

## **Communication of anti-viral bed linen was not unlawful**

**21 December 2022, Budapest – The Hungarian Competition Authority (GVH) has terminated its proceedings regarding bed linen advertised with anti-virus technology as the manufacturer was able to prove the provision of adequate information in the advertisements.**

The Hungarian Competition Authority [launched proceedings in April 2021](#) against manufacturers of bed linen specifically claimed to be effective against the coronavirus at the height of the COVID-19 pandemic to investigate whether consumers were adequately informed about the relevant features of the products (e.g. the expected duration of the otherwise undisputed antiviral effect, and the conditions influencing or preventing its occurrence).

During the procedure the manufacturer, relying on a number of independent sources, such as expert witness reports and test certificates from expert institutes, was able to demonstrate that the antiviral effect of the product line had not been reduced either by the use of covers or sheets or the frequency of washing. Therefore, the GVH's Competition Council concluded that the manufacturer had not been withholding material information when advertising the antiviral properties of the products, and thus had not committed an infringement.

The Hungarian Competition Authority also terminated the investigation against the French undertaking providing raw materials for the products as well as certain English-language business-to-business (B2B) information and marketing materials as there was no clear evidence of liability for the commercial practices towards Hungarian consumers.

Case reference number: **VJ/14/2021.**

### **GVH Public Service and International Section**

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