

Saturday, 23<sup>rd</sup> January 2010

### **BEWARE THE INSULATION HARD SELL**

Consumers should be wary of door-to-door traders using high pressure sales tactics to sell roof insulation.

Minister for Consumer Affairs, Gail Gago, says traders have been door-knocking homes in the northern suburbs and they appear to be breaching fair trading laws.

“Consumers have reported feeling pressured to enter into an agreement for the installation of insulation by door-to-door traders,” says Minister Gago.

Checks by the Office of Consumer and Business Affairs (OCBA) have found some of the traders reported by consumers are not licensed to contract for the installation of insulation in South Australia.

“By requiring licenses for the installation of insulation here in South Australia we’re providing residents with added safety protection,” says the Minister.

“A number of house fires across Australia have been attributed to incorrectly installed insulation, and this is just another way to ensure appropriately qualified tradespeople are following the safest practices.”

Consumers should ask for licence details or contact OCBA to check that the company or individual is licensed.

OCBA officers are continuing their investigations into the unlicensed activity as well as the conduct of the door-knockers.

“I urge consumers not to allow themselves to be pressured into any deals. If you don’t want to go ahead, then close the door on the traders,” says the Minister.

“It is better to take the time to consider what your insulation needs really are, rather than being rushed into a decision by someone who suddenly appears at the door and is probably more concerned with earning their commission than the energy efficiency of your home.

“If anyone has any concerns about an installation of insulation within their home, I urge them to have it checked by a qualified electrician.”

Door-to-door traders who harass or coerce a person into buying a product or service risk penalties of up to \$10,000 and contracting to install insulation while unlicensed carries a maximum penalty of \$20,000.

For more information on door-to-door trading or to report a suspicious trader call OCBA on 8204 9777, or 131 882 for regional callers, or visit the website at [www.ocba.sa.gov.au](http://www.ocba.sa.gov.au)