

Cease and Desist Order against Nihon SiberHegner K.K.

June 5, 2008
Japan Fair Trade Commission

The Japan Fair Trade Commission (JFTC) had investigated representations about organizers with the brand name of “fiLOFAX” sold by Nihon SiberHegner K.K. (hereinafter referred to as “NSH”) and found that the company were in breach of Article 4, Section 1, Paragraph 3 (misleading representation about country of origin of a product) under the Act against Unjustifiable Premiums and Misleading Representations. The JFTC issued a cease and desist order to NSH today in accordance with Article 6, Section 1 under the Act.

1. Outline of the party concerned

Company	Address	Representative
Nihon SiberHegner K.K.	3-4-19 Mita, Minato-ku, Tokyo	Wolfgang Schanzenbach Representative Director

2. Outline of the cease and desist order

(1) Outline of the violation

NSH made the following representation when selling organizers with the brand name “fiLOFAX” to general consumers via contracted distributors.

Product	Organizers with the brand name of “fiLOFAX”
Period of representations	Period between no later than January 2007 and December 2007
Representations	An index card with the UK flag inserted in sample products displayed at retail stores
Facts	The country of origin of most of the concerned products is People’s Republic of China and that of other products is India.

(2) Outline of the cease and desist measures

- a. NSH shall publicly announce that the above representations mislead general consumers about the country of origin of organizers with the brand name of “fiLOFAX”.
- b. NHS shall take measures to prevent recurrence and ensure that its officers and employees are fully informed of these measures.
- c. NHS shall not make similar representations in the future.