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# National Advertising Division Finds Certain Compostability Claims for HoldOn Bags Supported; Recommends Others be Modified or Discontinued

New York, NY – May 16, 2024 – In a challenge brought by The Glad Products Company, BBB National Programs' National Advertising Division determined that HoldOn Bags Inc. has a reasonable basis to claim that its trash bags break down in compost environments.

However, the [National Advertising Division](#) (NAD) recommended that other challenged claims either be discontinued or modified to:

- Clearly and conspicuously disclose the circumstances in which the bag would degrade, compost, or “break down.”
- Avoid conveying messages of general environmental benefits.
- Avoid conveying the message that HoldOn bags are not plastic.

HoldOn is a provider of trash bags certified by the Biodegradable Products Institute, Inc. (BPI) and TÜV Austria as compostable in commercial and home composting settings.

In support of its claims that HoldOn bags break down in compost facilities, the advertiser presented evidence through an expert in the field of compostable plastics and certifications from BPI and TÜV Austria that indicated the bag's suitability for composting in both commercial and home composting environments.

NAD found that the evidence provided a reasonable basis for HoldOn to make claims that its bags break down in composting environments but did not support claims that the bags would break down in non-composting environments, such as landfills. NAD also found that the evidence was insufficient to support claims of general environmental benefits. NAD recommended that HoldOn's claims conveying messages of environmental benefits be discontinued or modified to be limited to the bag's ability to degrade in composting environments.

NAD also found that some HoldOn advertisements conveyed messages that its bags are not plastic, however, no evidence in the

record supported that message. NAD recommended HoldOn discontinue or modify its claims to avoid conveying the message that its bags are not plastic.

In its advertiser statement, HoldOn stated that it will comply with NAD's decision although it disagrees with certain aspects of it.

All BBB National Programs case decision summaries can be found in the [case decision library](#). For the full text of NAD, NARB, and CARU decisions, subscribe to the [online archive](#). Per NAD/NARB procedures, this release shall not be used for advertising or promotional purposes.

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## Latest Decisions

DECISION	DECISION	DECISION	DECISION
<p><b>NAD Recommends Charter Discontinue or Modify Spectrum Internet "Fastest Speeds in More Neighborhoods than Any Other Provider" Claim</b></p> <p>New York, NY – October 10, 2024 – The National Advertising Division recommended Charter discontinue or modify the claim that "Spectrum offers the fastest speeds in more neighborhoods than any other provider" to avoid conveying the unsupported message that Charter offers the fastest speeds and is available in...</p> <p><a href="#">Read the Case Decision</a></p>	<p><b>National Advertising Division Recommends Promotion in Motion Discontinue or Modify Certain Welch's Fruit Snack Commercials</b></p> <p>New York, NY – September 30, 2024 – The National Advertising Division recommended that PIM Brands discontinue certain television commercials for its Welch's Fruit Snacks or modify the advertising to avoid conveying the message that competing fruit snacks are worthless.</p> <p><a href="#">Read the Decision</a></p>	<p><b>Following National Advertising Division Inquiry, Google Voluntarily Unlists Video Demonstrating Google Gemini Capabilities</b></p> <p>New York, NY – September 12, 2024 – Google voluntarily unlisted a video demonstrating the capabilities of Google Gemini, its large language model artificial intelligence (AI) offering introduced in December 2023.</p> <p><a href="#">Read the Decision Summary</a></p>	<p><b>National Advertising Division Recommends Gruma Modify Sugar and Net Carbohydrate Label Claims</b></p> <p>New York, NY – September 11, 2024 – In a challenge brought by competitor Olé, the National Advertising Division found certain "zero sugar" and "OG sugar" claims supported and recommended that Gruma Corporation, in connection with its tortilla product offerings, modify or discontinue other claims.</p> <p><a href="#">Read the Decision Summary</a></p>

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