

JFTC renders cease and desist order to Daimatu Kogyo K.K. about misleading representations on manufacturing country of sandals

4 December 2003
Japan Fair Trade Commission

Following an investigation into Daimatu Kogyo K.K., the JFTC today issued a cease and desist order to the company finding infringement of Section 4 (3) (misleading representation on country of origin) of the Premiums and Representations Act.

1. The company
Daimatu Kogyo K.K. Shizuoka-city

2. Outline of cease and desist order

(1) Outline of violation

The company made the following misleading representations to consumers on women sandals named "SOINS" (SI-7601 or SI-7602: black 470 thousands of pairs, white 210 thousands of pairs) which it imported and sold to consumers through retailers:

The company pretended as if the sandals were made in Japan by:

1. detaching the tag with "MADE IN CHINA" or "Indonesian made" description and affixing a tag with instruction for use by the Japanese language.
2. printing "DAIMATU JAPAN" on the product and the box.

Fact: The black ones were made in People's Republic of China.

The white ones were made in Republic of Indonesia

(2) Outline of elimination measures

- i) The company shall announce that it has made representations which mislead consumers.
- ii) The company shall not make misleading representations in the future.