

Misleading advertising and comparative advertising (amend. Directive 84/450/EEC)

1991/0343(COD) - 13/12/1996 - Commission opinion on Parliament's position at 2nd reading

The Commission amended its proposal by incorporating 8 of the 16 amendments adopted by the European Parliament at second reading. The amendments introduced by the Commission seek to: - delete a recital requiring conditions for comparative advertising to be cumulative and to be adhered to in full; - ban comparative advertising: . which discredits or denigrates the distinguishing marks or circumstances of a competitor; . which clashes with the codes of ethics of such professional bodies as the Bar associations. However, the Commission was unable to include amendments relating in particular to: - comparative tests; - voluntary control and the creation of a European self-regulatory body.