



**False, misleading  
and deceptive  
conduct by  
DuluxGroup  
(Australia) Pty  
Limited**

Following legal action by the Australian Competition and Consumer Commission, the Federal Court of Australia declared that DuluxGroup (Australia) Pty Limited (**Dulux**) engaged in conduct contravening sections 52 and 53(c) of the *Trade Practices Act 1974* and sections 18 and 29(1)(g) of the *Australian Consumer Law*, being Schedule 2 of the *Competition and Consumer Act 2010*.

Dulux manufactures and supplies Acratex InfraCOOL Paint for roofs. Dulux promoted this product through an in-store colour card in outlets stocking the product and a two paged online fact sheet.

**The Court found that Dulux represented that Acratex InfraCOOL Paint can reduce the interior temperature of a house by up to 10 degrees when in fact that was not the case and Dulux did not have reasonable grounds for making that representation.**

As part of it's orders, the Court also:

- required Dulux to pay a pecuniary penalty together with the ACCC's costs of the proceeding; and
- required Dulux to publish a corrective notice in The Australian and this corrective notice.