



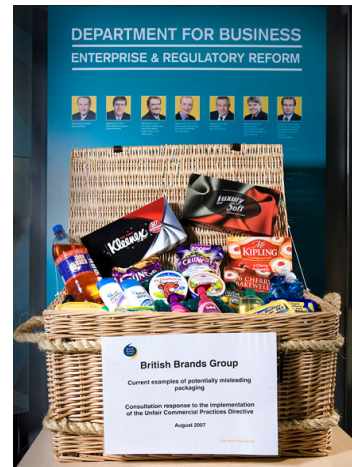
Press Release

20th August 2007

Today the British Brands Group delivered current UK examples of copycat packaging to the Government showing the real risk to shoppers of dropping key legislation.

John Noble, Director of the British Brands Group, delivered a hamper of current UK copycat packaging to David Saunders, Director of Consumer and Competition Policy at BERR, to emphasize the impact on shoppers of copycat packaging.

Research has demonstrated that around 20% of people have bought a copycat product accidentally and many more believe that similar packaging indicates a connection with the brand. The hamper also included a written submission to the Department for Business, Enterprise & Regulatory Reform (BERR) as part of the British Brands Group's response to the EU Unfair Commercial Practices (UCP) Directive consultation that ends tomorrow (Tuesday 21st August).



In its proposal for implementing the UCP Directive, the Government has dropped a provision allowing for private civil actions against copycat packaging.

The consultation process that ends tomorrow leaves the UK as the only country in the EU without effective means to tackle unlawful copycat packaging.

Look-alike or copycat packaging emulates key elements of the presentation of familiar and trusted branded goods. The use of these distinctive features misleads consumers into believing that the look-alike actually is the brand or is connected with the brand manufacturer.

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The voice for brands

Research has demonstrated that around 20% of people have bought a copycat product accidentally and 30-50% believe that there is a link in “brand quality” between similarly packaged products. These figures suggest that over 14 million households have been affected by the problem.

John Noble, Director, British Brands Group said:

“By dropping the Unfair Commercial Practices Directive’s provision for private civil actions, the UK government has failed to ensure the high level of consumer protection intended by the EU – consumers will continue to be left highly susceptible to copycatting”.

For more information and further background briefings on this subject please visit the British Brands Group website: www.britishbrandsgroup.org.uk.

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