

## Cease and desist order against YONEX K.K

9 September 2003  
Fair Trade Commission

The JFTC, having investigation into YONEX K.K (Tokyo, JAPAN), today issued a cease and desist order against violation of Section of 4(3) of the Premiums and Representation Act (misleading representations concerning country of origin).

### 1. Involved company

YONEX K.K (Manufacturer of sporting goods. Bunkyo-ku, Tokyo, JAPAN)

### 2. Outline of the order

#### (1) Outline of violation

YONEX, since June 1999 at the latest, has made following misleading representations on shuttlecocks for badminton:

A representation in detail:

On package for products (No.1 to No.9 of the table below): "MADE IN JAPAN"

Between January 2000 and December 2002, in a catalog list distributed to consumers (No.1 to 5 and 10 of the table below):

"YONEX is highly regarded as MADE IN JAPAN from the point of view of durability, balance and quality control"

Thus, the company displayed as if every item of the table below had been made in Japan.

Fact: The products were made in China except for part of the products No.1 to No.7 of the table below.

#### (2) Content of elimination measures

- ) Notification to consumers on the misleading representations
- ) Adoption of measures to prevent recurrence and its familiarization to the directors and employees
- ) Ban on misleading representations to consumers in the future

Table:

Number	Number of Product	Name of Product
1	F-80	New Official
2	F-70	Official
3	F-50	Hi-Clear
4	F-30	Training
5	F-20	Court Play
6	F-15	Standard
7	F-10	Standard
8	F-7	Clear
9	F-5	Clear
10	F-20B	Court Play

(Notes)

Product of No.1 and No.9 contains 12 shuttlecocks and Product of No.10 contains 3 shuttlecocks.