

NARB Disagrees with NAD on Package Disclosures

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Glad advertises that its ForceFlex MaxStrength bags are “25% more durable.” More durable than what? If you follow an asterisk, you’ll learn that they are 25% more durable than Glad’s own 13-gallon ForceFlex bags. A competitor – presumably worried that consumers would think that Glad was making a comparison to its bags – brought a challenge before the NAD, questioning whether the basis of comparison was sufficiently clear. NAD didn’t think that was clear, either on the website or on packages. (See our summary [here](#).) Glad appealed the decision with respect to the packages.

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