

The New Paper

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New scheme to accredit reliable firms

Complaints involving direct sales companies have risen over the past three years.

There were 82 complaints filed with the Consumers Association of Singapore (Case) last year, compared to 59 the year before and 46 in 2012, reported The Straits Times online.

Most were about the hard-sell tactics deployed by salesmen who go door-to-door to peddle products such as health supplements, vacuum cleaners and cookware.

To help consumers avoid rogue salesmen, the consumer watchdog and the Direct Selling Association of Singapore launched a new scheme yesterday that accredits companies with good business practices.

Some 14 companies were accredited. They can use a CaseTrust logo to identify themselves as reliable companies.

The list of CaseTrust accredited companies can be found on www.casetrust.org.sg