

These FAQs are intended to explain the publication of the revised ASA Ruling following the Independent Review. They should be read alongside [the revised ASA Ruling itself](#).

## Revised ASA Ruling – Frequently Asked Questions

### 1. What has happened?

The Advertising Standards Authority (ASA) has published [a revised version of its Ruling relating to two historical advertising claims that previously appeared on the Stove Industry Association \(SIA\) website](#).

The revised Ruling follows an Independent Review which identified a substantial flaw in part of the original published assessment, resulting in the case being reopened, reinvestigated and a revised Ruling being published.

### 2. Did the SIA “win” the Independent Review?

Not in the sense of overturning the ASA’s decision. The Independent Review did not overturn the ASA’s conclusion that the original advertising claims required greater qualification.

Instead, it examined the reasoning contained within the published Ruling. The Independent Reviewer identified a substantial flaw in part of the published assessment and recommended that the case be reopened and reconsidered.

### 3. What has changed?

The revised Ruling contains several important changes to the published assessment. Most significantly, the revised Ruling reflects the Independent Reviewer’s conclusion that the ASA’s original interpretation of the National Atmospheric Emissions Inventory (NAEI) data was incorrect. It now explains that the NAEI provides aggregate national emissions data and does not provide direct per-appliance comparisons between modern stoves, older stoves and open fires.

Key changes – At a glance

Original Ruling – 5th Nov 2025	Revised Ruling – 8 <sup>th</sup> July 2026
Treated NAEI data as per-appliance comparisons	Clarifies NAEI data is aggregate national emissions data
Included the statements: <i>“...modern stoves emitted more PM2.5 than the older stove types listed.”</i>  <i>“...emissions were higher, and in some cases significantly higher, for dry wood burned in a modern stove as opposed to an open domestic fireplace, such as sulphur dioxide, carbon monoxide, and several other toxins.”</i>  <i>“Between modern stoves and older stoves, the data showed increases in pollutants such as carbon monoxide, methane, and sulphur dioxide.”</i>  <i>“The data therefore did not show a significant decrease in all relevant GHG and other air pollutant emissions between older stoves and open fireplaces, and Ecodesign stoves.”</i>	These statements no longer appear

The revised Ruling also contains a revised assessment of the technical evidence submitted during the investigation.

#### **4. What has not changed?**

The ASA's overall decision remains unchanged. The ASA continues to conclude that the original advertising claims required greater qualification and therefore the complaints remain upheld.

The SIA accepted this position throughout the Independent Review process and removed the original claims from its website following publication of the original Ruling.

#### **5. Why did the SIA request an Independent Review?**

The SIA accepted that the ASA was entitled to reach its own conclusions regarding the wording of the advertising claims.

However, the Association was concerned that elements of the published reasoning extended beyond the wording of the advertising claims into what the SIA believed was an incorrect technical interpretation of complex emissions evidence. The Independent Review was therefore requested to ensure that the published assessment accurately reflected the available evidence.

#### **6. Why is the revised Ruling important?**

The revised Ruling is important because it corrects the ASA's interpretation of the National Atmospheric Emissions Inventory (NAEI) data contained within the original published assessment and provides a more accurate explanation of the technical evidence considered during the investigation.

In particular, it clarifies the limitations of the National Atmospheric Emissions Inventory (NAEI) when comparing the emissions performance of different appliance types. The SIA believes accurate interpretation of technical evidence is important for consumers, policymakers, regulators and industry alike.

#### **7. Did the ASA reverse its decision?**

No.

The ASA's overall decision has not changed.

The Independent Review resulted in changes to the published reasoning rather than the overall outcome of the investigation.

#### **8. Has the SIA changed its advertising?**

Yes.

The original claims were removed from the SIA website following publication of the original ASA Ruling in November 2025.

The Association also reviewed its communications to ensure future claims are expressed with appropriate clarity.

#### **9. Does this change the scientific evidence relating to modern stoves?**

No.

The Independent Review did not consider new scientific evidence.

Instead, it examined whether the published assessment accurately interpreted the evidence that had already been submitted during the investigation.

#### **10. Why does the National Atmospheric Emissions Inventory (NAEI) matter?**

The National Atmospheric Emissions Inventory is a national inventory which estimates emissions from different sectors across the UK.

The revised ASA Ruling now explains that these data represent aggregate national emissions and do not provide direct comparisons between the emissions performance of individual appliance types.

That clarification formed an important part of the revised assessment.

**11. What is the SIA's position following publication of the revised Ruling?**

The SIA welcomes publication of the revised Ruling following the Independent Review process.

The Association believes the revised assessment provides a more accurate explanation of the evidence considered during the investigation while recognising that the ASA's overall decision regarding the original advertising claims remains unchanged.

The SIA continues to support clear, accurate and evidence-based communication with consumers.

**12. What happens now?**

The revised Ruling concludes the Independent Review process.

The SIA remains committed to working constructively with regulators, government, industry partners and other stakeholders to support evidence-based policy, consumer education and continued improvements in stove technology and air quality.

**13. Why did the SIA pursue an Independent Review if the outcome has not changed?**

The SIA requested an Independent Review because it believed it was important that the published assessment accurately reflected the technical evidence considered during the investigation.

While the Independent Review did not change the ASA's conclusion that the original advertising claims required greater qualification, it resulted in the published assessment being substantially revised.

The SIA believes this is important because accurate interpretation of technical evidence supports better public understanding and informed policymaking.

The Independent Review also resulted in the removal of statements from the original Ruling that no longer appear in the revised published assessment

**Further information**

If you have questions that are not answered here, please contact the SIA directly by emailing [erica@stoveindustryassociation.org](mailto:erica@stoveindustryassociation.org). We will be happy to provide further information about the revised Ruling or direct you to the relevant supporting documents.