

Link 16.1 Examples of Information Interpretation

Controversies have resulted from the perception that inaccurate information has been given to consumers about the origin of manufactured ceramics. In a recent UK news article, consumers were alarmed to find that the stamp on ceramics could state 'Made in England' and yet this did not mean that the pottery was entirely manufactured in England.

A consumer may interpret the phrase 'Made in England' as 'this product has been manufactured in England'. However, under current European Legislation the phrase can be used on products where a substantial element of the production process has been undertaken in England, but this does not necessarily include the *complete* production process.

In the case of ceramics, there are a number of stages involved in the production process beyond the firing of the clay, such as painting, the addition of adornments, glazing and firing. In some cases, pottery can be purchased from another country, decorated in England and then legally labelled as being 'Made in England'. The consumer may believe that they have been given inaccurate information, whilst legally the information provided to them is accurate. As the consumer misinterprets the information about origin, subsequent purchasing decisions are based on inaccurate information.

Reference

BBC, (2013), 'Pottery firms call for punishments for 'bogus branding'', <http://www.bbc.co.uk/news/uk-england-stoke-staffordshire-21606808>, date accessed 21 September 2013.