



Represent all products and services fairly and honestly in all aspects of sales and marketing activity, so that the customer understands fully the nature, quality and fitness for purpose of the product or services being offered.



Ensure that all advertising, promotional and marketing material is legal, decent, honest and truthful and meets the requirements of the Advertising Standards Agency.



Not make false representation or claims that products or services have received a designated or official endorsement or approval, or conform to relevant industry standards, including British and European Safety Standards, unless there is documentary evidence or certification to confirm such claims.



Engage in proper and ethical standards when soliciting business without making or publishing false or disparaging statements concerning a competitor, or that competitors' products



Ensure that all technical and contractual advice is written in plain language and that quotation; price lists and sales terms are clear, correct and do not confuse or deceive customers.



Arrange and at all times maintain adequate insurance cover in respect of employer's and public liability.



Provide the customer with full information on the operation of all products including after sales service and warranty. All warranties and representations made by a member in relation to its products, whether orally or in writing, should accurately reflect the member's product features and performance characteristics.



Ensure that all employees, contractors and/or agents are courteous, adequately qualified and exercise their responsibilities with appropriate skill, care and professionalism.



Promote safe working practices in relation to products and services offered and comply with regulations laid down by the HSE, or any other legal or governmental regulations, which might apply to the industry.