

MEDIA RELEASE

20 November 2025

CCS Warns Operators of Hotel Bed Company for Misleading Use of Logos and Trustpilot Rating

1. The Competition and Consumer Commission of Singapore (“**CCS**”) has found Hotel Bed Company Singapore (“**HotelBedCo**”) to have used certain logos¹ and Trustpilot rating² across its website, www.hotelbedco.com, and online platforms³ in a manner that is misleading to consumers.⁴
2. CCS launched its investigations in March 2025 after receiving a complaint about misleading marketing practices by mattress sellers in Singapore. The investigation revealed that HotelBedCo displayed logos on its website and online platforms with statements such as “Hotelier Standard For Excellence” and “Hospitality Standards”, creating the false impression that these were official industry standards, though no such official standard exists. In addition, a 4.5-star Trustpilot rating (“**Trustpilot Rating**”) was displayed on HotelBedCo’s online platforms. However, CCS discovered no active account for HotelBedCo existed on Trustpilot⁵, and the displayed rating was based primarily on reviews that the business had written itself.
3. CCS found that the logos were created and first displayed on the website and online platforms by the brand’s former owner, H&S Private Limited (“**H&S**”). H&S also displayed the Trustpilot Rating based on a Trustpilot account that was inactive. H&S sold the brand to the present business owner, Adcasa Pte. Ltd. (“**Adcasa**”), on 2 January 2025. Despite being aware of the logos and the Trustpilot Rating, Adcasa did not check their veracity after acquiring the brand and continued to display them.

¹ See Annex A for a screenshot of the logos.

² See Annex B for a screenshot of the Trustpilot Rating.

³ <https://www.lazada.sg/shop/hotel-bed-company> and <https://shopee.sg/hotelbedcompany>

⁴ HBC is a brand created and operated by H&S before it was sold to Adcasa on 2 January 2025.

⁵ Trustpilot is an online platform where consumers can share reviews and ratings about businesses. It can be accessed at <http://www.trustpilot.com/>.

4. Following CCS's investigations, Adcasa has agreed to give an undertaking to CCS to remove the misleading logos and the Trustpilot Rating. CCS issued warnings to H&S for initiating the conduct and to Adcasa for continuing the conduct after acquiring the business.
5. This case highlights broader concerns about misleading marketing practices for mattresses in Singapore, specifically that certain businesses may market their mattresses as 'hospitality', 'hotel' or 'orthopedic' grade that may give consumers the false impression that they meet certain official standards when they do not.
6. To address such concerns, CCS encourages consumers to regard such marketing claims with care and, if necessary, ask the business concerned for further information, specifically:
 - a. What specific standards does the product meet?
 - b. Can the business provide supporting documents of such claims, e.g. testing/research reports?
 - c. Any warranty/guarantee that the business can offer regarding the claimed standard/grade?
7. Consumers are encouraged to compare prices across different retailers and time periods, test mattresses in-store where possible, and carefully review warranty and return policies. This is especially crucial for online purchases where consumers cannot view or test any samples before making a purchase.
8. CCS's Chief Executive, Mr Alvin Koh said "CCS has recently released a Guide on Quality-Related Claims⁶ which I hope consumers can familiarise themselves with so that they are better aware about false marketing claims and misleading representations. Consumers can then avoid buying products that do not meet their needs."
9. Members of the public can report cases of unfair trade practices to CASE at 6277 5100 (Mondays to Fridays, 9am to 5pm) or <https://crdcomplaints.azurewebsites.net/>. For false or misleading advertisements, they can be reported to the Advertising Standards Authority of Singapore (ASAS) at 6461 1888 or <https://asas.org.sg/feedback/online-complaint>.

– End –

⁶ <https://www.ccs.gov.sg/consumer-protection/legislation-and-guidelines/guide-on-quality-related-claims>.

About the Competition and Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCS**”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against unfair trade practices and anti-competitive activities. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit www.ccs.gov.sg.

For media clarifications, please contact:

Ms. Candice Yam
Assistant Director (Communications)
Competition and Consumer Commission of Singapore
Email: candice_yam@ccs.gov.sg
DID: 6032 4344

Ms. Winifred Kwok
Senior Assistant Director (Communications)
Competition and Consumer Commission of Singapore
Email: winifred_kwok@ccs.gov.sg
DID: 6032 4345

Annex A: The Logos



Annex B: Trustpilot Rating

