch, phone, or pedometer).

There will be a 3km time trial on the first and last day of the challenge (13th Feb & 26th March) to measure our progress, and spot prizes throughout the challenge, such as free fitness classes.

Whether its a New Year resolution or you're looking for team building with your staff, join in our free six week fitness competition with Body Blast.

Register on our website or at [forms.gle/uF1QUxhW9YyyA9Vq6](https://forms.gle/uF1QUxhW9YyyA9Vq6)



## CHRISTMAS IN PUKEKOHE

Thanks to everyone that supported and joined in on our festivities in December!

We had a wonderful response to our new Christmas Tree, our second year of Christmas On The Green and as always, we had a great uptake of our Letters to Santa initiative and 12 Days of Christmas Giveaways!!

Read more about it on pages 10-11.



## ARE YOU UP TO SPEED WITH THE NEW LAW CHANGES?

### 90-day trials for all employers

All employers in New Zealand, no matter their size, are now able to use 90-day trial periods.

This came into effect for businesses with more than 20 employees on Saturday 23 December, 2023.

However, this must be agreed upon in writing and does not affect other aspects of employment relations, such as the requirement to act in good faith, or worker protections.

### Worker Protection Act 2023

The new Worker Protection (Migrant and other Employees) Act 2023 came into effect on 6 January, 2024. Employers that cannot immediately supply copies (or produce records) must meet this obligation within 10 working days.

This act aims to protect the conditions of every employee in New Zealand and makes it imperative to keep accurate records.

### Repeal of Fair Pay Agreements

The Fair Pay Agreements (FPA) Act was repealed on 20 December, 2023.

If your organisation currently holds any personal information collected solely for the purpose of Fair Pay Agreement activities, including bargaining, it must now be disposed of in line with privacy laws.

**For more info on policy and law changes, visit [employment.govt.nz](https://www.employment.govt.nz)**

# What's On

Local events in Feb - March

## FRANKLIN FOOD TRUCKS

WHEN: Every Thursday, 5PM - 3PM  
WHERE: Navigation Homes Stadium

## REPAIR CAFÉ

WHEN: Saturday 3 Feb & 2 March  
11AM - 2PM  
WHERE: Pukekohe Old Borough  
Building, 22 Edinburgh Street

## PUKEKOHE MARKET

WHEN: Saturday 10 Feb & 9 March  
9AM - 1PM  
WHERE: Pukekohe Town Square,  
King Street

## SUMMER FAIR

WHEN: Saturday 10 Feb  
11AM - 4PM  
WHERE: Kiddie Academy  
93-97 Victoria Street

## PUKEKOHE COMMUNITY ACTION OPEN EVENING

WHEN: Tuesday 20 Feb, 2PM  
WHERE: 31-37 Queen Street

## PUKEKOHE PARK RACEDAY

WHEN: Wednesday 21 Feb & 20 March  
2PM  
WHERE: Pukekohe Park

## FARMSTRONG COMEDY NIGHT

WHEN: Thursday 22 February  
6PM  
WHERE: Franklin Club, 7 East Street

## BARKING MAD DOG SHOW

WHEN: Saturday 24 February  
10AM  
WHERE: Pukekohe Showgrounds

## FASHION SHOW FUNDRAISER

WHEN: Thursday 22 February  
5:30PM  
WHERE: Navigation Homes Stadium

## FOOD TRUCK COLLECTIVE

WHEN: Saturday 2 March, 5PM  
WHERE: Bledisloe Park

# BUSINESS EVENTS

We're bringing back our monthly catch up in 2024. Come along to network with other businesses and have a drink on us!

Thank you to Eugene at Franklin's Bar and Eatery for hosting our Business and Beers event in December.

## Business and Beers

WHEN: Wednesday 7 February  
5:30 PM

WHERE: Franklin Club, 7 East Street

RSVP: <https://forms.gle/r4vwsZ8CHrBFgLRCA>

## Team Building Challenge

WHEN: Six weeks, starting 12 February

WHAT: BodyBlast's Fitness Challenge for PBA Members

REGISTER: <https://forms.gle/uF1QUxhW9YyyA9Vq6>

## Profit Improvement Workshop

WHEN: Tuesday 13 February, 9am - 1pm

WHERE: Campbell Tyson, Level 2, 1 Wesley Street, Pukekohe

WHAT: Interactive workshop to improve your business operations in 2024

REGISTER: <https://mailchi.mp/ct/profitworkshop>

## Kai Franklin Chef's Table

Mark your calendars for 25 March 2024, for an exclusive culinary experience at the Kai Franklin Chef's Table in Market Hall, Pukekohe. Indulge in a specially curated four-course dinner by our region's local chefs, showcasing the best of Franklin's producers. Stay tuned for more details on this must-attend special dinner celebration.

# NEW MEMBERS

WELCOME TO THE  
PUKEKOHE BUSINESS  
ASSOCIATION



## BONANZA BAR TAKEAWAYS

Huge variety in takeaways options.  
63 Princes Street, Pukekohe  
09 238 7060

## DMI PLUMBING

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16a/518 Buckland Road, RD2  
Pukekohe  
09 238 1450  
dmiplumbing.co.nz

## FRANKLIN REMEDIAL MOBILE MASSAGE

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12 Wesley Street, Pukekohe  
021 145 3195  
franklin-remedial-mobile-massage-nz.  
business.site

## HILL SUPERETTE

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281 Queen Street, Pukekohe  
09 238 6050

## J.H. BREWSTER LTD

Local heating company.  
154 Manukau Road, Pukekohe  
09 238 8037

## SPEEDY FREIGHT LTD

Premier import / export freight forwarding.  
8 Alpito Place, Pukekohe  
09 238 0515  
speedyfreight.co.nz

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0800 583 5667  
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09 239 1310  
theuniformshoppe.co.nz

## TOTAL DIESEL SERVICES LTD

Onsite servicing and repairs.  
62 Adams Drive, Pukekohe  
09 239 0594  
totaldieselservices.co.nz



## BUSINESS FEATURE

# More than skin deep at Cutting Edge Plastic Surgery

Consultant Plastic Surgeon and owner, Adam Greenbaum shares his friendly approach to address medical and cosmetic needs.

### **Cutting Edge Plastic Surgery provides expert advice, service, and care at their Roulston Street practice.**

Their trusted team of 6 healthcare professionals comprises of specialist plastic surgery nurses, health care assistants and administration staff. They offer a range of surgical and non-surgical procedures including

advice on skin cancer, optimising your appearance, improving hand function, 'tummy tucks' and breast surgeries.

One of the key services keeping them busy is assisting people with skin cancer.

New Zealand has the highest rate of skin cancer in the world so the owner of Cutting Edge, Adam

Greenbaum operates a one-stop-shop approach to identify and treat skin cancers quickly.

Their dedicated skin cancer screening service, SkinZure, screens, diagnoses, and treats in days - not months, saving their patients valuable time.

It's quick, cost effective and convenient, with the additional

reassurance of expert care and advice.

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## “The popularity of their SkinZure service has quadrupled in the last 12 months”

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Due to the convenience and speed of this service, Adam oversees patient care from start to finish and performs every procedure himself.

Working alongside him are nurses with over 50 years' experience between them, much of that in plastic surgery, as well as specially trained healthcare assistants.

Thus, the small team of professionals offer a very personal approach. Treating you how they would want their own family to be treated.

Cutting Edge Plastic Surgery's other services include reconstructive, plastic and hand surgery plus appearance medicine. Most of which is conducted at their local practice with those requiring general

anesthesia conducted at Franklin Private Hospital.

Their close-knit practice delivers expert care and advice to achieve the best outcome for all their patients through their personal approach.

For more information or to make an appointment, get in touch with one of their friendly reception staff or visit their website. No referral needed.



## Interview with Adam Greenbaum

### Cutting Edge Plastic Surgery

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#### HOW LONG HAS CEPS BEEN OPERATING IN PUKEKOHE?

We have been providing services to patients in Pukekohe and surrounding areas for 12 years.

#### WHAT ARE YOUR MOST POPULAR SERVICES CURRENTLY?

Surgery for skin lesions and our SkinZure Skin Cancer Screening Services wins, with breast reductions and hand surgery nipping at their heels.

#### WHAT DO YOU LIKE ABOUT BUSINESS IN PUKEKOHE?

Serving our local community and the relationships we have built, often treating multiple members of the same family, which is a huge privilege.

#### WHAT IS YOUR CUSTOMER SERVICE PHILOSOPHY?

Partnering with patients is the foundation of everything we do at Cutting Edge Plastic Surgery. I treat you the way I wish my family to be treated by a surgeon. I empower patients to make the right decisions by arming them with the information they need to feel confident in achieving a safe and realistic outcome.

**Cutting Edge Plastic Surgery**  
11/13 Roulston Street  
09 238 8881  
[ceps.nz](http://ceps.nz)



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# — Give it a whirl

With Paasha Turkish Cafe



This month we rolled out the dough to make wood-fired pizzas at Paasha Turkish Cafe.

Paasha's opened on the end of King Street in 2008, imported a wood-fired oven from Italy and has been making pizza magic ever since.

They are known for making fresh-to-order pizzas and delicious Turkish food.

We arrived bright and early to see the owner of Paasha, Mustafa Gundogdu, prepping the oven with tea tree wood.

We donned our aprons, washed our hands and began with crushing garlic and a pepper and mixing it with olive oil to top one of our pizzas.

Making the dough is a long and scientific process so we left it up to the professionals, as Mustafa had already prepared 6 perfect portions of beautifully risen dough.

We each took turns rolling out dough, adding lots of flour as we went. Using the back of a metal ladel, we spread sauce across each base, following by sprinkling cheese and our toppings.

Each pizza had different toppings - including, pepperoni, mushroom, lamb, pesto chicken, zucchini along with some staples like tomato and red onion.

We attempted the shuffling technique to push the pizzas deep into the wood-fired oven, occasionally lifting and pushing the side to rotate it and get an even crispiness.

After 5-10 minutes for each pizza, we checked to see the base is cooked. Each time we pulled one out, delicious aromas wafted around the kitchen.

To finish it off, we squirted a bit of extra virgin olive oil around the crust and topped it off with some oregano.

When using the pizza cutter, we smashed it through the crispy crust to make it easier to drag across the pizza.

If you're like us and have always wanted your own wood-fired oven, this huge natural cooker will set you back over \$120,000.

A lot of work goes into maintaining this oven. It takes approximately two hours every morning for the fire to get hot enough. Then there is the regular cleaning, and even the chimney is totally cleaned every second month.

It's worth popping down to Paasha Turkish Cafe to enjoy their freshly made pizzas, great coffee, and their huge turkish offering including breads, dips, lamb kofta, kebabs, and desserts.

Keep an eye out for some exciting announcements soon as a bigger range of Turkish desserts is coming soon as they expand their offering next door.

**Paasha Turkish Cafe**  
245 King Street, Pukekohe  
[www.paashaturkishcafeco.nz](http://www.paashaturkishcafeco.nz)



SEE MORE  
PHOTOS ON  
THE BACK  
COVER



## PBA NEWS

# CHRISTMAS IN PUKEKOHE

**We had such a blast bringing our Christmas Festivities to Pukekohe in December! Thanks to everyone that celebrated with us in some way - we hope everyone had an excellent holiday season and are gearing up for a great 2024!**

## CHRISTMAS ON THE GREEN

We were lucky to host a beautiful day at Navigation Homes Stadium for the second year of Christmas On The Green!

We had an excellent musical line up, delicious food trucks and a huge range of activities to enjoy.

The weather held our and we had an excellent turnout. Thanks to everyone

that came along and made the day magical!

Our event was supported by Counties Energy, Campbell Tyson Chartered Accountants, Bedpost Pukekohe, Insite Insurance, Franklin Local Board, New World Pukekohe, SignMax Pukekohe, Pukekohe Toyota, Eke Panuku Development Auckland, Now Events, BlueLiners Entertainment, Norwood NZ, Curlys Salvage & Counties Manukau Police.

Another thank you to the businesses that supplied \$1000s worth of prizes and presents that we gave away on the day - from petrol and grocery vouchers, to free coffees and merchandise.

This includes Adrenalin Forest, Bakers Delight, Boneyard, Columbus Coffee, Cutting Edge Plastic Surgery, Katie Swift Pilates, Liddells Pharmacy, Mitre 10 Mega, MW Insurance, Pak n Save, Pukekohe Park, The Warehouse and 8Count Dance Studio.



Thank you to our wonderful sponsors



## NEW CHRISTMAS TREE

In December, we got a brand new giant tree for our Town Square! MW Insurance helped us with replacing our damaged tree for Christmas.

Thank you to Crosbies Security and Community Patrol NZ for your assistance in protecting our new Christmas Tree during the holiday period! The tree was closely monitored to ensure no more damage could occur.



## LETTERS TO SANTA

We received nearly 200 letters at our North Pole mailbox. Each one got a personalised reply from Santa in the mail with a bag of lollies.

## 12 DAYS OF CHRISTMAS GIVEAWAYS

Congratulations to our 12 winners, Annette, Jess, Mel, Helen, Christina, LC, Lillian, Renee, Donna, Katie, Kaitlyn who each took away massive prizes from Pik n Mix, Franklins Bar & Eatery, Halliwells, Pokeno Bacon, Bedpost and Sealy, Sumei, Wrights Jewellers, ARA Home, Computerfood, Pure Indulgence and Pukekohe Park.



# — LOCAL ACHIEVEMENTS



## THE MONARCH

We're delighted that The Monarch is back up and running after a few months of difficult renovations.



## PEOPLE PASSION

Lara Hellier celebrates 23 years since founding People Passion in 2001.



## YOUR LOCAL COFFEE ROASTERS

Happy 5th birthday to Ria and the team!



## EBBETT PUKEKOHE

Ebbett has opened a Great Wall Motors (GWM) pop-up dealership @ 257 King St.



JOIN US!

## ARE YOU OUR NEXT TRAVEL SUPERSTAR?

We have an exciting opportunity to join our much-loved travel company.

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f @

# — Police Report

With Constable Keven Greasley

Happy New Year Pukekohe and welcome to the first edition of 2024.

We have had a busy start to the year, with a focus on retail crime paying off.

Our dedicated retail crime team based in Pukekohe and lead by Sgt Phil Moody are providing a huge crackdown on shoplifting offenders.

Eight people have been arrested in relation to shoplifting offences within the first two weeks of 2024, and this is just the beginning.

A further nine individuals are currently on the “Active Targets” board at the time of writing. I would imagine they would have all been arrested and charged by the time of your reading.

Close to \$20,000 worth of items had been stolen between the eight alleged offenders in relation to retail crimes in the Takanini, Papakura and Franklin areas.

This was great work from staff in different areas, recognising these recidivist offenders, and taking quick action to get them into custody.

In saying this, conversations I have had with many of you recently have noticed the disappearance of many previous prolific offenders. This is a direct result of arrests made in the later part of 2023.

We will continue to undertake high visibility patrols in shopping centres and CBDs, with a specific focus on supermarkets and other major retail locations.

Police and retailers cannot prevent crime alone and rely on the help of the community to stop this illegal activity and hold these offenders to account.

I have recently created a “Gold Standard Reporting” guide which I will be delivering to you all starting February. This will provide you with great examples and information on the type of reporting and evidence we require at the earliest possible opportunity in order to achieve quick, impactful results.

We encourage members of the public to report suspicious behaviour in and around shops and malls to a member of staff, security, or Police to help prevent retail theft. Making Pukekohe an undesirable location for shoplifting offenders.

People can report offending as it is occurring by calling 111, or to report matters after the fact by calling 105.

Reports can also be made online by going to [police.govt.nz/use-105](https://www.police.govt.nz/use-105) or anonymously by calling Crimestoppers on 0800 555 111.

See you out there,

Keven

# ARE YOUR ONLINE SALES TACTICS ALL GOOD?

The Commerce Commission has shared the following guidance to help you understand your obligations and responsibilities around online sales practices.

## E-commerce

If you are using e-commerce platforms to sell goods online, chances are you may be using overseas based platforms and apps.

Sometimes these apps have features that could mean you end up using false and misleading sales practices that are not allowed in New Zealand.

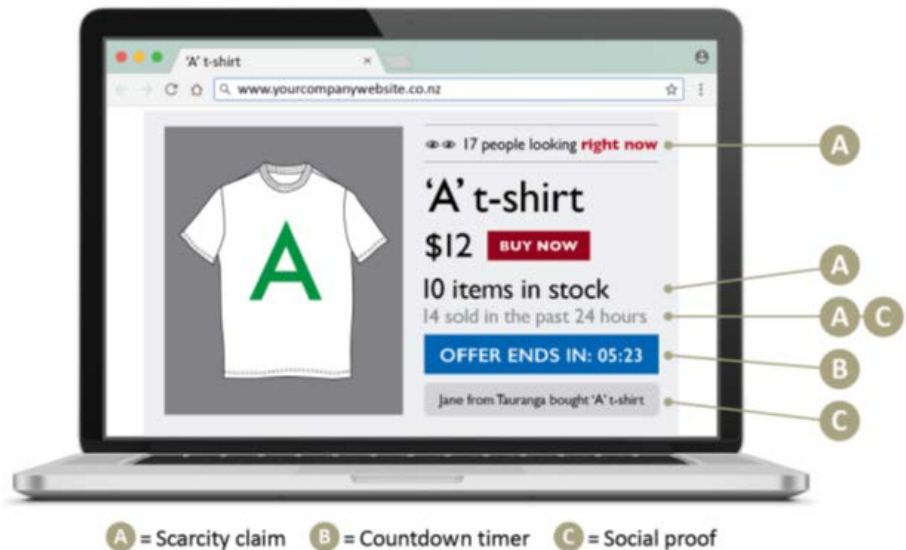
For example, you might have installed an app with a promotional countdown timer that automatically repeats when the countdown has ended.

This app feature may influence your customers to act quickly to buy what they believe is a limited time offer. This could be misleading because that offer will remain available after the timer has reset.

Consumers increasingly shop online and rely on claims businesses make on their website about goods and services. In many cases, consumers cannot establish for themselves if these claims are accurate.

Claims about the availability or popularity of goods or services can influence a consumer to make a purchase.

**“As with all claims that businesses make, claims online must be clear, accurate, unambiguous, and businesses must be able to substantiate them.”**



## Fair Trading Act

If unable to back up a claim, businesses will be breaking the law.

The Fair Trading Act prohibits businesses from using misleading and deceptive conduct, unsubstantiated claims and false representations, as well as unfair consumer contract terms and unfair practises.

If you claim an offer will end in 2 hours, then the price of the product should return to its presale price at the end of 2 hours – otherwise, you could breach the Fair Trading Act.

Same for claims about available stock – if you make a claim that there are ‘only 10 items left’, this must be true.

Breaches of the Fair Trading Act can result in a maximum fine for businesses of \$600,000 per offence and for individuals of \$200,000 per offence.

**“Do not assume that all e-commerce apps meet requirements under New Zealand laws.”**

Check that the apps you use allow you to make accurate, truthful, and substantiated claims. For example, apps that allow you to draw on genuine data from your inventory so that you can prove, if you need to, that your advertising claims are accurate and truthful.

Last year, the Commerce Commission issued a formal warning to online gift box retailer Occasion Box for making false and misleading claims, that were likely to mislead customers. They claimed that other customers had purchased products recently, which was not the case.

**Find out more...**

...about your obligations and substantiating claims at

[www.comcom.govt.nz/business/](http://www.comcom.govt.nz/business/)

## Online Claims

There are different types of claims made online that may influence consumers to purchase goods or services. These include:

**a) claims that may influence consumers to purchase quickly out of a fear of missing out**

**b) claims about the popularity or previous sales made that make the good or service appear popular**

Claims that influence consumers to purchase quickly are known as scarcity claims or calls to action.

These include statements that a sale is 'limited', the use of a countdown timer, stock level indicator, and an online queueing system that might hurry along consumers' purchases.

Claims about popularity are known as social proof claims – this is where a good or service is represented as popular and in high demand, sometimes because it was recently purchased by another person.

If you make claims that are false or misleading or cannot be substantiated at the time of making the claims, you may be breaking the law.

In an online environment where goods and services can be sold quickly, some representations which were once accurate may become false or misleading soon after, unless care is taken.

If businesses use scarcity or social proof claims to promote their products, businesses are likely to reduce the risk of breaching the Fair Trading Act by linking their representations to real time sales data or online inventories.

Businesses are encouraged to have the systems and processes in place to ensure that claims about stock or sales are up to date and reliable.

By following this guidance, businesses are more likely to give consumers a complete and accurate picture of stock levels, popularity, and the availability of particular offers.

This guidance is not a complete list of your obligations and is not intended to constitute legal advice.

If you are unsure about how to comply with the law, we recommend you seek advice from a lawyer.

## Scarcity Claims Examples



## Social Proof Claims Example



